



# CETA MARKET ENTRY GUIDE ON FASHION, TEXTILES AND FOOTWEAR



Supporting EU business in Canada

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# LIST OF ACRONYMS

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<b>AFA</b>	Association of Footwear And Apparel Canada
<b>CA</b>	Canada
<b>CAD</b>	Canadian Dollars
<b>CBCA</b>	Canadian Business Corporations Act
<b>CETA</b>	Comprehensive Economic and Trade Agreement
<b>CIPO</b>	Canadian Intellectual Property Organization
<b>CUSMA</b>	Canada-United States-Mexico Free Trade Agreement
<b>EIPA</b>	Export and Import Permits Act
<b>EPO</b>	European Patent Office
<b>EU</b>	European Union
<b>EUIPO</b>	European Union Intellectual Property Organization
<b>EUR</b>	Euro
<b>FTA</b>	Free Trade Agreement
<b>FTF</b>	Fashion, Textiles and Footwear
<b>GDP</b>	Gross Domestic Product
<b>GST</b>	Goods and Services Tax
<b>HS</b>	Harmonized System
<b>IPR</b>	Intellectual Property Right
<b>ITCs</b>	Input Tax Credits
<b>PTAs</b>	Preferential Trade Agreements
<b>RCC</b>	Retail Council of Canada
<b>RCD</b>	Registered Community Design
<b>REX</b>	Registered Exporter System
<b>RoO</b>	Rules of origin
<b>SAC</b>	Sustainable Apparel Coalition
<b>SMEs</b>	Small and Medium Enterprises
<b>TPL</b>	Trade Preference Levels
<b>US</b>	United States of America
<b>WIPO</b>	World Intellectual Property Organization

# EXECUTIVE SUMMARY

The fashion, textiles and footwear (FTF) industry is a consumer-focused industry, subject to constant change. It covers diverse economic activities, ranging from the transformation of natural or synthetic fibres to the production of manufactured products.

The FTF sector covers apparel (clothing and accessories), footwear, and textiles (home textiles and textiles used for manufacturing purposes).

The FTF industry encompasses the processing and manufacturing of natural and synthetic materials, the production of textiles, leather, clothing and footwear goods, and the provision of services relating to clothing, textiles and footwear goods such as dry cleaning, laundry operations, repairs and design.

Over the last decades, the industry has seen radical transformations due to technological changes, the emergence of important international competitors, and most recently, concerns related to the environment. The industry has been subject to criticism for being the second largest industrial polluter on the planet. The increase in awareness, impact and innovative ways to reduce pollution are becoming the focus of most brands, from SMEs to major corporations<sup>1</sup>.

This Guide explores the Canadian FTF sector, including sustainable trends, retail and wholesale distribution supply chains, retail sales, and consumer consumption patterns. Moreover, it provides an overview of the Comprehensive Economic and Trade Agreement (CETA) between the European Union (EU) and Canada, and how it benefits EU-Canada trade in FTF goods.

**Note:** All dollar figures are cited in Canadian dollars unless otherwise noted. All euro figures have been converted from Canadian dollars using InforEuro exchange rate system in December 2020.

<sup>1</sup> Perception of fashion sustainability in the online community, Journal of the Textile Institute.

# 1. INTRODUCTION TO THE FASHION, TEXTILES AND FOOTWEAR SECTORS IN CANADA

## Sector definitions



### Fashion/apparel industry

The apparel industry can be divided into two sub-sectors: the clothing industry and the accessories industry. The primary product lines of the apparel industry include fashion clothing, occupational clothing, technical outerwear, survival wear, activewear, foundation garments, tourism-related goods, backpacking and camping products, gloves, hats and caps, hosiery (stocking, pantyhose, socks, etc), and knitted goods<sup>2</sup>.



### Clothing industry

The clothing industry is a sub-sector of the apparel industry. It includes fashion clothing (also knitted goods), occupational clothing, technical outerwear, survival wear and activewear. When referring to the clothing industry, accessories and garments are not included, as they are part of the accessories industry.



### Accessories industry

The accessories industry refers to foundation garments, tourism-related goods, backpacking and camping products, gloves, hats and caps, and hosiery (stocking, pantyhose, socks, etc.).



### Footwear industry

The footwear industry features women's, men's, and children's industrial footwear, fashion and functional footwear, slippers, athletic footwear and cold climate shoes.



### Textile industry

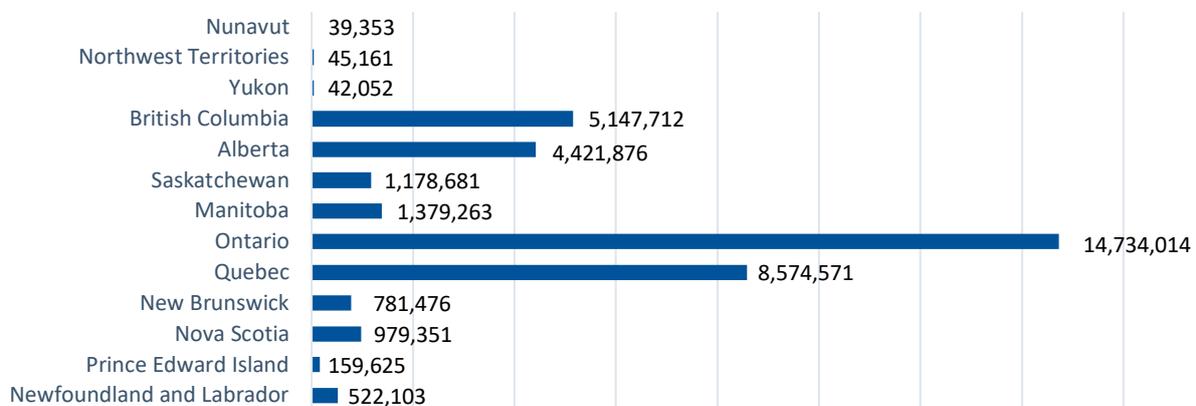
The textile industry features two main industries: home textiles, including furnishings and floor coverings, and textiles used for the manufacturing of apparel and accessories<sup>3</sup>.

## 1.1. Quick facts about Canada

Located in the northern part of North America with an expanse reaching from the Atlantic to the Pacific Oceans, Canada is the world's second largest country by landmass. The country is divided into 10 provinces and, in 2021, has a population of approximately 38 million people, with nearly 80% of that population living within 150 kilometres of the US border<sup>4</sup>. 50% of the population lives along the corridor that stretches from Québec City to Windsor, which includes Ottawa, the nation's capital, and two of the largest cities in Canada: Toronto and Montreal.

Cross-border shopping is often practised, especially when the Canadian dollar is performing strongly against the US dollar.

Figure 1. Canadian population by province in the third quarter of 2020



Source: [Statistics Canada](#)

<sup>2</sup> [Government of Canada - Apparel Industry profile.](#)

<sup>3</sup> [Government of Canada - Textiles Industry profile.](#)

<sup>4</sup> ["Canada's population", Worldometer.](#)

In accordance with Canada's population concentration, the Canadian fashion market is primarily centred in three major cities, namely: Vancouver, Toronto and Montreal.

**Figure 2. Canadian cities most-focused on fashion**



Source: Montreal International "Montréal Fashion Industry: Where Know-How and Technology Meet to Inspire Style and Creativity"

## 1.2. Market size and trends

The FTF sector covers the textile industry, the apparel and footwear manufacturing industry, and the retail industry. The Canadian apparel market is large, mature, and has been growing steadily over the last few decades.

From January 2015 to May 2020, the Canadian Gross Domestic Product (GDP) from the FTF<sup>5</sup> manufacturing sector has not ceased to increase. In May 2020, it was valued at €1.3 billion (\$1.77 billion)<sup>6</sup>.

**Figure 3. FTF chain segments**



Source: Industry Canada – A Canadian Approach to the Apparel Global Value Chain

The Canadian FTF industry has long been considered a global player and a rich ecosystem composed of many different players and activities, such as:

- Financing;
- Research and development;
- Consultants;
- Associations and supports agencies;
- IT tools, e-commerce, and supply chain management;
- Transportation and logistics;
- Distribution, buyers, and promotion;
- Production and suppliers;
- Education and research; and
- Other clusters and creative industries.

<sup>5</sup> Limited to clothing and leather products.

<sup>6</sup> Statista.

## A) Manufacturing

In 2019, Canadian establishments engaged in the clothing manufacturing sub-sector totalled 3,453<sup>7</sup>, followed by the textiles products sub-sector, with 1,045 establishments<sup>8</sup>, and the leather and allied product manufacturing sub-sector, which reached 531 establishments<sup>9</sup>.

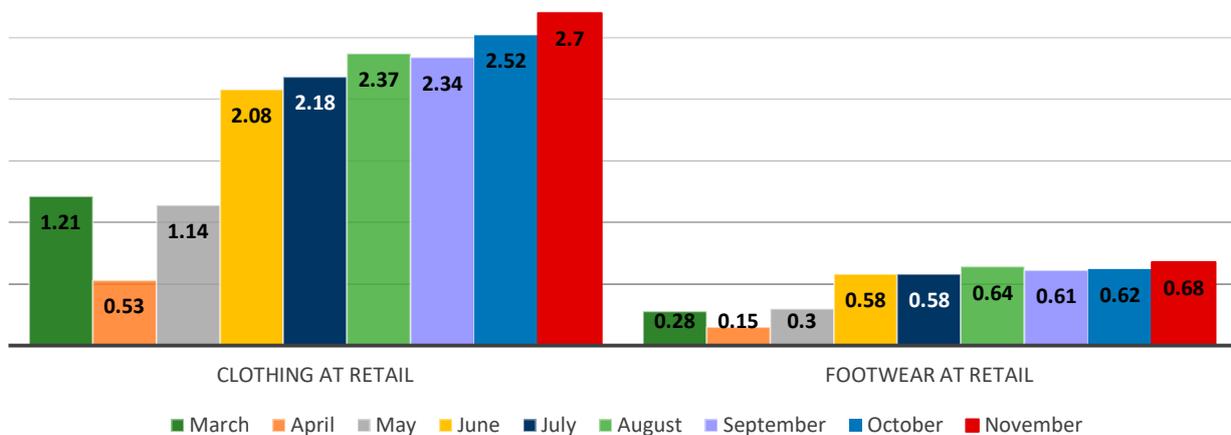
## B) Wholesale and retail

In 2019, there were 26,498 establishments primarily engaged in retailing apparel in Canada (excluding the retail of used clothing accessories)<sup>10</sup>. The Canadian apparel and footwear market tends toward mass retailers and chains such as H&M, GAP INC, REITMAN'S, etc. However, there exist niche markets for certain product categories and luxury price points.

In 2019, retail sales of clothing in Canada<sup>11</sup> amounted to approximately €17.7 billion (\$27.44 billion), representing an increase from around €17.3 billion (\$26.9 billion) in 2018<sup>12</sup>. In terms of sales, in 2019, the Canadian clothing market was around 40% the size of Germany's, and 125% the size of Spain's, with womenswear being the most significant contributor, followed by menswear and childrenswear<sup>13</sup>.

Notwithstanding the above-mentioned pre-pandemic records, in October 2020, sales of clothing and accessories dropped by 12.40% year-on-year<sup>14</sup>. While retailers across the globe have been facing several struggles due to the COVID-19 pandemic, opportunities are also emerging for those willing to innovate<sup>15</sup>.

**Figure 4. Monthly retail sales of clothing and footwear in Canada from March to November 2020 (in billion \$)<sup>16</sup>**



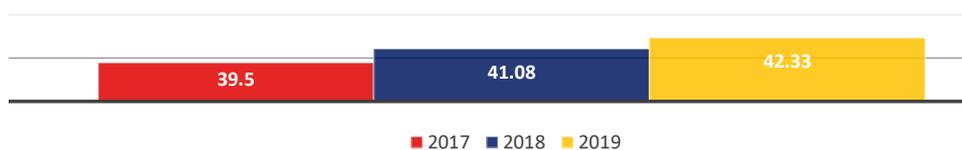
Source: [Statistics Canada](#)

## C) Consumer trends

### i) Apparel (clothing and accessories)

From 2017 to 2019, total household consumption of apparel products in Canada has been constantly increasing<sup>17</sup>.

**Figure 5. Total household consumption of apparel products (in billion \$)**



Source: [Statistics Canada](#)

7 [Summary - Canadian Industry Statistics](#).

8 [Summary - Canadian Industry Statistics](#).

9 [Summary - Canadian Industry Statistics](#).

10 [Summary - Canadian Industry Statistics](#).

11 Retail sales include retail commodities sold by Canadian brick-and-mortar retail shops in Canada.

12 [Statista](#).

13 "Canada's clothing market - Top selling and sourcing trends", [Just in Style](#).

14 [Retail Council of Canada](#).

15 "Fashion Retailers & the COVID-19 Crisis", [Omnilytics](#), March 2020 Strategy.

16 [Supra footnote 11](#).

17 [Statistics Canada. Table 36-10-0124-01. Detailed household final consumption expenditure, Canada, quarterly](#). Household consumption measures Canadians' expenditure, which includes products from retail establishments and used or imported goods, including those purchased while travelling or online from local or foreign retailers.

While data from 2020 is not yet available, the first three quarters of total household consumption of apparel products in Canada amounted to €16,14 billion (\$25,01 billion), which forecasts a likely year-on-year decrease in total consumption, which can be explained by the impact of the COVID-19 pandemic.

## ii) Textiles

Between 2017 and 2019, total household expenditure on home textiles in Canada has also increased.

**Figure 6. Total household consumption of home textiles products (in billion \$)**



Source: [Statistics Canada](#)

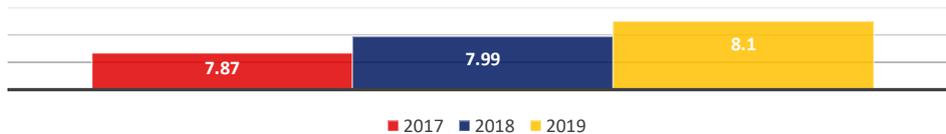
While data from 2020 is not yet available, the first three quarters of total household consumption of home textiles amount to €1,74 billion (\$2,79 billion). Unlike apparel products, total consumption of home textiles in 2020 could reach similar levels as in 2019.

## iii) Footwear

Most footwear sold in Canada is imported. In 2018, Canada's main importers of footwear were China and Vietnam (69%), Italy (8%), and Indonesia (4%)<sup>18</sup>. In Canada, the industry is currently concentrated in Montreal, Québec and Toronto.

Between 2017 and 2019, total household consumption of footwear has also seen a steady increase.

**Figure 7. Total household consumption of footwear products (in billion \$)**



Source: [Statistics Canada](#)

Data from the first three quarters of 2020 shows a total household consumption of footwear of €3,08 billion (\$4,78 billion). While data for the whole year is not yet available, consumption during the fourth quarter is unlikely to reach similar levels to those of 2019.



According to a [2018 Study](#) by NPD Group Canada, the outdoor market in Canada is approximately a €1,78 billion (\$2,8 billion) industry. In the same year, sales of outdoor apparel and footwear grew by 7% and 8% respectively. About 70% of all purchases of winter or extreme winter weather gear takes place in Ontario and Québec, and 2 out of 3 items are usually sold through sales by December.

## 1.3. An imports-dependent market

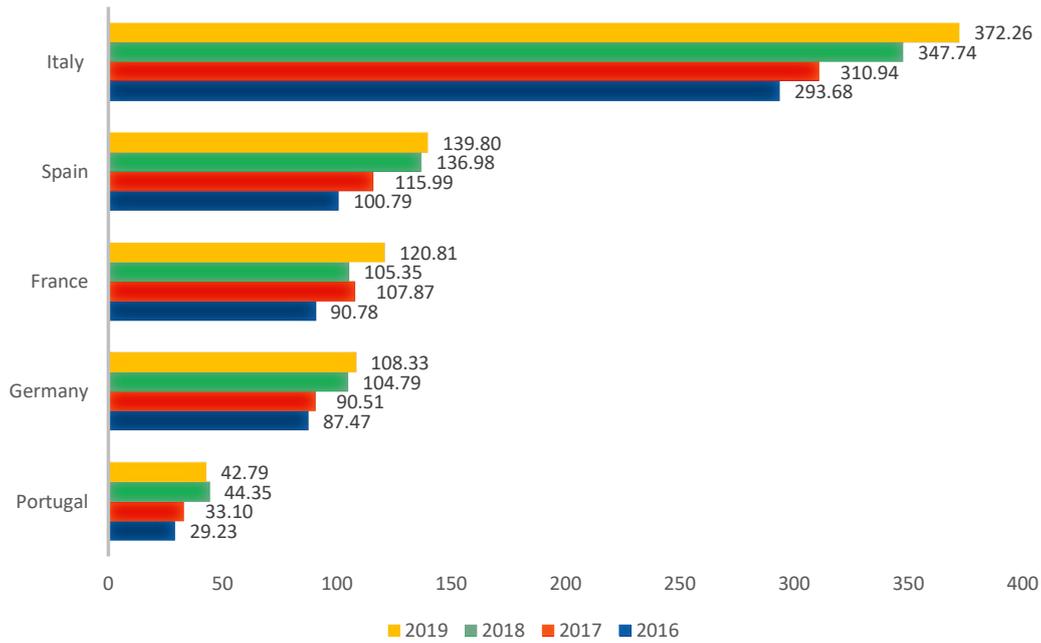
The majority of clothing and footwear goods sold in Canada are imported, mainly from China, Vietnam, Bangladesh, Cambodia, and the EU.

In 2016, pre-CETA Canadian imports of apparel and footwear products from the EU27 amounted to €694,84million. Following the entry into force of CETA in 2017, Canada's apparel and footwear imports from the EU27 have been rising steadily, amounting to €918,17 million in 2019<sup>19</sup>.

Italy, Spain, France, Germany and Portugal are among the top EU exporters of apparel and footwear to Canada.

<sup>18</sup> Canadian footwear market", [Canada-Ukraine Trade & Investment Support \(CUTIS\) Project](#).  
<sup>19</sup> Eurostat.

**Figure 8. Top 5 EU Member States exporters of apparel and footwear products to Canada from 2016 to 2019 (in million €)**



Source: Eurostat

EU27 exports of textiles have been increasing since the provisional entry into force of CETA in 2017, reaching €238,53 million in 2019.

**Figure 9. EU exports of textiles from 2016 to 2019 (in million €)**



Source: Eurostat

## 2. INTRODUCTION TO CETA

### 2.1. What is CETA?

The Comprehensive Economic and Trade Agreement between the European Union and Canada (CETA) eliminates 98% of pre-existing tariffs. The benefits of CETA for the FTF sector go beyond the elimination of most duties. CETA simplifies customs and business regulations, helping EU businesses generate new market growth, increase sales, and create new jobs. In addition, CETA makes trade more transparent and increases market access by addressing challenges such as technical barriers to trade and costs of participating in international trade.

CETA led to an increase in EU-Canada trade in goods and services<sup>20</sup>. Indeed, CETA's tariffs reduction supposed an increase of 20% in EU-Canada trade, as well as a boost of commercial interexchange of up to €20 billion per year<sup>21</sup>.



#### Did you know?

Since CETA's entry into force in 2017, EU exports of apparel, footwear and textiles to Canada have seen a steady increase, with total exports in 2019 amounting to €1,23 billion (an increase of approximately 23% with respect to total pre-CETA exports in 2016)<sup>22</sup>.

### 2.2. How does CETA benefit EU exporters in the fashion, textiles and footwear industry?

#### A) Tariff elimination duties

CETA's preferential tariff treatment eliminates high pre-CETA customs duties on a wide variety of goods, promoting EU products' competitiveness and their market share in the Canadian market<sup>23</sup>. A clear example is imports of knitted sweaters, sweatshirts and waistcoats<sup>24</sup>, which were previously subject to an 18% tariff rate, and can now be imported on a duty-free basis.

If you are an EU exporter of consignments of goods with a value greater than €6,000, you can benefit from CETA if you register in the Registered Exporters System (REX) by completing the [REX application form](#), and use your REX number on the "statement/declaration of origin".



To access product-by-product information please visit the [Access2Markets database](#), the European Commission's new online tool to help exporters find all of the key information on how to export to or import products from non-EU countries.

<sup>20</sup> Government of Canada Website. International Trade.

<sup>21</sup> "Free trade, tariffs and online sales: what is fashion facing in Europe?", The Global Fashion Business Journal, 24 May 2019.

<sup>22</sup> Eurostat.

<sup>23</sup> EUCCAN. Market opportunities.

<sup>24</sup> This includes "jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted" of wool, cashmere, cotton, man-made fibres, and other materials.

**Table 1. Comparison between pre-CETA's and CETA's tariff rates on apparel, footwear and textiles**

PRODUCT	PRE-CETA	CETA
<b>Apparel</b>		
Clothing (knit and woven)		
Tracksuits, ski suits, and swimwear, knitted and crocheted	18%	Free
Men's or boys' shirts	17-18%	Free
Women's or girls' suits, ensembles, jackets, dresses, skirts, shorts, trousers (woven)	17-18%	Free
<b>Accessories</b>		
Ties and cravats	16-18%	Free
Clothing accessories, knitted or crocheted (i.e., scarves, belts)	12-18%	Free
Tights, stockings, socks, and other hosiery, knitted or crocheted	18%	Free
<b>Footwear</b>		
Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of leather	11-18%	Free
Footwear with outer soles of rubber, plastics, leather or composition leather and uppers of textile materials	7.5%-18%	Free
<b>Home Textiles</b>		
Carpets and other textile floor coverings, woven, not tufted or flopped, including "Kelem", "Schumacks", "Karamanie" and similar handwoven rugs	6.5-14%	Free
Textile Wall Coverings	5-18%	Free
Bed linen, table linen, toilet linen and kitchen linen	7.5 -18%	Free

Source: [Market access opportunities for EU business in Canada in the context of CETA - Expert Report](#).

## B) Rules of origin

Rules of origin (RoO) outline the criteria used to determine in which country a product originates. They appear in practically all Preferential Trade Agreements (PTAs) and are used primarily to prevent trade deflection, that is, prevent non-signatory parties from taking advantage of the trade agreement.

CETA establishes specific rules of origin, which determine whether products originate from the EU/Canada and, thus, are eligible for CETA's preferential tariffs and/or quotas. Annex 5 of CETA lays down the conditions for each product to be classified as of EU/Canada origin and, thus, enjoy CETA's preferential trading regime.

In general, the product must meet the product description and undergo sufficient production in an EU Member State/Canada. CETA's rules of origin for FTF products are generally more liberal than the rules of origin in Canada's other PTAs, including the CUSMA. This may provide EU apparel producers with a competitive edge in the Canadian market over their international competitors.

**Annex 2 – Text of the origin Declaration - The origin declaration, the text of which is given below, must be completed in accordance with the footnotes. However, the footnotes do not have to be reproduced.**

(Period: from \_\_\_\_\_ to \_\_\_\_\_)<sup>25</sup>. The exporter of the products covered by this document (customs authorisation No ...)<sup>26</sup> declares that, except where otherwise clearly indicated, these products are of ...<sup>27</sup> preferential origin. ...<sup>28</sup>(Place and date) ...<sup>29</sup> (Signature and printed name of the exporter).

<sup>25</sup> When the origin declaration is completed for multiple shipments of identical originating products within the meaning of Article 19.5, indicate the period for which the origin declaration will apply. The period must not exceed 12 months. All importations of the product must occur within the period indicated. Where a period is not applicable, the field can be left blank.

<sup>26</sup> **For EU exporters:** When the origin declaration is completed by an approved or registered exporter the exporter's customs authorisation or registration number must be included. A customs authorisation number is required only if the exporter is an approved exporter. When the origin declaration is not completed by an approved or registered exporter, the words in brackets must be omitted or the space left blank.

**For Canadian exporters:** The exporter's Business Number assigned by the Government of Canada must be included. Where the exporter has not been assigned a business number, the field may be left blank.

<sup>27</sup> "Canada/EU" means products qualifying as originating under the rules of origin of the Canada-European Union Comprehensive Economic and Trade Agreement. When the origin declaration relates, in whole or in part, to products originating in Ceuta and Melilla, the exporter must clearly indicate the symbol "CM".

<sup>28</sup> These indications may be omitted if the information is contained in the document itself.

<sup>29</sup> Article 19.3 provides an exception to the requirement of the exporter's signature. Where the exporter is not required to sign, the exemption of signature also implies the exemption of the name of the signatory.

CETA's RoO are based on a double transformation principle. According to this principle, weaving, making up, or making up preceded by printing (accompanied by at least two preparatory or finishing operations), must be done in an EU Member State<sup>30</sup>.

Annex 1 of the [Protocol on Rules of Origin](#) establishes that a small percentage of non-originating materials is allowed to be incorporated in the production process without affecting the origin of the final product.



Since determining a product's economic nationality can sometimes be a difficult task, the EU has developed several tools to help EU exporters, such as the [Guidance on CETA's Rules of Origin](#), the [Access2Markets database](#), and the [Rules of Origin Self Assessment \(ROSA\)](#).

#### Step-by-step guide:

1. Find the product code (HS code) in the [Access2Markets database](#) via 'Find product code'.
2. Check which rules apply to the product by entering the product code.
3. If your product satisfies the rules, you have to attach an origin declaration when exporting your product.
4. Keep a copy of the statement/declaration of origin and evidence to support it. Information on document records is available in the sections on CETA in the Customs Manual.

#### Other available resources:

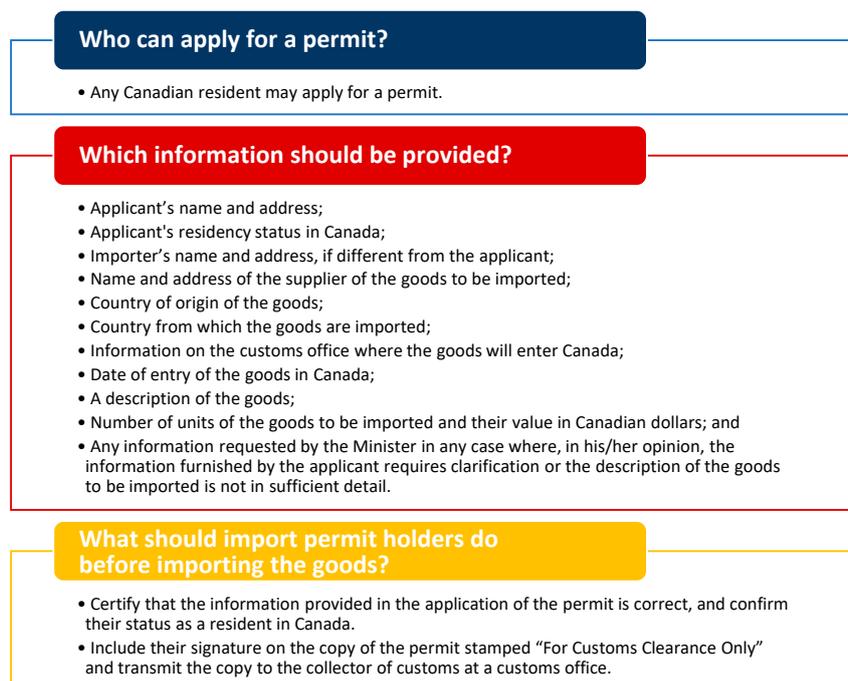
- A list of yearly utilisation tables can be found on [Global Affairs Canada's website on CETA Origin Quotas](#).
- To obtain more information on a control type of a product please contact the EICB for Textiles and Apparel at: (613) 996-3711 or [tic@international.gc.ca](mailto:tic@international.gc.ca).

For a limited quantity of FTF products, EU products can benefit from more flexible rules of origin, which are described in the "origin quotas" and expressed in terms of volumes per product category. Tables C.3 and C.4 of Annex 5-A of the Protocol on Rules of Origin and origin procedures set out the respective origin quotas applicable to imports of EU FTF products into Canada.

The origin quota year extends from January 1 to December 31, inclusive. Weekly utilisation rates for products that require import permits are available online. Shipment-specific import permits are issued on a first-come, first-served basis. Once an origin quota has been fully utilised, import permits will not be issued.

Imports of FTF products from the EU Member States to Canada, which are eligible under CETA origin quotas, are subject to import controls under the Export and Import Permits Act (EIPA). According to EIPA, all imports of these products must obtain a shipment-specific import permit to enjoy preferential tariff treatment.

**Figure 10. Information on import permits**



Source: [Canadian Government website](#)

<sup>30</sup> Protocol on Rules of Origin and Origin Procedures (Protocol on Rules of Origin).

## C) Protection of intellectual property rights

The important economic benefits of a robust intellectual property right (IPR) framework have been confirmed recently in a [study](#) conducted by the European Observatory on Infringements of Intellectual Property Rights and the European Patent Office (EPO)<sup>31</sup>. Indeed, for instance, trademarks are the most valuable assets of many EU businesses in the FTF sector. To this end, CETA ensures the protection and enforcement of IPRs.

CETA's provisions lead to improved intellectual property rights protection for European companies exporting innovative, artistic, distinct, and high-quality products to Canada.

Based partly on Canada's commitments under CETA, Canada has aligned its copyright protection with the World Intellectual Property Organization (WIPO) Internet Treaties. In June 2019, Canada brought into force the *Madrid Protocol*, the *Singapore Treaty*, and the *Nice Agreement*, each of which contributed to a significant and substantive change to trademark law in Canada. This is an important outcome in protecting the intellectual property of EU creative industries.

The implementation of three international trademark treaties puts Canada generally on par with the EU when it comes to trademark registration and enforcement. The Canadian Intellectual Property Office (CIPO) now accepts and examines applications filed by Madrid applicants from foreign countries seeking Canadian registrations, making it easier and less expensive to include Canada in your portfolio of trademark holdings.

Under CETA, Canada has agreed to strengthen its border measures against counterfeited trademarks, pirated copyright goods and counterfeit geographical indication goods. Canadian competent authorities may now act on their own initiative to temporarily suspend the release of, or detain, goods suspected of infringing an IPR.

**Table 2. A quick comparison between EU and Canadian patents**

	EU PATENT	CANADIAN PATENT
<b>Validity Term</b>	Protection for 20 years	Protection for 20 years
<b>Type of Registration and/or Application</b>	<b>National:</b> granted by National Patent Offices. <b>European:</b> Granted centrally by the European Patent Office (EPO).	<b>National:</b> Granted by the Canadian Intellectual Property Office (CIPO).
<b>Jurisdictional Limitation</b>	Protection is limited by the jurisdiction granting the patent.  Patent Cooperation Treaty  Patent Prosecution  Highway	Protection is limited by the jurisdiction granting the patent.  Patent Cooperation Treaty  Patent Prosecution  Highway
<b>IPR Border Enforcement</b>	Available	Not Available

With regards to industrial designs, Canada acceded to the Geneva Act of the Hague Agreement and modernised its Industrial Design Act and Regulations, which led to an increase of Canada's term of protection from 10 to 15 years, and the codification of the test to establish novelty.

Membership in the Hague Agreement allows EU businesses filing an international industrial design application through the Hague system to include Canada, pay only one set of fees and in one currency through WIPO, and to enjoy simpler rights maintenance and management.

<sup>31</sup> "Impact of intellectual property rights intensive industries in the European Union", European Observatory on Infringements of Intellectual Property Rights and the European Patent Office.

**Table 3. A quick comparison between EU and Canadian industrial designs**

	EU INDUSTRIAL DESIGN	CANADIAN INDUSTRIAL DESIGN
<b>Term</b>	According to Art. 10 of Directive 98/71/EC on the legal protection of designs, <i>“The right holder may have the term of protection renewed for one or more periods of five years each, up to a total term of 25 years from the date of filing”</i> .	Valid for up to 15 years after the filing date of the application or 10 years after the date or registration of the design, whichever comes later. To maintain exclusive rights beyond the initial 5 years, a maintenance fee must be paid.
<b>Type of Registration and/or Application</b>	<b>National:</b> Granted by National Offices. <b>EU-wide:</b> A registered community design (RCD) through EUIPO. <b>International:</b> Hague system. In 2007, the EU acceded to the Geneva Act of the Hague Agreement on the international registration of industrial designs.	<b>National:</b> Registration with CIPO protects Canada. <b>International:</b> Canada can be included in your international Hague application for industrial design protection, EU-side and international.
<b>IPR Border Enforcement</b>	Applicable	Not Applicable



For more information on IPRs, please see the CETA & Intellectual Property Rights report, available on [DG TRADE's website](#).

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# 3. READY FOR THE CANADIAN MARKET?

Entering a new market requires due preparation. The size of your company, former experience in exporting, and financial stability are determining factors when deciding on an export strategy.

Figure 11 helps you identify the necessary steps before exporting to Canada.

**Figure 11. Step-by-step guide**



## 3.1. Understanding the Canadian market

Canada is not to be confused with the US retail market. Take into account sizing issues, colour and textile preferences, price versus value, and other considerations before exporting to, or expanding within Canada.

Company and brand names should not be offensive to any demographic groups present within the country, especially major ones, such as the significant Asian population, and Indigenous people, etc.

### A) The FTF Canadian market by sub-sector

This section provides key data about the Canadian FTF market, including global retail sales in Canada and recent trends. It allows EU businesses to assess their products' potential success in Canada.

#### i) Overall view of apparel sales

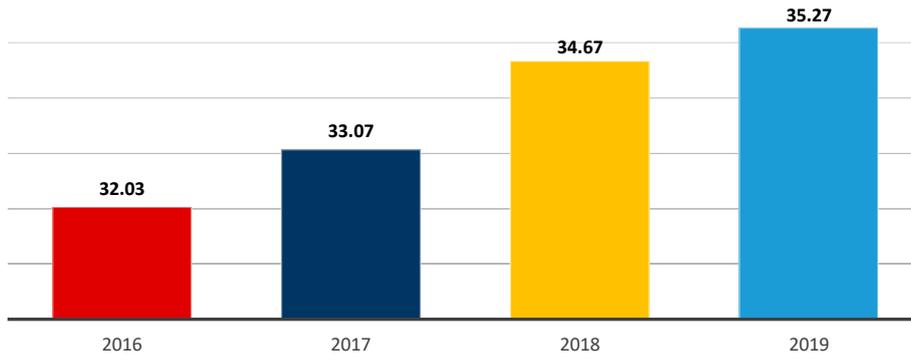
In 2019, Canadian global retail sales of apparel reached €22,75 billion (\$35,27 billion)<sup>32</sup>. By 2025, retail sales of apparel are set to reach approximately €24.74 billion (US\$29,5 billion)<sup>33</sup>.

Womenswear is the largest sector in retail, representing more than half of all retail sales in 2019. Comparatively, menswear and childrenswear accounted for approximately 30% and 14% of retail, respectively.

<sup>32</sup> Statista

<sup>33</sup> Just-Style: Canada's clothing market

**Figure 12. Total apparel retail sales in Canada from 2016 to 2019 (in billion \$)**

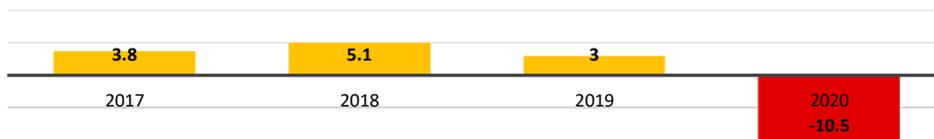


Source: Statista

From 2017 to 2019, in-store retail sales of apparel alone increased as follows: from 2016 to 2017, by 3.8%, from 2017 to 2018, by 5.1%, and from 2018 to 2019, by 3% (see Figure 13).

In 2020, in-store sales dropped drastically due to lockdowns and other measures aiming at controlling the COVID-19 pandemic, with total retail sales falling by 10.5% (a 17.9% fall from February to May 2020).

**Figure 13. Year-on-year percentage change of retail sales of clothing and apparel in stores**



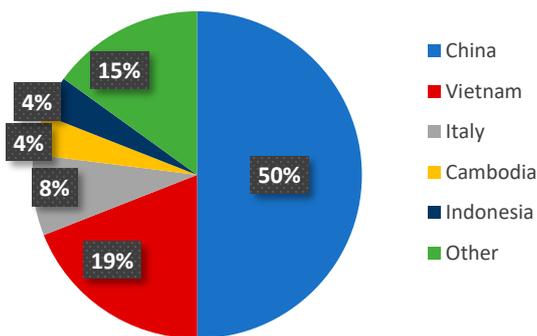
Source: Strappigel and Statista

With lockdowns and consumers having to physically distance, online sales became an important alternative. Online retail sales nearly doubled (+99.3%) during that period compared to May 2019, and e-commerce sales saw a 110.8% year-on-year increase<sup>34</sup>.

**ii) Footwear**

The domestic footwear market mainly manufactures industrial footwear, functional footwear, slippers, athletic footwear, and cold climate shoes. While the imported footwear market features mainly Asian-origin products, Italian footwear is of significant importance to the market.

**Figure 14. Top exporters of footwear into Canada**



Source: Shoes from Mexico

**iii) Textiles**

In Canada, there is a small market for EU “noble” textiles (i.e., wool, silk, cashmere) used in high-end apparel, which are normally sourced by Canadian designers attending either Premiere Vision Paris or New York.

<sup>34</sup> Statista, Monthly Retail Trade Survey.

## B) Special product categories

### i) Sports and athleisure apparel and footwear

Sports and athleisure wear remains one of the strongest categories in retail sales, in both apparel and footwear, across all prices. It includes yoga pants, leggings, tights, sweatpants, sneakers, hoodies and jackets, and other products designed for exercise (but that could be also worn in informal/casual settings).

The market value of the athletic leisure apparel market in Canada was forecast to amount to approximately €2.2 billion (\$3.4 billion) by 2022<sup>35</sup>. Apparel and footwear athleisure products are important sellers in Canada, especially in British Columbia, Alberta, etc., where outdoor sports are important lifestyles and “fashion statements”.

The athleisure trend has fundamentally changed the way that consumers think about apparel. As a result, consumers expect “active properties” such as stretch/flexible textiles to be built into most categories of apparel including pants, dresses, blouses, etc. Currently, nearly 20% of all adult apparel (including basic products – socks, underwear, etc.) contains some type of added “active features”.

The main players are CANADA GOOSE (Canada), ARC'TERYX (Canada), MEC (Canada), PATAGONIA (US), and DECATHLON (France). The latter is the most recent addition to this market, having opened its first location outside of Montreal in 2018.

In general, sports and athleisure apparel and footwear seem to be at a “mid-to-luxury” price range, with consumers “investing” in top brands.

**Figure 15. Canadian athleisure brands<sup>36</sup>**



Source: [ELLE Canada](#)

### ii) Sustainable footwear and apparel products

Many new Canadian and EU brands are using new technologies to be more sustainable. This trend is reflected among Canadian consumers, which are very actively pursuing sustainable fashion<sup>37</sup>. The movement toward creating more sustainable or eco-friendly products continues to increase in the Canadian market, as small to major local and international brands and retailers respond to a growing demand from consumers.

Sustainable practices include increased use of eco-materials in product development, programmes for recycling used apparel, interest in how base fibres are grown and harvested, environmental production practices and new technologies, etc. In addition, socially accountable workers' practices and certificates are growing in importance worldwide.

One of the leading organisations in North America is the [Sustainable Apparel Coalition](#) (SAC), which includes apparel, footwear and textiles. Their members include major players such as UNITED COLORS OF BENETTON (Italy), ARC'TERYX (Canada), ALDO (Canada) or PATAGONIA (US), among others. The full list of members can be found on their [website](#). The Coalition supports the unique needs of SMEs, often faced with resource challenges of limited time, personnel, or finances. For a fraction of the cost of formal SAC membership, SME Higg Index customers can drive improved sustainability performance within their value chains<sup>38</sup>.

As innovative production and finishing technologies come into play, certain key industries such as the DENIM apparel sector are integrating impressive changes into their manufacturing processes<sup>39</sup>. This trend is also found among EU firms supporting sustainable production worldwide, such as [JEANOLOGIA](#) (a Spanish innovative and multicultural company with over 20 years of experience in the development of sustainable and eco-efficient technologies for the finishing industry) and [SYMPATEX](#) (a German provider of environmentally friendly, optimal breathable, and 100% wind and waterproof membrane systems and layer laminates). Both companies are very active in marketing their new technologies to denim brands in Canada and the US.

<sup>35</sup> Statista

<sup>36</sup> All featured brands are registered trademarks.

<sup>37</sup> [How to start shopping for more sustainable denim](#), CBC.

<sup>38</sup> [Small & Medium-Sized Enterprises, Sustainable Apparel Coalition](#).

<sup>39</sup> [The Sustainable Fashion Movement in Canada \(and Beyond\)](#), EcoParent.

Greenwashing (or claiming sustainability) does occur and can discourage consumer purchases. For instance, bamboo is an example of a fabric that has been greenwashed. It was promoted as having many of the same attributes as the plant itself, being called biodegradable, a renewable resource, and anti-bacterial. However, following an investigation carried out in the US and Canada, several products and labels had to be corrected since they had been processed using toxic chemicals<sup>40</sup>.



For additional information on the sustainable market worldwide see [fashionabc.org](https://www.fashionabc.org) with offices in the UK, Portugal and Bangladesh; Greenpeace's [report](#), and [Fashion for Good](#) (The Netherlands).

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## 3.2. Marketing for Canadians

While pre-pandemic Canadians tend to spend less time on e-tailing than their neighbours in the US, online purchases are increasing steadily. EU businesses should have a user-friendly and attractive website featuring their products, information about their brand, and other selling factors such as environmental footprint and awards received. While English alone may suffice, EU businesses should consider having a website in French too, the other official language of Canada.

Using social media is undeniably a successful marketing tool to promote brand and retailer information worldwide. By either hiring or creating your own in-house brand story and placing it with “brand influencers” online, EU businesses can reach millions of consumers.

Nonetheless, traditional marketing strategies continue to be valid in the market. EU businesses should consider advertising in relevant trade and consumer publications, partnering with retailers, participating in trade shows that attract Canadian buyers, and creating subscriptions to update your consumers on seasons, trends, sales, and other promotions.



### Marketing tips

- Create and explain the story behind your brand.
  - Use fashion ambassadors.
  - Create a subscription/membership option.
  - Include and promote free shipping, new seasons, trends, and special discounts and promotions.
- 

## 3.3. Where and how to sell?

### A) Sizes

The *metric system* is the official system in Canada. However, many Canadians still use the “*Imperial System*”, which is also used in the US (see Annex 1). Footwear is rarely labelled in EU sizes. It is almost always labelled in US sizes.

### B) Position your pricing in the Canadian market

Pricing of FTF products depends upon several criteria, such as:

- Are your items considered “basics” (i.e., non-fashion t-shirts, basic sweater, etc.)?
- Type of materials (i.e., natural fibres vs synthetics), quality of trims and accessories.
- What are your competitors’ price points in the Canadian market? (i.e., compare pricing to similar quality both from Canadian and international brands).

### C) What are the main ways of wholesale selling in Canada?

#### i) Traditional ways

A significant number of Canadian buyers attend US shows in search of merchandise from around the world. Many countries export-groups or trade associations from different regions will prepare “group pavilions” to meet not only with foreign buyers, but also to meet agents and importers from these same locations.

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<sup>40</sup> [Bamboo textiles no more 'natural' than rayon, CBC.](#)

For small to mid-size brands, the easiest way to enter the Canadian market at wholesale is via an importer or an agent specialised in your product category. Mostly based in Québec, Ontario and B.C., these professionals will work with you on the following:

- Merchandising of your collection to create a sample selection appropriate for the Canadian consumer (i.e., colours, silhouettes, textiles, etc.);
- Prepare for the Canadian market, labelling specifications, etc.;
- Provide a showroom space to present the collection;
- Expand contacts to new retailers who may specifically target your type of merchandise;
- Deal with returns or requests for “sale price”; and
- Importers will purchase specific styles in sizing and number of pieces necessary for their business, whereas agents will only take a sample collection to show to clients and then pass the orders onto your firm.

**Table 4. Examples of importers and/or agents**

COMPANY	LOCATION	DESCRIPTION
<a href="#">M&amp;M Footwear</a>	Montreal	Sourcing agent, developer, producer, and importer of men’s, women’s and children’s footwear.
<a href="#">Agence Steps</a>	Montreal	Footwear sales agency based in Montreal, Québec, Canada. Representing brands: BOGS footwear, Florsheim, Stacy Adams, Nunn Bush & VIONIC.
<a href="#">Western Canadian Shoe Association</a>	Vancouver	Extensive listing of footwear sale representatives across B.C., Alberta, etc.
<a href="#">Company Listing Canada</a>		List of footwear sales agents, wholesalers and distributors in all product categories.
<a href="#">Rosa Martins Agency</a>	Toronto	Selling of multiple womens’ brands to different retailers throughout the entire Ontario region. The focus is women between 20 to 55 years old, but also has a kid’s girls’ collection (8-14 years old) and an accessories line.  Brands are international, some based in Europe and the US.
<a href="#">Virgaries Fashion Sales Agency</a>	Vancouver	Established sales agency for children’s apparel as well as a selection for women’s and men’s apparel.
<a href="#">Eurostyle Fashion</a>	Montreal	Sales agents for exclusive European and Canadian women’s brands.

Many countries and their export boards/fashion trade associations continue to create small “marketing/sales” events either in trade shows or in key cities during fashion weeks. A recent example includes “WeLoveModainItaly Toronto”, a CNA Federmoda initiative to support and promote Italian SMEs in the fashion sector.



As real estate both for showrooms and for retailers has risen beyond the grasp of small or starting companies, many are inventing “pop-up” stores that appear for anything from a few days to a month in markets reflecting the correct consumer dynamics.

Space can be leased for a brief period from other merchants with space available, stores spaces that have closed and are empty, parks, museums, etc.

Collaboration is key and it becomes far more interesting to consumers if a group of young designers, artisans, etc. come together to create a “lifestyle pop-up”. A few examples are:

- [The Store Front – Montreal](#) and [POP UP GO \(Montreal\)](#), two companies specialised in finding and leasing options for pop-up stores.
- [POP UP PLAZAS \(Vancouver City Project\)](#).

## ii) Retails

Large box/low priced retailers such as COSTCO, WALMART (US) and REAL CANADIAN SUPER STORE/LOBLAWS (Canada) are amongst the leading and highest revenue retailers in Canada. The fast-fashion sector of the retail market is mostly saturated by international brands/retailers such as H&M, INDITEX or THE HUDSON’S BAY (THE BAY STORES), the latter including most private label brands produced by MACY’S in the US.

Off-price retailers continue to grow across the country with such major Canadian and international players as WINNERS, TJX/MARSHALL’S, NORDSTROM’S RACK, and SAKS OFF FIFTH.

**Figure 16. Major chain store mass-market retailers<sup>41</sup>**



Source: [Just-Style: Canada's clothing market](#)

**Figure 17. Chain store retailers of midprice/better price<sup>42</sup>**



Canada is a very competitive market with hundreds of small to large Canadian stores, regional chains and international brands competing for retail sales. While luxury brands and high-end speciality brands have been increasing their presence around the country, sales in these product categories do not reach the levels seen in Europe or Asia. In fact, sales of luxury products in Canada is very dependent on tourists (mainly Asian, and Chinese in particular), especially in major cities such as Toronto, Montreal, Vancouver, Calgary and Ottawa.

**Figure 18. Luxury retailers<sup>43</sup>**



Home textiles retail sales tend to be in the low to the mid-price range, with major retailers in Canada being mass merchants. Mid-priced to luxury home textiles are more likely to be sold in department stores, such as HUDSON BAY or NORDSTROM, and in local boutiques and/or countrywide retail chains.

41 All featured brands are registered trademarks.  
 42 All featured brands are registered trademarks.  
 43 All featured brands are registered trademarks.

**Figure 19. Major retailers of home textiles by retail category**

Low to mid-priced range	Mid-priced to luxury
<ul style="list-style-type: none"> <li>• TJ MAXX</li> <li>• WINNERS</li> <li>• COSTCO</li> <li>• GREAT CANADIAN SUPER STORE</li> <li>• WALMART</li> <li>• BED BATH AND BEYOND</li> <li>• AMAZON.COM</li> <li>• IKEA</li> </ul>	<ul style="list-style-type: none"> <li>• DANIA DOWN</li> <li>• CRATE &amp; BARREL</li> <li>• POTTERY BARN</li> <li>• WILLIAM SONOMA</li> <li>• WAYFAIR.COM</li> </ul>

**iii) E-commerce**

Canadian retail is rapidly shifting toward online sales. Major US e-tailing giants, who ship mainly free of charge to the Canadian market, prepare as well all import documents, eventual duty payments and conversions to Canadian dollars. These include brand exclusive sites, retailer exclusive sites, as well as “multi-brand” sites, such as L.L. BEAN (US), AMAZONFASHION.COM (US), or ZAPPOS.COM (US) (footwear – all categories and price points).

**Table 5. Types of retail distribution / Price points**

Retail type	Share of Market 2019	Share of Market 2005	Comparison (2005-2019)
<b>Stored-based retailing</b>	<b>84.9%</b>	<b>98.1%</b>	<b>-13.2</b>
Speciality clothing stores	53.1%	57.9%	-4.8
Department Stores	7.1%	13.6%	-6.5
Other retailers	24.7%	26.6%	-1.9
<b>E-commerce</b>	<b>15.1%</b>	<b>1.9%</b>	<b>+13.2</b>

Source: [Just-Style: Canada's clothing market](#)

Most recognised brands and retailers now have their own websites that almost always allow a “shopping” option, as well as corporate information.

**Figure 20. E-tailing examples**

Farfetch.com	Fashionunited.com	Ssense.com	Originalluxury.ca
<ul style="list-style-type: none"> <li>• Multi-use site (i.e., product sales, press articles, trend presentations, launch platform for new products, etc.).</li> <li>• Provides interesting programmes for designers to “launch”, market and reach a worldwide audience.</li> </ul>	<ul style="list-style-type: none"> <li>• It is a global network platform for a broad range of information and services connecting the global fashion industry.</li> <li>• It helps connect your brands’ B2B webshop and reach up to 40,000 fashion buyers worldwide.</li> <li>• It collects and creates content, aiming to connect fashion professionals.</li> </ul>	<ul style="list-style-type: none"> <li>• It is a high-end e-commerce and brick-and-mortar luxury and streetwear retailer, with a selection of over 500 curated brands from around the world.</li> <li>• The fashion platform has expanded to include a multitude of companies, trends and programmes allowing companies of all sizes to participate.</li> </ul>	<ul style="list-style-type: none"> <li>• It is a premium retailer of exclusive (mainly European) brands founded in 2018 to cater to the Canadian market, and it has become an official distributor for several high-profile brands.</li> <li>• Although the company is mainly focusing on e-commerce sales through its own platform, it has also opened a “by-appointment-only” showroom for OriginalLuxury clients to be able to see and try the products on before making a purchase.</li> </ul>

# 4. EXPORTING FASHION, TEXTILES AND FOOTWEAR PRODUCTS TO CANADA

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## 4.1. Labelling rules in Canada

The [Textile Labelling Act](#) requires that consumer textile articles bear accurate and meaningful labelling information to help consumers make informed purchasing decisions. The Act prohibits the making of false or misleading representations and sets out specifications for mandatory label information such as the generic name of each fibre present and the dealer's full name and postal address or a [CA identification number](#). The Act allows designated inspectors to enter any place at any reasonable time, examine textile fibre products, open packages, examine and make copies of documents or papers, and seize products, labelling, packaging or advertising material which do not conform with the Act and Regulations.

Textiles, apparel and footwear labels must include the dealer identification, country of origin, and fibre content (in English and French) information. Non-required information may include care instructions, size, trademarks or descriptive terms.

It is prohibited to sell, import or advertise a prescribed consumer textile article unless it bears a label stating the fibre content of the article, as well as any article that has a label applied to it that contains any false or misleading representation that relates to, or may reasonably be regarded as, relating to the article. It is also prohibited to make any false or misleading representations related to textile fibre products, as well as any representation with respect to the advertising of the textile fibre content of a consumer textile article, unless it is made in accordance with the Regulations. Non-compliance can lead to fines of up to €6,453 (\$10,000).



Visit the [Competition Bureau of Canada's website](#) to learn more about textile labelling in Canada.

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Businesses and the textile industry have to ensure that any claims about a product being “environmentally-friendly” are accurate and in compliance with relevant legislation. In general, environmental claims that are ambiguous, misleading, irrelevant or cannot be properly substantiated should not be used.



For more information on eco-labelling, see the Office of Consumer Affairs (OCA)-Environmental Labelling Programs - Ecolabels and Competition Canada's [Environmental Claims: A Guide for Industry and Advertisers](#).

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Advertisements for textiles, apparel and footwear products are subject to the advertising requirements of the Textile Labelling and Advertising Regulations. Fibre content disclosures are not required in the advertising of the product. However, if the fibre content is mentioned, the generic names of all fibres must then be stated in descending order of predominance. False representations in the advertising of apparel and textiles are strictly prohibited.



Find more about advertising in Canada in Canada's Competition Bureau's [Guide to the Textile Labelling and Advertising Regulations \(TLAR\)](#).

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## 4.2. Other relevant matters

Key steps to becoming Canadian market-ready:

### 1. Finding the HS Code

- 2. Registering for an EU REX SYSTEM number:** The first step is to complete the [form](#)<sup>44</sup> and send it to your national Customs Office. You will then receive the REX number to be included on the origin declaration and to be added to the commercial document that describes the product.

Note: Certain European countries now offer an online service for the REX process.

- 3. Understanding “Rules of origin”** as applied to textiles/apparel/footwear: where your inputs and materials originate, as well as where certain aspects and percentages of production are located, will impact your duty-free entry to Canada.

The CETA agreement establishes that a small percentage of non-originating materials is allowed to be incorporated in the production process without affecting the origin of the final product.

- 4. Setting up the conditions to recover GST:** All goods and services imported into Canada are subject to the 5% *ad valorem* federal goods and services tax (GST), unless they are specified as non-taxable importations. Normally, the intended payor of this tax is the final consumer in Canada. The tax is collected by the seller and remitted to the government of Canada. To avoid multiple payments of the tax on goods transferred between commercial entities before being sold to the final consumer, the GST paid during intermediate transactions can be recovered through input tax credits (ITCs), provided that all requirements to claim the ITC are met. In structuring their transactions, EU exporters must ensure that either they or their Canadian commercial customers can recover the GST paid or payable at the time of importation through ITCs. If the GST paid on imported goods cannot be recovered in some way, it becomes a transaction cost that reduces the profitability and/or competitiveness of the sale of the goods in the Canadian market.



For more information on REX, please visit the European Commission's [website](#).

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<sup>44</sup> The form can be found here: [https://ec.europa.eu/taxation\\_customs/sites/taxation/files/canada\\_application\\_to\\_become\\_registered\\_exporter.pdf](https://ec.europa.eu/taxation_customs/sites/taxation/files/canada_application_to_become_registered_exporter.pdf)

## 5. TIPS FOR EU COMPANIES

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Typically, the same business skills developed in the EU will apply in Canada.

While previous successes in Europe are important to building your brand in Canada, establishing local connections and partnerships in Canada is key. Moreover, it is advisable to have at least one major decision-maker with physical presence in Canada. This individual will be essential to fostering relationships, understanding Canadian business culture, and forging the connections needed to scale. It becomes critical to invest time in making personal connections. Business relationships typically take longer to form in Canada than in the US.

### DOs

- ✓ Research current Canadian regulations or legislation.
- ✓ Explore national and regional organisations that can help to set up operations.
- ✓ Explore beneficial tax credits or initiatives that may exist in certain provinces.
- ✓ Have at least one major decision-maker that is primarily based in Canada.
- ✓ Find Canadian partners (public or private) that share your vision and can help build key relationships in the Canadian marketplace.
- ✓ Learn about the characteristics of Canadian business culture and standard operating procedures.
- ✓ Attend industry events, meet-up groups, etc. to help build your network at the industry and labour market level.
- ✓ Shaking hands is important (except during exceptional times such as the COVID-19 pandemic).
- ✓ Contact the [local branch of the Enterprise Europe Network](#) or the Canadian commercial trade counsellors/advisors in your home country (see Annex II), as they are well placed to guide you on all aspects of reaping the benefits of CETA and developing a strong presence in each region of Canada.
- ✓ Contact bilateral Canadian chambers of commerce in your own country, if they exist, as they can provide a strong networking platform for your Canadian journey.

### DON'Ts

- ✗ Expect that policies or legislation that apply in one province will automatically apply to another. Provinces can have varying and sometimes unique economic or sectoral priorities that shape policy directions.
- ✗ Expect that there is a go-to organisation or institution responsible for liaising or working with businesses that wish to set up operations in Canada.
- ✗ Expect tax credits that apply in one province to apply in another, or that all provinces have tax credits for the same business activities.
- ✗ Assume that due to similar foundational values and norms, business culture in Canada is necessarily similar to European (and your host country) culture.
- ✗ Assume that business and talent connections need to be built exclusively using formal mechanisms like meetings or interviews.

# 6. CASE STUDY OF SUCCESSFUL EU BUSINESS IN THE CANADIAN FASHION SECTOR

## 6.1. ANITA



*“Retail sales have steadily increased, by approximately 160% over the past 7 years, with some of this most recent growth attributed to CETA.”*

Mark Caskenette, Managing Director, Anita Canada Ltd

The ANITA brand, founded in Germany over 130 years ago, is specialised in underwear and swimwear, with additional niche product groups having been developed such as speciality sizes, mastectomy bras, maternity items and shapewear.

All of their production facilities (in Europe and Asia) are fully owned by this family-owned company. Product quality of design, fabrics and production differentiates their brand from many potential competitors.

Having entered the Canadian market over 25 years ago via a distributor, the company now has its own distribution and marketing team based in Toronto. The company only sells to independent high-end retailers (i.e., boutiques) across Canada, with major markets being based in Ontario and Québec. They do not sell online directly to consumers, although some of their “boutique partners” might.

Mr. Caskenette, Anita’s Managing Director, explained that the elimination of duties has allowed the firm to continue to invest in its marketing and sales activities within Canada, as well as having eliminated the need to increase prices. As ANITA manufactures half of its production in EU countries, the Rules of Origin under CETA are a benefit to the firm’s potential market. Moreover, ANITA sees CETA as potentially benefiting their business in the US.

*“CETA has allowed us to hold our current pricing structure, due to the duty savings.”*

In addition, Mr. Caskenette explains the firm’s marketing strategy in Canada as one of creating “partnerships” with each retailer, which includes supporting local advertising and social media campaigns.

The brand is promoted as “high-end” and focuses on “partners” who can assure fittings for each consumer in truly professional speciality stores. Sales are managed by a team of “road representatives” who travel within each region meeting either at retail locations or by creating “pop-up” showrooms in hotels in each area.

## 6.2. FRODDO



Ivančica, the manufacturer of the FRODDO children's footwear brand, was established in 1946 by a small group of shoemakers from Croatia. It is now a company with over one thousand employees and a leading footwear manufacturer in Croatia, producing around 5,000 pairs of shoes a day.

Working through a representative who incorporated the import and distribution business in Canada in August 2014, FRODDO began to sell in 2015.

*"Importing and distributing high quality European children's footwear in Canada has become easier thanks to CETA. The 18% duty savings gave FRODDO a competitive advantage over other national and international brands in Canada".*

Ms. Posch, Canadian importer of FRODDO products

As a premium children's footwear brand focusing on developing shoes beneficial for the healthy development of children's feet, FRODDO has now grown in popularity in Canada. In particular, it is very well known in the provinces of Québec, Ontario and British Columbia.

## 7. CONCLUSIONS

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EU companies already have a worldwide reputation for design, use of fine materials and high-quality production facilities. In addition, their attention to sustainable practices, creative and innovative product development, and socially accountable production resonate increasingly well with Canadian consumer preferences.

To this end, EU companies in the FTF sector should seize the opportunity to expand to Canada and use the opportunities offered by CETA.

As the apparel, textiles, and footwear industries become increasingly globalised across the supply chain (from design to production and finally to retail and the consumer), new opportunities will emerge for EU manufacturers, innovative technology developers (i.e., new materials, methods of dying, finishing, creating sustainable practices), brands and retailers.

CETA provides many advantages to EU businesses already present or willing to expand to the Canadian market. In addition to reducing and eliminating tariffs, CETA provides for beneficial rules of origin, reduces unnecessary burdens such as double testing, and protects intellectual property.

Annex I. Sizing charts

**SHOE SIZE CONVERSION CHARTS**

Children's Shoe Sizes			
UK	European	US	Japan
4	20	4 1/2 or 5	12 1/2
4 1/2	21	5 or 5 1/2	13
5	21 or 22	5 1/2 or 6	13 1/2
5 1/2	22	6	13 1/2 or 14
6	23	6 1/2 or 7	14 or 14 1/2
6 1/2	23 or 24	7 1/2	14 1/2 or 15
7	24	7 1/2 or 8	15
7 1/2	25	8 or 9	15 1/2
8	25 or 26	8 1/2 or 9	16
8 1/2	26	9 1/2	16 1/2
9	27	9 1/2 or 10	16 1/2 or 17
10	28	10 1/2 or 11	17 1/2
10 1/2 or 11	29	11 1/2 or 12	18 or 18 1/2
11 1/2	30	12 1/2	18
12	31	13	19 or 19 1/2
12 1/2	31	13 or 13 1/2	19 1/2 or 20
13	32	1	20
13 1/2	32 1/2	1 1/2	20 1/2
1	33	1 1/2 or 2	21
2	34	2 1/2 or 3	22

Women's Shoe Sizes			
UK	European	US	Japanese
3	35 1/2	5	22 1/2
3 1/2	36	5 1/2	23
4	37	6	23
4 1/2	37 1/2	6 1/2	23 1/2
5	38	7	24
5 1/2	39	7 1/2	24
6	39 1/2	8	24 1/2
6 1/2	40	7 1/2	25
7	41	9 1/2	25 1/2
7 1/2	41 1/2	10	26
8	42	10 1/2	26 1/2

Men's Shoe Sizes			
UK	European	US	Japan
6	38 1/2	6 1/2	24 1/2
6 1/2	39	7	25
7	40	7 1/2	25 1/2
7 1/2	41	8	26
8	42	8 1/2	27 1/2
8 1/2	43	9	27 1/2
9	43 1/2	9 1/2	28
9 1/2	44	10	27 1/2
10	44	10 1/2	28 1/2
10 1/2	44 1/2	11	29
11	45	12	29 1/2

**WOMEN'S APPAREL**

Women's Clothing Sizes						
UK	US	Japan	France, Spain & Portugal	Germany & Scandinavia	Italy	Australia & New Zealand
6/8	6	7-9	36	34	40	8
10	8	9-11	38	36	42	10
12	10	11-13	40	38	44	12
14	12	13-15	42	39	46	14
16	14	15-17	44	40	48	16
18	16	17-19	46	42	50	18
20	18	19-21	48	44	52	20

**MEN'S SUIT, COAT, SWEATERS**

Men's Suit / Coat / Sweater Sizes		
UK / US / Aus	EU / Japan	General
32	42	Small
34	44	Small
36	46	Small
38	48	Medium
40	50	Large
42	52	Large
44	54	Extra Large
46	56	Extra Large

**MEN'S PANTS**

Men's Pants/Trouser Sizes (Waist)	
UK / US	European
32	81 cm
34	86 cm
36	91 cm
38	97 cm
40	102 cm
42	107 cm

**CHILDREN'S CLOTHING**

Children's Clothing Sizes			
UK	European	US	Australia
12 m	80 cm	12-18 m	
18 m	80-86 cm	18-24 m	18 m
24 m	86-92 cm	23/24 m	2
2-3	92-98 cm	2T	3
3-4	98-104 cm	4T	4
4-5	104-110 cm	5	5
5-6	110-116 cm	6	6
6-7	116-122 cm	6X-7	7
7-8	122-128 cm	7 to 8	8
8-9	128-134 cm	9 to 10	9
9-10	134-140 cm	10	10
10-11	140-146 cm	11	11
11-12	146-152 cm	14	12

## Annex II. EU Member States Embassies, Consulates and Chambers of Commerce in Canada

**EUROPEAN UNION****Delegation of the European Union to Canada**

150 Metcalfe Street, Suite 1900, K2P 1P1,  
Ottawa, Ontario  
[https://eeas.europa.eu/delegations/canada\\_en](https://eeas.europa.eu/delegations/canada_en)  
[Delegation-Canada@eeas.europa.eu](mailto:Delegation-Canada@eeas.europa.eu)  
Tel. (1) 613 238 6464

**European Union Chamber of Commerce in Canada (EUCCAN)**

622 College Street, Suite 201F, M6G 1B6,  
Toronto, Ontario  
<https://euccan.com/>  
[info@euccan.com](mailto:info@euccan.com)

**European Union Chamber of Commerce in Canada-West**

<http://eu-canada.com/>  
[office@eu-canada.com](mailto:office@eu-canada.com)

**AUSTRIA****Austrian Embassy in Ottawa**

445 Wilbrod Street, K1N 6M7, Ottawa, Ontario  
<https://www.bmeia.gv.at/en/embassy/ottawa.html>  
[ottawa-ob@bmeia.gv.at](mailto:ottawa-ob@bmeia.gv.at)  
Tel. (1) 613 789 1444

**Austrian Honorary Consulate General in Toronto**

30 St. Clair Avenue West Suite 1402, M4V 3A1,  
Toronto, Ontario  
[consulate.toronto@advantageaustria.org](mailto:consulate.toronto@advantageaustria.org)  
Tel. (1) 416 967 4867

**Austrian Honorary Consulate General Toronto – Commercial Section**

**Advantage Austria**  
30 St. Clair Avenue West Suite 1402, M4V 3A1,  
Toronto, Ontario  
[toronto@advantageaustria.org](mailto:toronto@advantageaustria.org)  
<https://www.advantageaustria.org/ca>  
Tel. (1) 416 967 3348

**BELGIUM****Belgian Embassy in Ottawa**

60 Albert Street, 8th floor, Suite 820, K1R 7X7,  
Ottawa, Ontario  
<http://canada.diplomatie.belgium.be/en>  
[ottawa@diplobel.fed.be](mailto:ottawa@diplobel.fed.be)  
Tel. (1) 613 236 7267

**Belgian Consulate General in Montreal**

1000, rue Sherbrooke Ouest - Suite 1400, H3A  
3G4, Montreal  
<https://canada.diplomatie.belgium.be/en>  
[Montreal@diplobel.fed.be](mailto:Montreal@diplobel.fed.be)  
Tel. (1) 514 849 7394

**Belgian Chamber of Commerce (Belgian Canadian Business Chamber)**

508-161 Bay Street, 27th Fl, M5J 2S1, Toronto,  
Ontario  
<http://www.belgiumconnect.com>  
[info@belgiumconnect.com](mailto:info@belgiumconnect.com)  
Tel. (1) 416 816 9154

**Cercle d'Affaires Belgique-Québec  
C/O Consulat Général du Royaume de  
Belgique à Montréal**

<https://cabq.ca/>  
[info@cabq.ca](mailto:info@cabq.ca)

**Agence wallonne à l'Exportation et aux  
Investissements Etrangers - Montréal**

1250 René-Levesque Ouest - Bureau 4115  
Montréal, QC H3B 4W8  
[montreal@awex-wallonia.com](mailto:montreal@awex-wallonia.com)  
Tel. (1) 514 939 4049

**Agence wallonne pour l'Exportation (AWEX)  
– Toronto**

**Consulate General of Belgium – Trade  
Commission**  
2 Bloor Street West, Suite 2508 Box 86  
Toronto-Ontario ON M4W 3E2  
[https://www.awex-export.be/fr/contacts/  
conseillers-economiques-et-commerciaux/](https://www.awex-export.be/fr/contacts/conseillers-economiques-et-commerciaux/)

**toronto-canada**

[toronto@awex-wallonia.com](mailto:toronto@awex-wallonia.com)  
Tel. (1) 416 515 7777

**Flanders Investment and Trade - Montréal**

1000 Rue Sherbrooke Ouest, suite 1400  
Montréal, QC - H3A 3G4  
[https://www.flandersinvestmentandtrade.  
com/en/contact/foreign-offices/canada](https://www.flandersinvestmentandtrade.com/en/contact/foreign-offices/canada)  
[montreal@fitagency.com](mailto:montreal@fitagency.com)  
Tel. (1) 514 289 9955

**Hub.Brussels - Montréal**

1010 Sherbrooke Ouest - Bureau 2404  
Montréal, QC H3A 2R7  
[montreal@hub.brussels](mailto:montreal@hub.brussels)  
Tel. (1) 514 286 1581

**Hub.Brussels - Vancouver**

**Consulate General of Belgium  
Brussels Capital Region Office in Vancouver**  
221 West Esplanade (Suite 412)  
North Vancouver, BC, V7M 3J3  
[vancouver@hub.brussels](mailto:vancouver@hub.brussels)  
Tel. (1) 604 770 3505

**BULGARIA****Bulgarian Embassy in Ottawa**

325 Stewart Street, K1N 6K5, Ottawa, Ontario  
<http://www.mfa.bg/embassies/canada>  
[Embassy.Ottawa@mfa.bg](mailto:Embassy.Ottawa@mfa.bg)  
Tel. (1) 613 789 3215

**Bulgarian Consulate General in Toronto**

65 Overlea Blvd, Suite 230, ON M4H 1P1,  
Toronto  
<https://www.bgconsultoronto.info/>  
[Consulate.Toronto@mfa.bg](mailto:Consulate.Toronto@mfa.bg)  
Tel. (1) 416 696 2420

**Bulgarian Chamber of Commerce (Canada  
Bulgaria Business Network)**

6 Hillholm Rd #1, M5P 1M2, Toronto, Ontario

<http://www.canadabulgaria.com/>  
[info@canadabulgaria.com](mailto:info@canadabulgaria.com)

**Canada-Bulgaria Business Council**

1, Westmount Square, suite 1110, Montreal,  
Quebec, H3Z 2P9  
<http://www.cabg.ca/>  
[info@cabg.ca](mailto:info@cabg.ca)

**CROATIA****Croatian Embassy in Ottawa**

229 Chapel St, K1N 7Y6, Ottawa, Ontario  
<http://ca.mvep.hr/en/>  
[croemb.ottawa@mvep.hr](mailto:croemb.ottawa@mvep.hr)  
Tel. (1) 613 562 7820

**Croatian Consulate General in Mississauga**

918 Dundas Street East, Suite 302, L4Y 2B8,  
Mississauga, Ontario  
<http://ca.mvep.hr/en/>  
[genmiss@mvep.hr](mailto:genmiss@mvep.hr)  
Tel. (1) 905 277 9051

**Croatian Chamber of Commerce**

630 The East Mall, M9B 4B1, Etobicoke,  
Ontario  
<https://croat.ca/>  
[contactus@croat.ca](mailto:contactus@croat.ca)  
Tel. (1) 416 641 2829

**CYPRUS****Cyprus Embassy in Ottawa**

150 Metcalfe Street, Suite 1002, K2P 1P1,  
Ottawa, Ontario  
[http://www.mfa.gov.cy/mfa/consulate/  
consulate\\_toronto.nsf/dmlindex\\_en/dmlindex  
en?OpenDocument](http://www.mfa.gov.cy/mfa/consulate/consulate_toronto.nsf/dmlindex_en/dmlindex_en?OpenDocument)  
[ottawahighcom@mfa.gov.cy](mailto:ottawahighcom@mfa.gov.cy)  
Tel. (1) 613 563 9763

**Cyprus Honorary Consulate in Coquitlam**

435 Donald Street, V3K 3Z9, Coquitlam, British Columbia

[http://www.mfa.gov.cy/mfa/consulate/consulate\\_toronto.nsf/dmlconscanada\\_en/dmlconscanada\\_en?OpenDocument](http://www.mfa.gov.cy/mfa/consulate/consulate_toronto.nsf/dmlconscanada_en/dmlconscanada_en?OpenDocument)

[tberggre@sfu.ca](mailto:tberggre@sfu.ca)

Tel. (1) 604 936 2268

**Cyprus Chamber of Commerce**

38, Grivas Dhigenis Ave., Deligiorgis Str., PO Box 21455, 1509 Nicosia

<https://ccci.org.cy/chamber@ccci.org.cy>

Tel. (357) 22 889800

**CZECH REPUBLIC****Czech Embassy in Ottawa**

251 Cooper Street, K2P 0G2, Ottawa, Ontario

<http://www.mzv.cz/ottawa/en/ottawa@embassy.mzv.cz>

Tel. (1) 613 562 3875

**Consulate General of the Czech Republic**

2 Bloor Street West, Suite 1500, M4W 3E2, Toronto, Ontario

[www.mzv.cz/toronto/commerce\\_toronto@mzv.cz](http://www.mzv.cz/toronto/commerce_toronto@mzv.cz)

Tel. (1) 416 972 1476

**Czech Business Association of Canada**

300-340 Midpark Way SE, T2X 1P1, Calgary, Alberta,

<http://www.cbaonline.ca/>

Tel. (1) 403 264 5150

**DENMARK****Danish Embassy in Ottawa**

47 Clarence Street, Suite 450, K1N 9K1, Ottawa, Ontario

<http://canada.um.dk/en>

[ottamb@um.dk](mailto:ottamb@um.dk)

Tel. (1) 613 562 1811

**Danish Trade Council in Toronto**

2 Bloor Street West, Suite 2120, M4W 3E2

Toronto, Ontario

<https://canada.um.dk/en/the-trade-council/yyzhkt@um.dk>

Tel. (1) 416 962 5661

**Danish Canadian Chamber of Commerce**

2 Bloor Street West, Suite 2109, M4W 3E2, Toronto, Ontario

<https://dccc-toronto.ca>

[dccc@um.dk](mailto:dccc@um.dk)

**ESTONIA****Estonian Embassy in Ottawa**

260 Dalhousie Street, Suite 210, K1N 7E4, Ottawa, Ontario

<https://vm.ee/en/estonian-embassy-web-pages>

[embassy.ottawa@mfa.ee](mailto:embassy.ottawa@mfa.ee)

Tel. (1) 613 789 4222

**Estonian Consulate in Toronto**

958 Broadview Avenue, Suite 202, M4K 2R6, Toronto, Ontario

[consul@heinsooinsurance.ca](mailto:consul@heinsooinsurance.ca)

Tel. (1) 416 461 0764

**Estonian Chamber of Commerce**

c/o 956 Broadview Avenue, M4K 2R4, Toronto, Ontario

<http://canestchamber.com/>

[info@estcanchamber.com](mailto:info@estcanchamber.com)

**FINLAND****Finland Embassy in Ottawa**

55 Metcalfe Street, Suite 850, K1P 6L5, Ottawa, Ontario

<https://finlandabroad.fi/web/can/frontpage>

[embassy@finland.ca](mailto:embassy@finland.ca)

Tel. (1) 613 288 2233

**Honorary Consulate of Finland in Toronto**

1200 Bay Street, Suite 301, M5R 2A5, Toronto, Ontario

[toronto.ott@formin.fi](mailto:toronto.ott@formin.fi)

Tel. (1) 416 964 0066

**Finnish Chamber of Commerce**

191 Eglinton Avenue East, M4P 1K1, Toronto, Ontario

<https://canadafinlandcc.com/>

[info@canadafinlandcc.com](mailto:info@canadafinlandcc.com)

Tel. (1) 905 464 2296

**FRANCE****French Embassy in Ottawa**

42 Sussex Drive, K1M 2C9, Ottawa, Ontario

<https://ca.ambafrance.org/>

[politique@ambafrance-ca.org](mailto:politique@ambafrance-ca.org)

Tel. (1) 613 789 1795

**Consulate General of France in Toronto**

2 Bloor Street East, Suite 2200, M4W 1A8, Toronto, Ontario

<https://toronto.consulfrance.org/>

[info@consulfrance-toronto.org](mailto:info@consulfrance-toronto.org)

Tel. (1) 416 847 1900

**Consulate General of France in Vancouver**

1130 W Pender St Suite 1100, Vancouver, BC V6E 4A4

<https://vancouver.consulfrance.org/>

Tel. (1) 604 637 5300

**Consulate General of France in Montreal**

Bureau 1000, 10<sup>ème</sup> étage

1501 Mc Gill Collège

Montréal (QC) H3A 3M8

<https://montreal.consulfrance.org/>

Tel. (1) 514 878 4385

**Consulate General of France in Quebec City**

500 Grande Allée E

11<sup>e</sup> étage, Québec, QC G1R 2J7

<https://quebec.consulfrance.org/>

Tel. (1) 418 266 2500

**Consulate General of France in Moncton**

777 Main St Suite 800, Moncton, NB E1C 1E9

<https://moncton.consulfrance.org/>

Tel. (1) 506 857 4191

**France Canada Chamber of Commerce - Toronto**

2 Bloor Street East, Suite 2200, M4W 1A8, Toronto, Ontario

<http://www.fccco.org>

[contact@fccco.org](mailto:contact@fccco.org)

**France Canada Chamber of Commerce - Montreal**

1455, rue Drummond, bureau 2B

Montréal (Québec) H3G 1W3, Canada

<https://www.ccifcmtl.ca/>

Tel. (1) 514 281 3200

**GERMANY****German Embassy in Ottawa**

1 Waverley Street, K2P 0T8, Ottawa, Ontario

[www.ottawa.diplo.de](http://www.ottawa.diplo.de)

[info@ottawa.diplo.de](mailto:info@ottawa.diplo.de)

Tel. (1) 613 232 1101

**German Consulate General in Montreal**

1250 Bd René Levesque O #4315, H3B 4W8, Montréal, Québec

<https://canada.diplo.de/>

[mail@montr.diplo.de](mailto:mail@montr.diplo.de)

Tel. (1) 514 931 2277

**German Consulate General in Toronto**

2 Bloor St E, Toronto, ON M4W 1A8

<https://canada.diplo.de/>

[mail@toronto.diplo.de](mailto:mail@toronto.diplo.de)

Tel. (1) 416 925 2813

**German Consulate General in Vancouver**

999 Canada Place, Suite 704

Vancouver, B.C.

V6C 3E1 Canada

<https://Canada.diplo.de/info@vanc.diplo.de>  
Tel. (1) 604 684 8377

#### **German Chamber of Commerce**

480 University Avenue, Suite 1500, M5G 1V2, Toronto, Ontario  
[www.germanchamber.ca](http://www.germanchamber.ca)  
[info@germanchamber.ca](mailto:info@germanchamber.ca)  
Tel. (1) 416 598 3355

#### **Germany Trade and Invest – Toronto**

480 University Avenue, Suite 1500, M5G 1V2, Toronto, Ontario  
<https://www.gtai.de/gtai-en/invest/service/toronto-office-75352.pdf>  
Tel. (1) 416 598 8813

#### **GREECE**

##### **Greek Embassy in Ottawa**

80 MacLaren Street, Ottawa, ON, K2P 0K6  
<https://www.mfa.gr/canada/presveia>  
[gremb.otv@mfa.gr](mailto:gremb.otv@mfa.gr)  
Tel. (1) 613 238 6271

##### **Office for Economic and Commercial Affairs**

80 MacLaren Street, Ottawa, ON, K2P 0K6  
<http://www.agora.mfa.gr/ta-grafeia-oikonomikon-emporikon-upotheseon/grafeia-ana-xora/office/844>  
[ecocom-ottawa@mfa.gr](mailto:ecocom-ottawa@mfa.gr)  
Tel. (1) 613 238 6271 ext. 105

##### **General Consulate of Greece in Toronto**

1075 Bay Street, suite 600, Toronto, ON M5S 2B1  
<https://www.mfa.gr/canada/geniko-proxeneio-toronto>  
[grgencon.tor@mfa.gr](mailto:grgencon.tor@mfa.gr); [toronto@mfa.gr](mailto:toronto@mfa.gr)  
Tel. (1) 416 515 0132

##### **Office for Economic and Commercial Affairs**

1075 Bay Street, suite 600, Toronto, ON M5S 2B1  
<http://www.agora.mfa.gr/ta-grafeia-oikonomikon-emporikon-upotheseon/grafeia-ana-xora/office/845>

[ecocom-toronto@mfa.gr](mailto:ecocom-toronto@mfa.gr)  
Tel. (1) 416 515 0132 ext. 8222

##### **General Consulate of Greece in Montreal**

1002 Sherbrooke Ouest, Suite 2620, Montreal, QC, H3A 3L6  
<https://www.mfa.gr/canada/geniko-proxeneio-montreal>  
[grgencon.mon@mfa.gr](mailto:grgencon.mon@mfa.gr); [montreal@mfa.gr](mailto:montreal@mfa.gr)  
Tel. (1) 514 875 2119

##### **General Consulate of Greece in Vancouver**

688 West Hastings Str, Suite 500, Vancouver, BC, V6B 1P1  
<https://www.mfa.gr/canada/geniko-proxeneio-vancouver>  
[grgencon.van@mfa.gr](mailto:grgencon.van@mfa.gr)  
[vancouver@mfa.gr](mailto:vancouver@mfa.gr)  
Tel. (1) 604 681 1381

##### **Hellenic Canadian Board of Trade (EUCCAN member)**

[www.hcbt.com](http://www.hcbt.com)  
[membership@hcbt.com](mailto:membership@hcbt.com)  
[events@hcbt.com](mailto:events@hcbt.com)

##### **Hellenic Board of Trade of Metropolitan Montreal**

381 St-Antoine West, Suite 6000, Montreal, Quebec, H2Y 3X7  
<http://hbotmontreal.com>  
[info@hbotmontreal.com](mailto:info@hbotmontreal.com)

#### **HUNGARY**

##### **Embassy of Hungary in Ottawa**

299 Waverley St., K2P 0V9, Ottawa, Ontario  
<https://ottawa.mfa.gov.hu>  
[mission.ott@mfa.gov.hu](mailto:mission.ott@mfa.gov.hu)  
Tel. (1) 613 230 2717

##### **Consulate General of Hungary in Toronto**

175 Bloor Street East, Suite 1109, South Tower, M4W 3R4, Toronto, Ontario  
<https://toronto.mfa.gov.hu/eng>  
[mission.tor@mfa.gov.hu](mailto:mission.tor@mfa.gov.hu)  
Tel. (1) 647 349 2550

##### **Vice Consulate of Hungary in Vancouver**

808 Nelson Street, Suite #701, Vancouver, BC, V6Z 2H2 (Mail Box #12131)  
[mission.van@mfa.gov.hu](mailto:mission.van@mfa.gov.hu)  
Tel. (1) 604 258 9658

##### **HEPA Hungarian Export Promotion Agency – Regional Office Canada**

8750 Jane St. unit 12, L4K 0E7, Concord, Ontario  
[www.hepaoffice.ca](http://www.hepaoffice.ca)  
[info@hepaoffice.ca](mailto:info@hepaoffice.ca)  
Tel. (1) 877 203 9548

#### **IRELAND**

##### **Irish Embassy in Ottawa**

Varette Building, 130 Albert St, K1P 5G4, Ottawa, Ontario  
<https://www.dfa.ie/irish-embassy/canada/about-us/team-ireland>  
[ottawaembassy@dfa.ie](mailto:ottawaembassy@dfa.ie)  
Tel. (1) 613 233 6281

##### **Consulate General of Ireland in Vancouver**

1300-1095 West Pender Street Vancouver, BC, Canada V6E 2M6, Vancouver, British Columbia  
<https://www.dfa.ie/irish-consulate/vancouver/>  
Tel. (1) 236 521 7300

##### **Ireland Canada Chamber of Commerce Vancouver**

101-1001 West Broadway, Suite 164, Vancouver, British Columbia  
<https://icccvan.ca/>  
[hello@icccvan.ca](mailto:hello@icccvan.ca)  
Tel. (1) 604 730 7883

##### **Ireland Canada Chamber of Commerce Toronto**

<http://www.icccto.com/>  
[cmurphy@icccto.com](mailto:cmurphy@icccto.com)

##### **Ireland Canada Chamber of Commerce Ottawa**

<https://icccott.ca/>  
[info@icccott.ca](mailto:info@icccott.ca)  
Tel. (1) 613 219 7654

##### **Ireland Canada Chamber of Commerce Montreal**

630 Sherbrooke Street West, Suite 210, Montreal QC H3A 1E4  
<https://icccmtl.com/en/contact@icccmtl.com>  
Tel. (1) 514 289 9289

##### **Ireland-Canada Center of Commerce Calgary**

<https://www.iccccal.com/>  
[iregan@iccccal.com](mailto:iregan@iccccal.com)  
Tel. (1) 403 441 8800

#### **ITALY**

##### **Embassy of Italy in Ottawa**

275 Slater St, suite 2100, K1P 5H9, Ottawa, Ontario  
<http://www.ambottawa.esteri.it/ambasciata-ottawa/it>  
[ambasciata.ottawa@esteri.it](mailto:ambasciata.ottawa@esteri.it)  
Tel. (1) 613 232 2401

##### **Consulate General of Italy in Toronto**

136 Beverley Street, M5T 1Y5, Toronto, Ontario  
<https://constoronto.esteri.it/Consolato-Toronto/it/>  
[ancip.toronto@esteri.it](mailto:ancip.toronto@esteri.it)  
Tel. (1) 416 977 1566

##### **Consulate General of Italy in Montreal**

3489 Drummond Street, H3G 1X6, Montréal, Québec  
<https://consmontreal.esteri.it/consolato-montreal/it/>  
[archivio.montreal@esteri.it](mailto:archivio.montreal@esteri.it)  
Tel. (1) 514 849 8351

##### **Consulate General of Italy in Vancouver**

Standard Building  
1100-510 West Hastings Street, V6B 1L8, Vancouver, British Columbia  
<https://consvancouver.esteri.it/consolato-vancouver/it/>  
[consolato.vancouver@esteri.it](mailto:consolato.vancouver@esteri.it)  
Tel. (1) 604 684 7288

**ITA/ICE - Italian Trade Agency****Toronto Office**

480 University, Suite 800, M5G 1V2,  
Toronto, Ontario  
<https://www.ice.it/it/mercati/canada/toronto>  
[toronto@ice.it](mailto:toronto@ice.it)  
Tel. (1) 416 598 1555  
Tel. (1) 416 598 1566

**ITA/ICE- Italian Trade Agency****Montréal Office**

1000 Rue Sherbrooke Ouest, suite 1720, H3A  
3G4, Montréal, Québec  
<https://www.ice.it/it/mercati/canada/punto-di-corrispondenza-di-montreal>  
[montreal@ice.it](mailto:montreal@ice.it)  
Tel. (1) 514 284 0265

**Italian Chamber of Commerce of Ontario**

622 College Street Suite, 201F, M6G 1B6, Toronto,  
Ontario  
<https://www.italchambers.ca>  
[trade@italchambers.ca](mailto:trade@italchambers.ca)  
Tel. (1) 416 789 7169

**Italian Chamber of Commerce in Canada**

550, rue Sherbrooke Ouest, Bureau 1150, H3A 1B9  
Montreal, Québec  
<https://italchamber.qc.ca/>  
[info.montreal@italchamber.qc.ca](mailto:info.montreal@italchamber.qc.ca)  
Tel. (1) 514 844 4249

**Italian Chamber of Commerce in West Canada****Vancouver office**

889 West Pender Street, Suite 703, V6C 3B2,  
Vancouver, British Columbia  
<http://www.iccbc.com/>  
[iccbcinfo@iccbc.com](mailto:iccbcinfo@iccbc.com)  
Tel. (1) 604 682 1410

**Italian Chamber of Commerce in West Canada****Calgary office**

307 -1324 11th Avenue SW, T3C 0M6 Calgary,  
Alberta  
[http://www.iccbc.com/](http://www.iccbc.com/calgary@iccbc.com)  
[calgary@iccbc.com](mailto:calgary@iccbc.com)  
Tel. (1) 403 283 0453

**LATVIA****Latvian Embassy in Ottawa**

350 Sparks St, K1R 7S8, Ottawa, Ontario  
<http://www.mfa.gov.lv/en/ottawa>  
[embassy.canada@mfa.gov.lv](mailto:embassy.canada@mfa.gov.lv)  
Tel. (1) 613 238 6014

**Consulate General of Latvia in Montreal**

3955 Latvian Centre Provost Lachine, H8T 1M1,  
Montreal, Québec  
[consulate.canada@mfa.gov.lv](mailto:consulate.canada@mfa.gov.lv)  
[rklaise@sympatico.ca](mailto:rklaise@sympatico.ca)  
Tel. (1) 514 422 0562

**Consulate General of Latvia in Toronto**

Latvian Canadian Cultural Centre, 4 Credit  
Union Drive, Toronto, ON, M4A 2N8  
[karlis.vasarais@gmail.com](mailto:karlis.vasarais@gmail.com)  
Tel. (1) 416 301 8353

**Consulate General of Latvia in Vancouver**

830 Kenwood Road, West Vancouver, British  
Columbia, V7S 1S9, Canada  
[esavics@shaw.ca](mailto:esavics@shaw.ca)  
Tel. (1) 604 764 61 10

**Consulate General of Latvia in Halifax**

525 Tower Road, Halifax, Nova Scotia, B3H 2X4,  
[sketris@bellaliant.com](mailto:sketris@bellaliant.com)  
Tel. (1) 902 425 04 15

**Consulate General of Latvia in Edmonton**

9308 - 82 Street NW, Edmonton AB T6C 2X5, Canada  
[lvconsul.edmonton@gmail.com](mailto:lvconsul.edmonton@gmail.com)  
Tel. (1) 780 468 27 28

**Consulate General of Latvia in Sudbury**

144 Kuusisto Road, Sudbury, Ontario, P3E 4N1, Canada  
[deuce32@hotmail.ca](mailto:deuce32@hotmail.ca)  
Tel. (1) 705 929 0871

**Latvian Chamber of Commerce (Latvian  
Canada Business Council)**

4 Credit Union Drive, M4A 2N8, Toronto, Ontario

<http://www.latcan.org/>

[richlote@xplornet.ca](mailto:richlote@xplornet.ca)

Tel. (1) 705 656 3541

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150 Metcalfe St #1600, K2P 1P1, Ottawa, Ontario  
<https://ca.mfa.lt/ca/en/>  
[amb.ca@urm.lt](mailto:amb.ca@urm.lt)  
Tel. (1) 613 567 5458

**Lithuanian Honorary Consulate in Toronto**

1573 Bloor Street West, M6P 1A6, Toronto, Ontario  
[www.ca.mfa.lt](http://www.ca.mfa.lt)  
[pvk@rogers.com](mailto:pvk@rogers.com)  
Tel. (1) 416 538 2992

**LUXEMBOURG****Luxembourg Embassy in Washington (also  
accredited to Canada)**

2200 Massachusetts Avenue N.W.  
Washington, D.C. 20008  
<https://washington.mae.lu/en.html>  
[washington.amb@mae.etat.lu](mailto:washington.amb@mae.etat.lu)  
tel. (1) 202 265 4171

**Luxembourg Honorary Consulate in Ottawa**

251 Laurier Avenue West, Suite 900  
K1P 5J6 Ottawa, Ontario  
<https://maee.gouvernement.lu/fr/missions-diplomatiques/missions-diplomatiques-et-consulaires-luxembourgeoises.html>  
[ottawa@consul-hon.lu](mailto:ottawa@consul-hon.lu)  
Tel. (1) 613 751 4472

**Luxembourg Honorary Consulate in Toronto**

350 Front Street West, 2d Floor  
M5V 3B5 Toronto, Ontario  
[toronto@consul-hon.lu](mailto:toronto@consul-hon.lu)  
Tel. (1) 613 755 4091

**Luxembourg Honorary Consulate in Vancouver**

Hungerford Tomyrn Lawrenson and Nils.  
Barristers & Solicitors

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925 West Georgia Street  
V6C 3L2 Vancouver  
[vancouver@consul-hon.lu](mailto:vancouver@consul-hon.lu)  
Tel. (1) 604 408 5616

**MALTA****Malta Consulate General in Toronto**

3300 Bloor St W, M8X 2X3, Etobicoke, Ontario  
<https://foreignandeu.gov.mt/mt/Pages/Home.aspx>  
[maltaconsulate.toronto@gov.mt](mailto:maltaconsulate.toronto@gov.mt)  
Tel. (1) 416 207 0922

**NETHERLANDS****Dutch Embassy in Ottawa**

350 Albert Street, Suite 2020, K1R 1A4, Ottawa,  
Ontario, Canada  
[www.netherlandsandyou.nl/canada](http://www.netherlandsandyou.nl/canada)  
[ott@minbuza.nl](mailto:ott@minbuza.nl)  
Tel. (1) 613 237 5031

**Dutch Consulate General in Toronto**

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Toronto, Ontario, Canada  
[www.netherlandsandyou.nl/canada](http://www.netherlandsandyou.nl/canada)  
[tor-ea@minbuza.nl](mailto:tor-ea@minbuza.nl)  
Tel. (1) 416 598 2534

**Netherlands Consulate General in Vancouver**

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British Columbia, Canada  
[www.netherlandsandyou.nl/canada](http://www.netherlandsandyou.nl/canada)  
[van-ea@minbuza.nl](mailto:van-ea@minbuza.nl)  
Tel. (1) 604 684 6448

**POLAND****Polish Embassy in Ottawa**

443 Daly Ave, K1N 6H3, Ottawa, Ontario  
<http://www.ottawa.msz.gov.pl>  
[ottawa.amb.sekretariat@msz.gov.pl](mailto:ottawa.amb.sekretariat@msz.gov.pl)  
Tel. (1) 613 789 0468

**Polish Consulate General in Vancouver**

1177 West Hastings Street, Suite 1600, V6E 2K3, Vancouver, British Columbia  
[www.vancouver.msz.gov.pl](http://www.vancouver.msz.gov.pl)  
[vancouver.info@msz.gov.pl](mailto:vancouver.info@msz.gov.pl)  
 Tel. (1) 604 688 3458

**Polish Chamber of Commerce**

2680 Matheson Boulevard East, Suite 102, L4W 0A5, Mississauga, Ontario  
<http://www.canada-poland.com/>  
 Tel. (1) 416 871 1938

**Polish Foreign Trade Office**

Polish Investment and Trade Agency  
 438 University Avenue Suite 1810  
 Toronto, Ontario M5G 2K8  
[www.paih.gov.pl](http://www.paih.gov.pl)  
[zack.labieniec@paih.gov.pl](mailto:zack.labieniec@paih.gov.pl)

**Consulate General of the Republic of Poland in Toronto**

2603 Lake Shore Blvd. West  
 Toronto, ON M8V 1G5  
<http://www.gov.pl/canada-en>  
[natalia.iwaszko@msz.gov.pl](mailto:natalia.iwaszko@msz.gov.pl)  
 Tel. (1) 416 252 5471

**PORTUGAL****Portuguese Embassy in Ottawa**

645 Island Park Dr, K1Y 0B8, Ottawa, Ontario  
<https://www.otava.embaixadaportugal.mne.pt/en/ottawa@mne.pt>  
 Tel. (1) 613 729 0883

**Consulate General of Portugal in Montreal**

2020 Robert-Bourassa Boulevard, Suite 2425, H3A 2A5 Montréal, QC  
<https://www.montreal.consuladportugal.mne.pt/montreal@mne.pt>  
 Tel. (1) 514 499 0359

**Consulate General of Portugal in Toronto**

438 University Avenue, Suite 1400, box 41,  
 Toronto, ON M5G 2K8 Canada

<https://www.toronto.consuladportugal.mne.pt/pt/toronto@mne.pt>  
 Tel. (1) 416 217 0971

**Consulate General of Portugal in Vancouver**

920-925 West Georgia Street, Vancouver, BC, V6C 3L2  
<https://www.vancouver.consuladportugal.mne.pt/pt/vancouver@mne.pt>  
 Tel. (1) 604 688 6514

**Aicep Portugal Global Trade & Investment Agency**

438 University Avenue, Suite 1400 - Toronto - ON M5G 2K8  
<http://portugalglobal.pt/EN/Pages/Index.aspx>  
[aicep.toronto@portugalglobal.pt](mailto:aicep.toronto@portugalglobal.pt)  
 Tel. (1) 416 934 7444

**ROMANIA****Romanian Embassy in Ottawa**

655 Rideau St, K1N 6A3, Ottawa, Ontario  
<https://ottawa.mae.ro>  
[ottawa@mae.ro](mailto:ottawa@mae.ro)  
 Tel. (1) 613 789 3709

**Romanian General Consulate**

Suite 855, 555 Burrard Street, Two Bentall Centre, V7X 1M8, Vancouver, British Columbia  
<http://vancouver.mae.ro/>  
[vancouver@mae.ro](mailto:vancouver@mae.ro)  
 Tel. (1) 604 633 0986

**Romanian Chamber of Commerce**

111 Peter Street, M5V 2H1 Toronto  
[ccir@ccir.ro](mailto:ccir@ccir.ro)  
 Tel. (1) 416 913 7222

**SLOVAKIA****Slovak Embassy in Ottawa**

50 Rideau Terrace, K1M 2A2, Ottawa, Ontario  
<https://www.mzv.sk/web/ottawa-en/home>  
[emb.ottawa@mzv.sk](mailto:emb.ottawa@mzv.sk)

Tel. (1) 613 749 4442

**SLOVENIA****Slovenian Embassy in Ottawa**

150 Metcalfe Street, Suite 2200, K2P 1P1  
 Ottawa, Ontario  
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**Slovenian Consulate in Moncton**

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 Tel. (1) 289 787 0593

**SPAIN****Spanish Embassy in Ottawa**

74 Stanley Ave, K1M 1P4, Ottawa, Ontario  
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 Tel. (1) 613 747 2252

**Spanish Consulate in Toronto**

2 Bloor Street East, Suite 1201, ON M4W 1A8,  
 Toronto, Ontario

<http://www.exteriores.gob.es/Consulados/TORONTO/en/Consulado/Pages/inicio.aspx>  
[cog.toronto@maec.es](mailto:cog.toronto@maec.es)  
 Tel. (1) 416 977 1661

**General Consulate of Spain in Montreal**

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 Montréal, Québec H3B4G7  
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 Tel. (1) 514 935 5235

**Spanish Economic and Commercial Office in Ottawa**

130 Albert St. Suite 1511. Ottawa, ON K1P 5G4  
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 Tel. (1) 613 236 0409

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 Toronto, ON, M5H 3B3  
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 Tel. (1) 416 967 0488

**SWEDEN****Swedish Embassy in Ottawa**

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 Ottawa, Ontario  
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[sweden.ottawa@gov.se](mailto:sweden.ottawa@gov.se)  
 Tel. (1) 613 244 8200

**Business Sweden**

2 Bloor Street West, Unit 2120, M4W 3E2,  
 Toronto, Ontario  
<https://www.business-sweden.com/markets/americas/canada/>  
 Tel. (1) 416 922 8152

**Swedish-Canadian Chamber of Commerce**

2 Bloor Street West, Unit 2109, M4W 3E2,  
 Toronto, Ontario  
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 Tel. (1) 416 925 8661



## **The European Union**

[www.europa.eu](http://www.europa.eu)

## **The European Commission**

[www.ec.europa.eu](http://www.ec.europa.eu)

## **Delegation of the European Union to Canada**

[www.eeas.europa.eu/delegations/canada](http://www.eeas.europa.eu/delegations/canada)

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