

APM SPEECH

Mairead Lavery

President and CEO

Hello. My name is Mairead Lavery, and I'm the President and CEO of Export Development Canada.

It's my very great pleasure to be able to offer here a few thoughts about EDC and the exceptional year that was 2018.

In so many ways, last year was a case study of EDC delivering on its mandate:

A Crown corporation that is financially self-sustaining, and a proud partner in the federal government's ambition to expand and diversify Canadian trade and investment around the world.

A little over two years ago, we set the goal of quadrupling the total number of companies we serve by the end of 2020.

Last year – and right on schedule – we got half way there. In just two years we have nearly doubled our customer count, from 7,000 to more than 13,000.

And today I remain confident we'll meet our 2020 goal.

Of course, this will greatly expand our impact in the market.

But, more importantly, we will have helped more Canadian companies succeed in their ambitions to grow internationally.

To that end, EDC is constantly innovating.

In 2018 we found new methods of making our trade knowledge and expertise more accessible to more companies – particularly for small and micro businesses.

We did this by hosting webinars and countless in-person events, all designed to help Canadian companies make connections with buyers around the world.

Today, we're also providing more of this information, along with more of our insurance solutions, through a digital, online platform – twenty-four hours a day, seven days a week.

Another way we're reaching more exporters is with exciting new strategic partnerships.

Early in 2018, EDC piloted a solution with Banque Nationale.

Together we built an online financial tool that the bank can use to unlock more capital for its export-minded clients.

This has since been followed up with another partnership with RBC, called the Trade Expansion Lending Program.

Together, these commercial-banking partnerships have the potential to help EDC's financing reach thousands of Canadian exporters – especially those in the small- to medium-sized category.

Still on the theme of reaching more customers, EDC opened four new offices in 2018.

Two in Canada - in Sherbrooke, Quebec and in the Kitchener-Waterloo region of Ontario.

And two in the U.S. – in Atlanta, Georgia and Chicago, Illinois.

Each of these offices will put EDC's expertise where it needs to be, closer to our customers and to the buyers of Canadian goods and services.

2018 was also a year in which EDC's values were on full display.

Last year we launched our new framework and strategy for Corporate Sustainability and Responsibility.

We also signed on to the recommendations of the Task Force on Climate-related Financial Disclosures.

And, as a proud partner in the Federal Government's Women's Entrepreneurship Strategy, EDC facilitated nearly 400 million dollars in business for women-owned and women-led enterprises...

... far-exceeding the 250 million dollar target laid out for us in the 2018 federal budget.

All of this, AND we were named once again as one of Canada's Top 100 employers.

Of course, there's so much more I could share.

If you want to learn more about our achievements and our mandate, I encourage you to explore the documents that are linked to on this page.

Even more importantly, I encourage you to contact us.

If you have questions we will respond.

If you have ideas, we will listen.

That's what this process is all about.

From me, and from all of us at Export Development Canada, thanks for listening.

And I look forward to talking to you again soon!

