

# SOUTH CAROLINA

- ✿ 114,100 jobs in the Palmetto State depend on the Canada–South Carolina trade relationship, which is valued at \$4 billion
- ✿ More than 8 million U.S. jobs depend on Canada–U.S. trade
- ✿ Total Canada–U.S. merchandise trade: \$392 billion
- ✿ Canada is the top export destination for 34 states
- ✿ 62 Canadian-owned companies employ 7,035 people in 231 locations in South Carolina

## Creating jobs, developing connections, generating prosperity

Bilateral trade between Canada and South Carolina reached \$4 billion in 2009, with two-way trade approaching \$11 million on a typical day. South Carolina shipped \$2.5 billion in merchandise — 16% of the state's global exports — to Canada. The Canada–South Carolina partnership is estimated to support more than 114,000 jobs in the Palmetto State.

## Transportation drives the relationship

Transportation goods continued to dominate the exchange, generating almost \$814 million for the state's economy. Led by BMW auto products, South Carolina sold \$240 million in finished automobiles, its leading export commodity to Canada. The vast majority of those autos were produced by the 5,000 employees of BMW's Spartanburg plants. Supplying BMW is Ontario-based Magna International, one of the most diversified automotive suppliers in the world. Magna maintains a strong presence in upstate South Carolina with three operations employing 630 South Carolinians.

Companies in the North American automotive supply chain exchanged more than \$159 million in motor vehicle parts. Michelin's Lexington plant is a big contributor to the trading relationship. In 2008, one out of every eight Michelin earthmover tires produced in Lexington was exported for use in resource extractions in northern Canada.

Initial relationships between the Canadian Advanced Technology Association (CATA), Clemson University and BMW in South Carolina led to the formation of the Canadian-based Networked Vehicle Association (NVA). A non-profit organization, NVA has developed into the premier workgroup in the newly-emerging field of auto-related information and communications technology.



*Sunrise at Myrtle Beach, South Carolina: a familiar sight to the 100,000 Canadian "snowbirds" who visit each year.*

## Tiger paws and maple leaves

In July 2010, the Clemson University Board of Trustees approved a request to establish a new Canada Center that will serve as a clearinghouse for projects and collaborations between universities in the United States and Canada. Former U.S. Ambassador to Canada, David H. Wilkins, chairs the Trustees and supports academic emphasis on teaching Canadian issues, developing exchange programs, and encouraging joint research opportunities.

## Canadian "snowbirds" vacation in South Carolina

Travel and tourism is another important connection for South Carolina and Canada with airlines offering direct flights from Canada to Myrtle Beach. Each March, that city hosts Canadian-American (CAN-AM) Days — a fun-filled line up of entertainment and special events that draws as many as 100,000 Canadian visitors, or "snowbirds" migrating to escape colder Canadian winters. This festival, which began as an event for Canadians coming south during their spring school break, has grown into a celebration marking not just tourist dollars spent but friendships and close links built over the nearly 50 years of CAN-AM Days.

*November 2010*

## South Carolina–Canada facts

### Foreign export markets

% foreign-bound goods sold to Canada..... 16%

### Jobs

114,100 jobs in South Carolina depend on trade with Canada

### Top Canadian-owned businesses in South Carolina

Liberty Insurance Services Corp..... 668 employees  
 Magna International.....630 employees  
 Drive Automotive Industries of America Inc.....500 employees  
 New South Lumber Co Inc.....490 employees  
 Blair Mills LLC.....370 employees

### Merchandise trade

SC exports to Canada.....\$2.5 billion  
 SC imports from Canada.....\$1.6 billion  
 Bilateral trade..... \$4 billion

### Top exports

Automobiles..... \$240 million  
 Motor vehicle parts, except engines.....\$103 million  
 Paper & paperboard.....\$102 million  
 Air conditioning & refrigeration equipment..... \$90 million  
 Unshaped plastics.....\$90 million  
 Synthetic & reclaimed rubber.....\$57 million  
 Motor vehicle engine parts..... \$51 million  
 Rubber fabricated materials.....\$42 million  
 Valves.....\$42 million  
 Containers.....\$38 million

### Top imports

Engines & turbines..... \$119 million  
 Petroleum & coal products.....\$80 million  
 Organic chemicals.....\$77 million  
 Synthetic rubber & plastics.....\$68 million  
 Motor vehicle parts, except engines..... \$56 million  
 Yarn, thread, cordage, twine & rope.....\$54 million  
 Wood pulp.....\$36 million  
 Basic plastic shapes & forms.....\$34 million  
 Metal fabricated basic products..... \$31 million  
 Wheat.....\$27 million

### Tourism account

Canadian visits to South Carolina.....527,200  
 \$ spent..... \$272 million  
 South Carolinian visits to Canada..... 56,800  
 \$ spent.....\$38 million



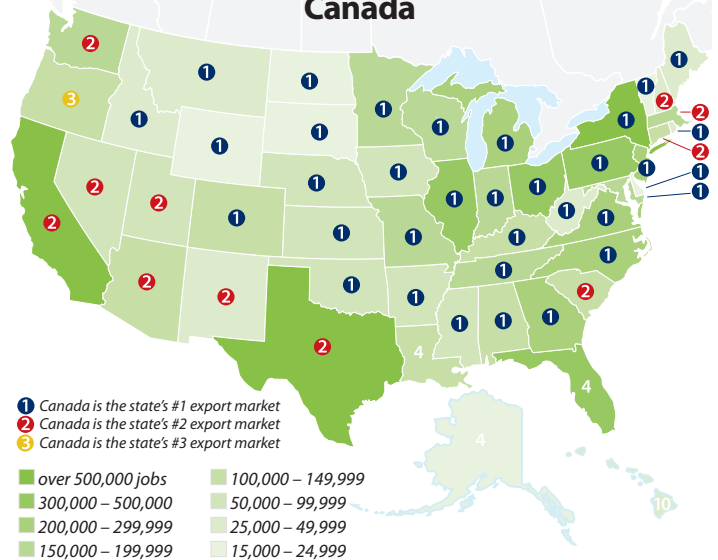
## United States–Canada: working together to create jobs

The United States and Canada share a deep and unique relationship, which supports our mutual prosperity and millions of jobs in both countries. Building on our strong economic partnership, we continue to find new and innovative ways to stimulate our highly integrated economies, thereby ensuring the long-term competitiveness of our respective and shared supply chains.

Successful relationships always require constant attention and cooperation. It's crucial our countries work together to secure recovery from the current economic downturn. By successfully negotiating an agreement on government procurement, we will keep doors open for Americans and Canadians alike to create wealth and ensure our joint prosperity and security.

With over \$1 million worth of goods and services crossing our border every minute of every day, challenges are bound to emerge. Over the years our two countries have faced — and resolved — challenges of varying degree. Commerce remains critical to both countries, so we must continue to nurture this vital relationship for the benefit of citizens on both sides of our 5,500 mile border. Canadians are committed to working closely with our American neighbors to build on our tremendous record of cooperation — and to doing so as we've always done in the past: as partners, allies, and friends.

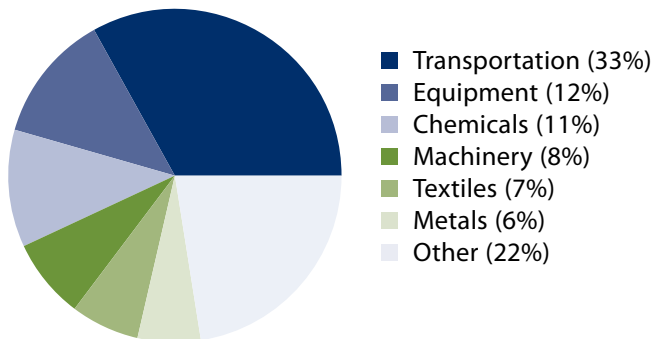
## Canada is the biggest customer for 34 states; over 8 million U.S. jobs depend on trade with Canada



## Our relationship is about people too

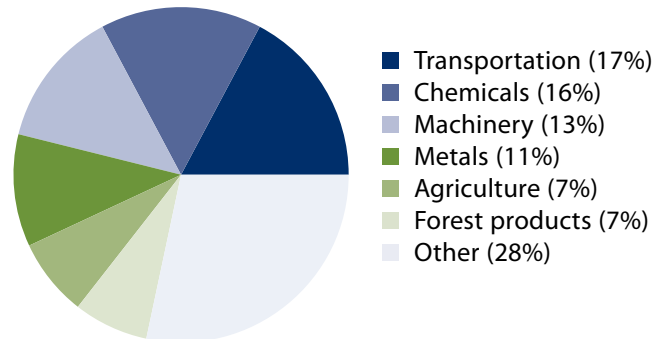
Cross-border travel is not only the key to our prosperity — it links our communities and strengthens our families. In 2009, Canadians made more than 527,200 visits to the Palmetto State, contributing over \$272 million in tourism directly to local coffers. Why do they come? To share memories at café tables, ideas at conference tables, and meals around dinner tables.

### South Carolina's goods exports to Canada, 2009



**Total South Carolina exports: \$2.5 billion**

### South Carolina's goods imports from Canada, 2009



**Total South Carolina imports: \$1.6 billion**

**For more information on Canada's trade relationship with South Carolina, please contact:**

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Job numbers are based on 2008 data from a 2010 study commissioned by the Embassy of Canada. All other figures are based on 2009 data in U.S. dollars.  
**World Institute for Strategic Economic Research (WISER):** Canada's export ranking (February 28, 2010). **Statistics Canada:** trade (February 2010 release), tourism (May 2010 release).  
**Dun & Bradstreet:** Canadian-owned companies and employment (August 2010 release). Figures are converted at the rate of US\$1.00=CS\$1.1420. Figures may not add up due to rounding.  
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