

# THE NEW MICRO-MULTINATIONAL



Technology has levelled the playing field in retail, allowing businesses of any size to reach markets across the globe with little more than access to the Internet.

This means small and medium-sized businesses (SMBs) have more opportunity than ever to reach consumers anywhere and everywhere...and they are doing it!

**E-commerce has enabled the rise of the new micro-multinational – technology-enabled SMBs who are exporting globally.**

Here's a snapshot of what the new micro-multinational looks like in Canada, based on eBay sellers.



**99.9%** of Canadian eBay **micro-multinationals** export  
vs. **11.8%** for traditional **SMBs**<sup>1</sup>



Canadian eBay micro-multinationals export to an average of **18 countries**  
vs. **2.5** for traditional **SMBs**<sup>2</sup>

## TOP FIVE EXPORT COUNTRIES FOR CANADIAN EBAY MICRO-MULTINATIONALS:



United States



United Kingdom



Australia



China

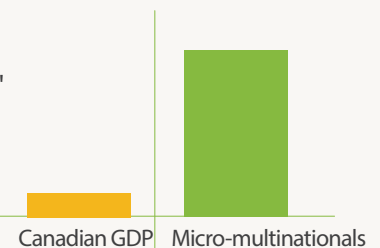


Germany



### 2011 - 2015

Canadian eBay micro-multinationals' sales growth outpaced Canadian GDP more than **7 times**<sup>3</sup>



DISCLAIMER: Canadian eBay micro-multinationals included in the study are defined as having sales of \$10,000 USD or more on eBay in 2015.

#### Additional References:

1. Industry Canada, Small Business Branch, Key Small Business Statistics (June 2016)
2. Chen, S. & E. Yu, Export Dynamics in Canada: Market Diversification in a Changing International Economic Environment. Office of the Chief Economist, Foreign Affairs and International Trade Canada (2010)
3. Comparison of 2011 - 2015 compound annual growth rates. GDP growth rate from: World Bank, World Development Indicators