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 to an average of 18 countries vs. 11.8% for traditional SMBs vs. 2.5 for traditional SMBs.

**Top Five Export Countries for Canadian eBay Micro-Multinationals:**
- United States
- United Kingdom
- Australia
- China
- Germany

The majority of sales by Canadian eBay micro-multinationals come from exports.

**2011 - 2015**
Canadian eBay micro-multinationals' sales growth outpaced Canadian GDP more than 7 times.

**Additional References:**
1. Industry Canada, Small Business Branch, Key Small Business Statistics (June 2016)