

**NORTH AMERICAN  
STRATEGY FOR  
COMPETITIVENESS**



# North American Strategy for Competitiveness

## *Beyond borders, Beyond politics*

NASCO is the only tri-national membership organization focused on the competitiveness of the North American supply chains, environment, and skilled workforce.

NASCO is a **grass roots** tri-national coalition of governments, businesses and educational institutions driven by a common interest in collaboration along key freight and commercial trade networks.

Founded in 1994, NASCO encourages North America's competitiveness in the global marketplace.

# 20 FACTS ABOUT THE NORTH AMERICAN ECONOMY

The United States, Mexico, and Canada are bringing North American free trade into the 21<sup>st</sup> century with the new United States–Mexico–Canada Agreement (USMCA). For over 25 years, free and open trade has helped North America's economy grow, contributing to millions of well-paying, middle-class jobs. Here are the facts:

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**1** North America is the most economically-competitive region in the world.
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**2** Since 1994, NAFTA has allowed for free trade among 490 million consumers.
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**3** North America produces goods & services valued at more than \$23 trillion every year.
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**4** With only 6.5% of the world's population, Canada, the U.S. & Mexico together generate 27% of the world's GDP.
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**5** Since 1994, the GDP of North America has increased steadily at an average annual rate of 2.5%.
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**6** Trade among Canada, the U.S. & Mexico is estimated at \$144 million per hour.
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**7** Canada buys over 57% of its worldwide imports from its two NAFTA partners.
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**8** Canada and Mexico remain the United States' largest suppliers of agricultural products.
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**9** Canada and Mexico are the two largest agricultural export markets for the United States.
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**10** Trade among Canada, the U.S. & Mexico supports over 12 million American jobs.
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**11** The U.S. imports 40% of its crude oil from Canada and 7% from Mexico.
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**12** Nearly 5 million barrels of crude oil and petroleum products cross the Canada–U.S. border each day.
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**13** Total merchandise trade between Canada and the U.S. has more than doubled since 1993.
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**14** Total merchandise trade among Canada, the U.S. & Mexico has more than tripled since 1993.
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**15** On average, Canadian goods sold to the U.S. contain 25% American content.
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**16** Nearly 50% of U.S. imports from Canada are ultimately used by U.S. manufacturers to produce final products.
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**17** The United States has a 15% surplus in manufactured goods trade with Canada.
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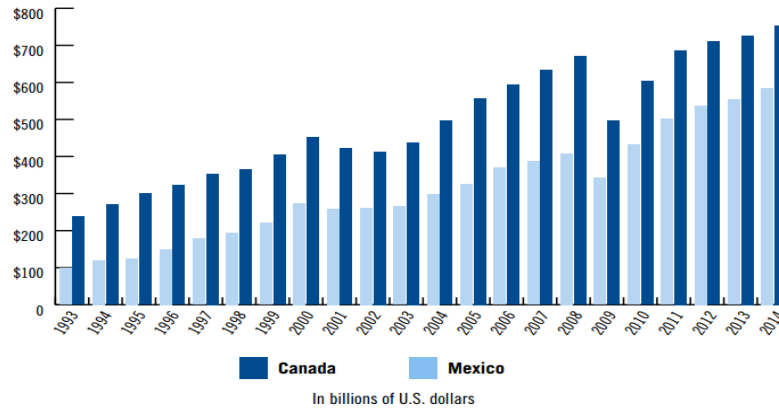
**18** Canadian tourists spend \$17 billion in the U.S. each year.
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**19** Canadian companies operating in the U.S. directly employ 825,000 Americans.
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**20** Export-related jobs pay 13% to 18% more than the national average.

1: Bush Institute | 2,3,4: World Bank | 5: International Monetary Fund  
6: U.S. Census Bureau & Statistics Canada | 7: Statistics Canada | 8,9 U.S. Department of Agriculture | 10: Business Roundtable  
11: U.S. Energy Information Administration | 12: Center for Strategic & International Studies | 13: Council on Foreign Relations  
14: U.S. Census Bureau | 15: Global Affairs Canada | 16: U.S. International Trade Commission | 17: USTR  
18: Statistics Canada | 19: U.S. Bureau of Economic Research | 20: U.S. International Trade Administration

## U.S. Trade with Canada and Mexico since NAFTA's Entry into Force



**25 cents** out of every dollar of goods that are imported from Canada to the U.S. is actually **"Made in USA"** content



**40 cents** out of every dollar for goods imported into the U.S. are actually **"Made in USA"**

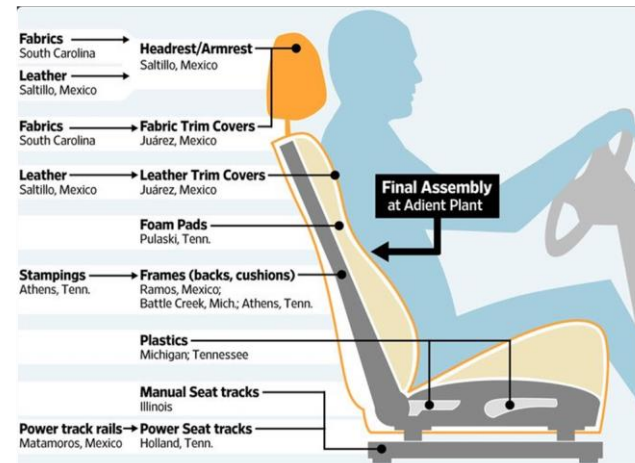
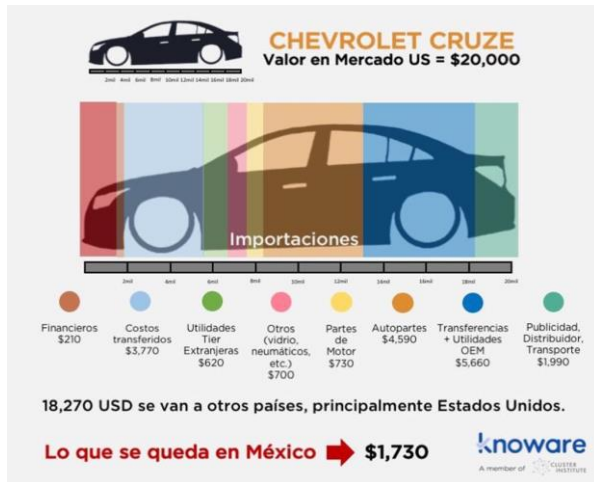
## NAFTA value chains



Auto parts travel across the border 8 times before completing a single vehicle.

## NAFTA works

Cars are “Citizens” from North America. There are no Mexican cars, there are no American cars, and there are no Canadian cars.



Source: Adient PLC

THE WALL STREET JOURNAL

# NASCO Focus Areas & Action Plan

## Supply Chain and Logistics

- Border Action Plans – Canada, US and Mexico
- Border Crossing Crisis Working Groups – US/CAN and US/MX
- “Ally” Shoring
- Innovation and Technology
- Freight Movement, Infrastructure and Multi-modal attention
- North American Emergency Supply Chain Continuity
- Regulatory Cooperation / Harmonization – OSOW and HazMat – across freight corridors / networks

## Closing the Skilled Workforce Gap

- Elevate public awareness and attention to the growing skills gap in Canada, the United States, and Mexico
- North American Workforce Initiative & Forum
- USMCA Chapter 26 Competitiveness Committee
- Convene stakeholders to identify ways to achieve more consistent quality across training and certification programs in North America
- Promote widespread use of a foundational career technical education curriculum and mutual recognition among North American certifying bodies
- Exchange and collaboration among certifiers and portability of credentials

## Continental Leadership Forum

- Expertise, strategies and solutions driven by the women of NASCO

## Energy and Environment

- Monarch Butterfly Challenge
- New technologies and approaches to addressing environmental impacts resulting from trade across North America
- Climate change impact on supply chains and access to better air quality data
- Alternative Fuels Corridors - increased charging infrastructure
- Electric Vehicle Rally
- Hydroelectricity
- Critical Minerals

# The NASCO Team

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