



Scotland's Links With Canada

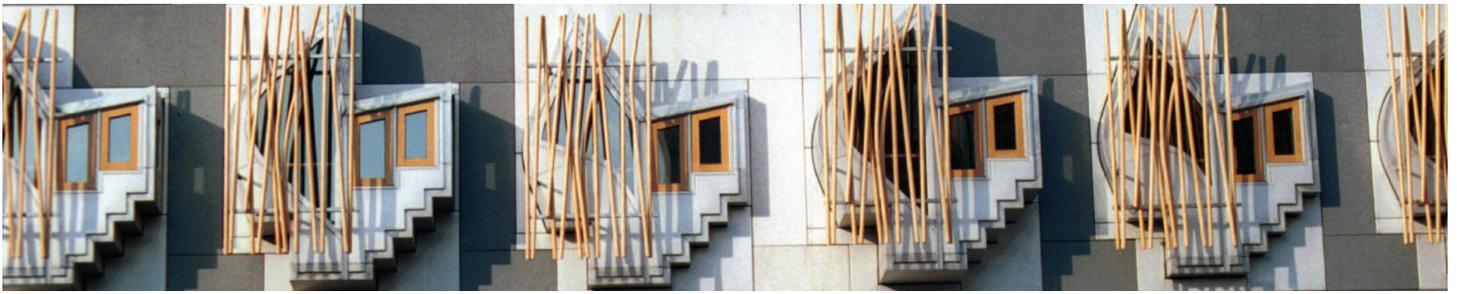


SCOTLAND
www.scotlandistheplace.com



Finance & Central Services Department
Analytical Services Department





150,000 Canadians visited Scotland during 2004, the highest figure since 2000.

It is estimated that over 88,000 Scottish people travel to Canada each year, spending on average £63 million while they are there.

We have been trading together for centuries

“Trailblazers”, a major exhibition at the Royal Museum in Edinburgh in 2004, highlighted the role Scots played in the development of Canada and 400 years of emigration across the Atlantic Ocean. A fascinating life story featured in Trailblazers is that of Isabel Gunn, an Orcadian woman who adopted the disguise of a man so she could work for the Hudson’s Bay Company established in 1670. As well as looking at historical figures Trailblazers also studies the lives of five present day Canadians with Scottish links, tracing their family history and giving visitors the chance to trace their own family roots using www.ScotlandsPeople.gov.uk.

Enduring communications

Alexander Graham Bell migrated from Scotland to Canada and made the first long-distance telephone call from Brantford, Ontario in August 1876. Today both Canada and Scotland are at the forefront in collaborations on advancing the connectivity within remote rural areas, such as the activity of the International Rural Network.

Something to celebrate

Canada have their very own Loch Ness Monster or “Ogopogo” as the monster is called. Ogopogo lives in Lake Okanagan in the south central interior of British Columbia. Both Lake Okanagan and Scotland’s Loch Ness are long and narrow and lie at about the same latitude. There are archival records of Ogopogo’s existence going back to 1872 and sightings have been reported regularly up to the present day.

Canadian visits to Scotland

150,000 Canadians visited Scotland during 2004, the highest figure since 2000 suggesting a full recovery from the downturn in recent years. It is estimated that they spent £78 million.

Year	2000	2001	2002	2003	2004
Visits	145,000	93,000	117,000	88,000	150,000
Spend	£95 million	£47 million	£56 million	£42 million	£78 million

Source: International Passenger Survey

Scottish visits to Canada

It is estimated that over 88,000 Scottish people travel to Canada each year, spending on average £63 million while they are there.

Year	2000	2001	2002	2003
Visits	117,000	100,000	69,000	67,000
Spend	£104 million	£64 million	£41 million	£44 million

Source: ONS ‘Travel Trends Survey’ which uses the International Passenger Survey



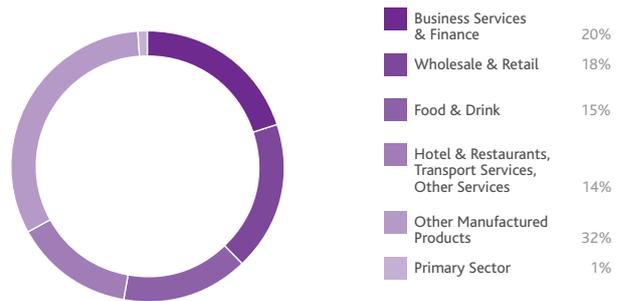
Cultural Connections between Scotland and Canada

Around 15% of Canada's twenty nine and a half million population describe themselves as Scots – coincidentally about the same number as Scotland's population. (www.tartan.tv)

Trade Links between Canada and Scotland

In 2003 total exports to Canada were worth £300 million. The main industries exporting to Canada in 2003 were Manufactured products, and Business services and finance.

Scottish Exports to Canada, 2003



Source: Scottish Executive – Global Connections Survey (adapted)

Bringing Canada and Scotland closer together

In 2003 Zoom Airline launched direct air links from Glasgow to a number of key Canadian Business destinations. At the head of this venture was Canadian resident and ex-pat Scot, Hugh Boyle.

Strong Canadian Presence in Scotland

Well-known Canadian companies such as Alcan and Seagram, have recently been joined by Mitel and Endpoint, contributing to the growth of Scotland's technology industries.

Heading in the other direction.

The Wood Group, one of Scotland's largest energy companies, and with several offices in Canada, in 2003 secured a £50 million contract with Canadian counterpart, Talisman Energy.

Scottish and Canadian animators unite to create Children's TV series.

Glasgow based Red Kite and Canadian Amberwood Entertainment co-produced a children's animated TV series, called The Secret World of Benjamin Bear, which in August 2004 premiered in Canada. (www.redkite-animation.com/pressrelease/pressrelease.htm)

The New Brunswick Scottish Cultural Association (NBSCA)

Founded in 1980, the association encourages public interest in the history, traditions, arts and crafts, and culture of Scotland and of those of Scottish descent and the languages of Scotland within the Province of New Brunswick. (www.nbscots.com)

Mòd Vancouver festival of Scottish Gaelic culture

This is a competitive festival of Scottish Gaelic music, language and culture which is held every second year, over a period of five days, to an enthusiastic audience who come from different parts of Canada, the U.S.A. and Scotland. Competitions include music, oral and written Gaelic, and workshops in Gaelic language, song, literature, music, drama, and dancing. (www.modvancouver.com)

The 78th Fraser Highland, Canada's very own pipe band

The pipe band is dedicated to the preservation of the memory of the Fraser Highlanders, their honourable adversaries, and their roles in Canadian and Scottish history, as well as acting in a charity raising capacity for the cadet corps. Various events are organised by the society including a Rabbie Burns supper. (www.thefraserhighlanders.com)

Scottish Studies Society

The sister association of the Scottish Studies Foundation organises and supports social events to further the cause of the Scottish Studies Foundation. Events include Burns Night, Tartan Day and the Scottish Sailing Cruise held on the Tall Ship "Empire Sandy". This commemorates the arrival of the first Scottish Immigrants in Canada on the "Hector" at Pictou, Nova Scotia, on the 17th September 1773.

Cultural Connections between Scotland and Canada

In the late 1980's Tartan Day was first adopted in Nova Scotia, Canada. In the first half of the 1990's the movement spread to Canada's other provincial and territorial jurisdictions. (www.nbscots.com)

Each year the "Scot of the Year" award is given (by the Board of Scottish Studies society based in Toronto) to Canadians who have achieved distinction through their contribution to Canadian society and/or the international community at large. (www.scottishstudies.ca)

Educational Links

The League for Exchange of Commonwealth Teachers (LECT)

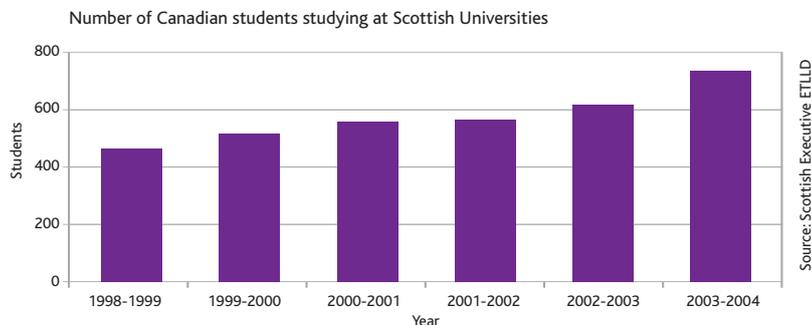
Provide study visits and other programmes designed specifically for the needs of educators in Scotland.

Association for Scottish Literary Studies

A charitable organisation dedicated to promoting the study, reading and writing of Scottish literature and language.

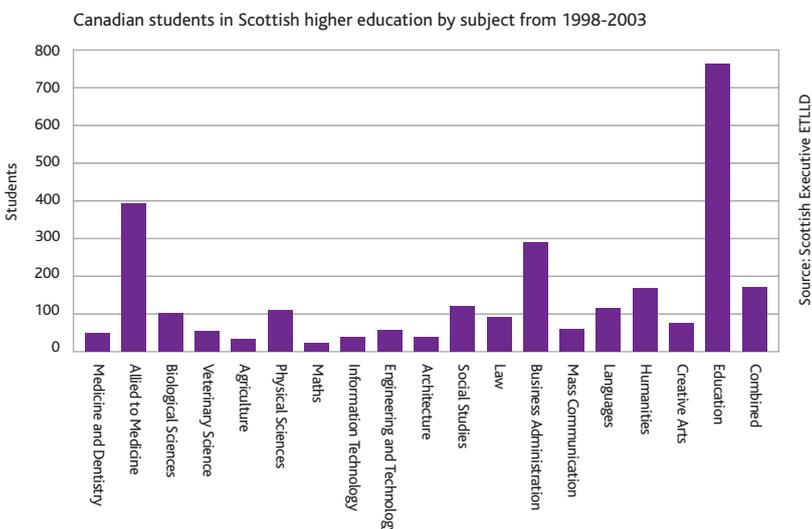
Canadian students continue to choose Scotland for higher education

As the graph below shows the number of Canadian students studying in Scotland has been increasing steadily since 1998.



What do Canadian students study in Scotland?

Education is by far the most popular choice for Canadian students studying in Scotland. This is followed by Allied to Medicine.



Scottish Studies in Canadian universities

The Scottish Studies Foundation

The foundation is a Canadian charitable organisation based in Toronto, dedicated to supporting the Scottish Studies Programme at the University of Guelph, Ontario. Their aims are: to raise awareness of Scottish heritage in Canada through various levels of education, publishing the annual scholarly journal "The International Journal of Scottish Studies" (formerly "Scottish Tradition"), and to support and fund Canadian and Scottish-related Conferences. (www.scottishstudies.ca)

Centre for Scottish Studies

Simon Fraser University – founded in 1999 a centre to provide a focal point for anyone interested in exploring Scottish history and culture. It encourages the inclusion of Scottish themes and subject matter in academic course, sponsors major conferences, works closely with the community and supports a visitor speaker programme. Academic activities aside, what SFU is best known for, in Scotland, is its award-winning pipe band. A regular attendee at the World Pipe Band Championships held each year on Glasgow Green, the Canadian contingent has taken the title no less than four times.

Collaborations in biotechnology research

Toronto-based Endpoint Research Ltd provides clinical trial management services to the pharmaceutical, biotechnology and medical device industries. The organisation works in two key therapeutic areas 'oncology' and 'respiratory' and has an office in Scotland at Bellshill, the company's only operation out with Canada. Wendy Porter, President of Endpoint Research Ltd said when it opened: "Scotland is the ideal base for the company given Scotland's developing biotechnology industry and graduate base."