**INTERNATIONAL BUSINESS UNIT**

**E-ACTIVITY:** Canada’s Trade Partners

**Activity:** Research Infographic on Canada’s Trade Partners

Research one of Canada’s trade partners and prepare a Infographic.

**Due Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you are considering conducting business at the international level, it is important to understand specific facts about Canadian trade. Who are Canada's main trading partners? What products or services are exchanged? Assume you are going to conduct a business meeting with a potential international trading partner. What language would be spoken? How would you greet someone from that country?

Each student will research one of Canada’s major export and import trading partners. The list will be provided by your teacher. Countries will be allocated using the lottery system*. This is an individual assignment.*

1. Prepare a research infographic on your country. You can access recent facts and statistics about your country by visiting the [World Fact Book](https://www.cia.gov/library/publications/the-world-factbook/index.html) on the Central Intelligence Agency’s website and selecting your country by name. The following two websites <http://www.kwintessential.co.uk/resources/country-profiles.html> or <http://guide.culturecrossing.net/>will assist you in finding relevant cultural information.
2. Include the following information in your research infographic:
3. Name of country
4. Capital city
5. 2 maps – one that shows major cities, the other that shows the topography of the land (make the map clear/visible)
6. Flag
7. Top 5 Languages spoken with percentages
8. Top 5 Religions with percentage of the population
9. Form of government
10. State of the economy (i.e. how is the economy doing? Comparison of your country’s GDP to Canada’s for 2017 or 2016)
11. Currency name and value relative to Canadian dollars. Use the following website <http://www.xe.com/> to convert your country’s currency into Canadian dollars. i.e. Express one Canadian dollar ($1) in your country’s currency. Include the date of conversion.
12. Main exports with Canada
13. Main imports with Canada
14. Business etiquette
    1. Identify body languages/gestures that are unique to your country.
    2. How do people greet each other?
    3. What are the gift giving rules?
    4. What is the appropriate business attire, i.e. what do people wear to work?
    5. What else is important to note when meeting or interacting with someone in business?
    6. Significant cultural information - identify two important cultural celebrations, customs or beliefs of the country. Include a picture for each.
15. Consumer Preferences
    1. Total Population size and include a population pyramid for the latest year possible (2017 or 2016)
    2. What is the largest demographic group? (refer to your population pyramid)
    3. What product/service is popular for that age group? Include a picture.

**Evaluation – Total 40 marks**

**Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Country:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Knowledge** **/20**

* Canada’s top trading partners list is accurate and complete
* Chosen country has appropriate and accurate information in the 20 requested areas

**Communication (Infographic)** **/12**

* Infographic is free from spelling and grammatical errors
* Infographic flows from start to finish
* Infographic follows an organized order
* Infographic uses headings and subheading to divide the content
* Appropriate graphics and creativity are included to make the infographic visually attractive to read
* Infographic features are used, and the file is uploaded to the Google Drive Folder in .png or .jpg by the due date

**Thinking**  **/ 8**

* Infographic shows clear, appropriate and insightful responses
* Infographic includes relevant and important cultural information needed for conducting successful international business transactions
* Use APA or MLA style for sources used (use the format which can be found on the VSS library)

**Comments:**