

# The North American Market

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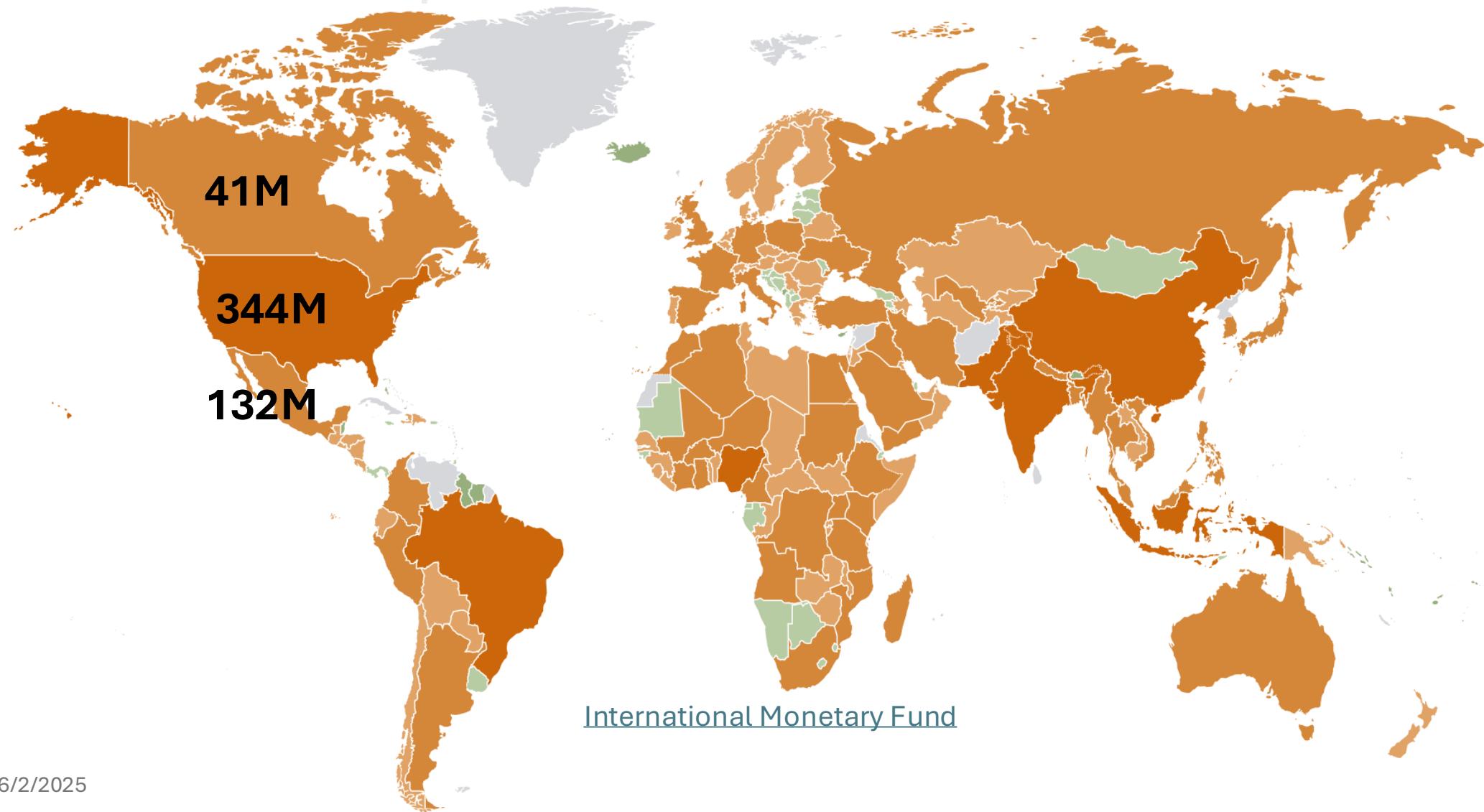
# Population and Economies



# Population

MAP (2026)

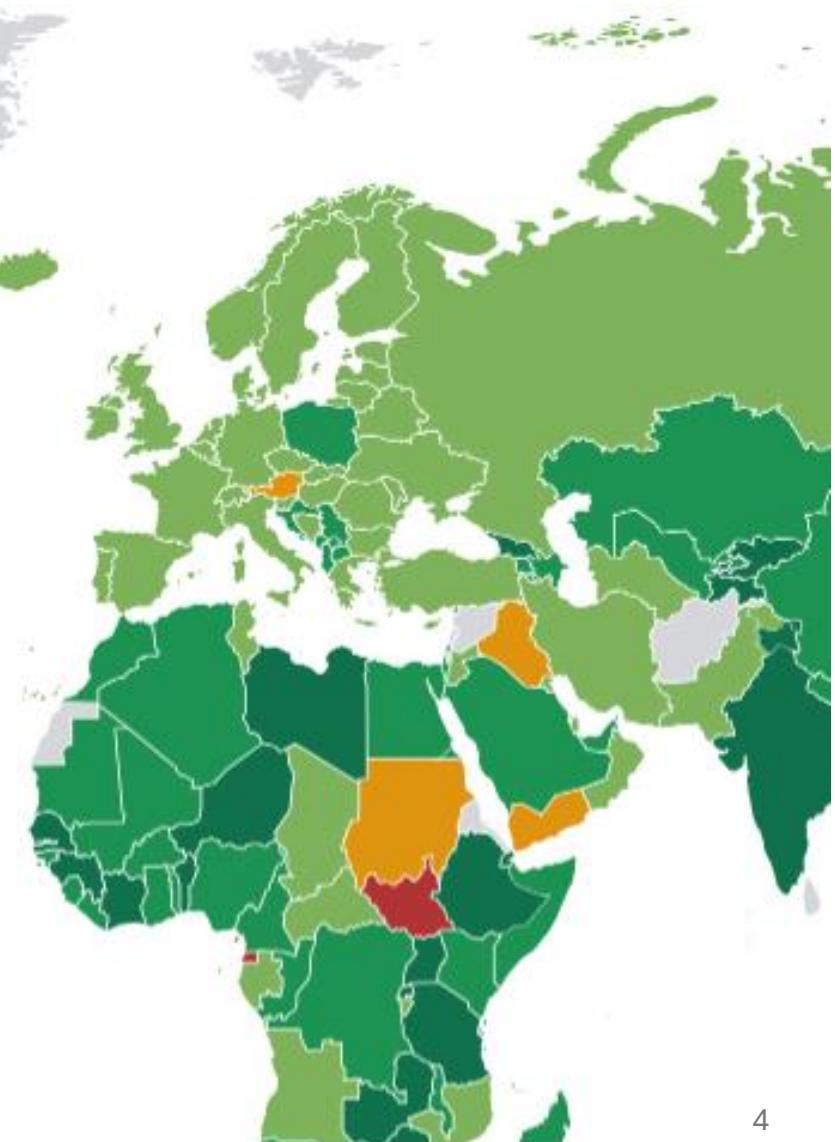
- 200 or more
- 25 - 200
- 5 - 25
- 1 - 5
- Less than 1
- no data



- 6% or more
- 3% - 6%
- 0% - 3%
- -3% - 0
- less than -3%
- no data

# North American Economies

Indiana  
\$500B



# Regional Trade Agreements



Comprehensive &  
Progressive Agreement  
for Trans-Pacific  
Partnership

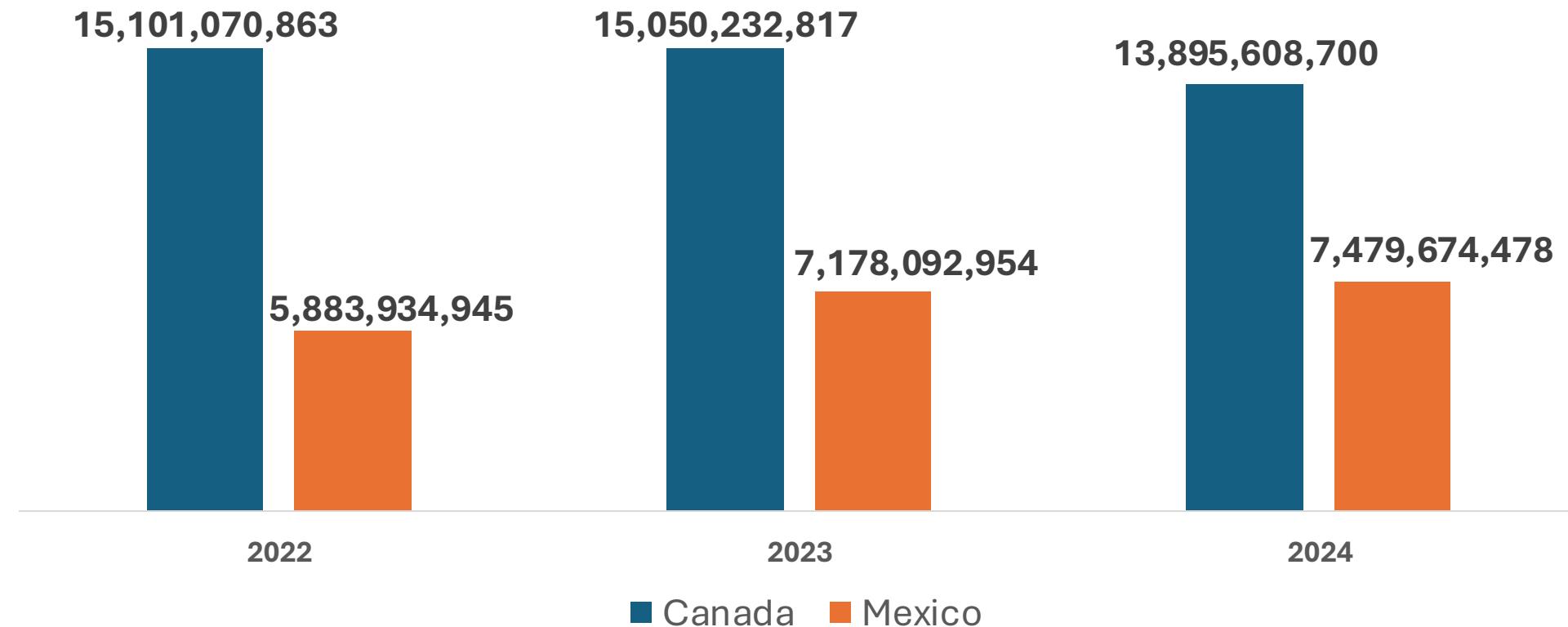
# Worlds Largest Economies

World Bank

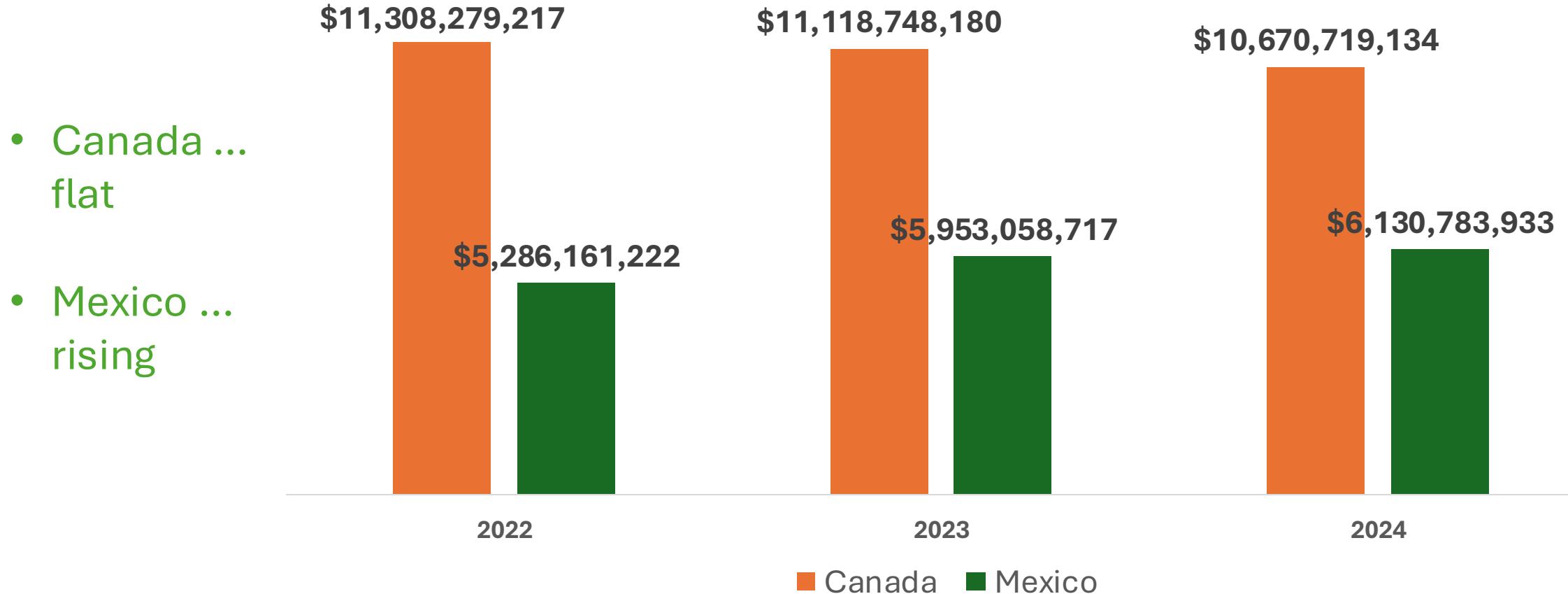
Rank	Country	GDP (nominal, 2023)	GDP Growth	Population (2023)	GDP per capita	Share of World GDP
1	<b>U.S.</b>	<b>\$27.721T</b>	<b>2.89%</b>	<b>343,477,335</b>	<b>\$80,706</b>	<b>26.11%</b>
2	China	\$17.795T	5.25%	1,422,584,933	\$12,509	16.76%
3	Germany	\$4.526T	-0.27%	84,548,231	\$53,528	4.26%
4	Japan	\$4.204T	1.68%	124,370,947	\$33,806	3.96%
5	India	\$3.568T	8.15%	1,438,069,596	\$2,481	3.36%
6	UK	\$3.381T	0.34%	68,682,962	\$49,224	3.18%
7	France	\$3.052T	0.94%	66,438,822	\$45,934	2.87%
8	Italy	\$2.301T	0.70%	59,499,453	\$38,672	2.17%
9	Brazil	\$2.174T	2.91%	211,140,729	\$10,295	2.05%
10	<b>Canada</b>	<b>\$2.142T</b>	<b>1.25%</b>	<b>39,299,105</b>	<b>\$54,517</b>	<b>2.02%</b>
11	Russia	\$2.021T	3.60%	145,440,500	\$13,899	1.90%
12	<b>Mexico</b>	<b>\$1.789T</b>	<b>3.20%</b>	<b>129,739,759</b>	<b>\$13,790</b>	<b>1.69%</b>
13	Australia	\$1.728T	3.44%	26,451,124	\$65,330	1.63%
14	South Korea	\$1.713T	1.36%	51,748,739	\$33,098	1.61%
15	Spain	\$1.62T	2.68%	47,911,579	\$33,814	1.53%
16	Indonesia	\$1.371T	5.05%	281,190,067	\$4,876	1.29%
17	Netherlands	\$1.154T	0.07%	18,092,524	\$63,803	1.09%
18	Turkey	\$1.118T	5.11%	87,270,501	\$12,814	1.05%
19	Saudi Arabia	\$1.068T	-0.76%	33,264,292	\$32,094	1.01%
20	Switzerland	\$884.94B	0.72%	8,870,561	\$99,761	0.83%

# Indiana Exports (\$) to Canada and Mexico

- Canada ... flat
- Mexico ... surge



# Indiana Imports (\$) from Canada and Mexico

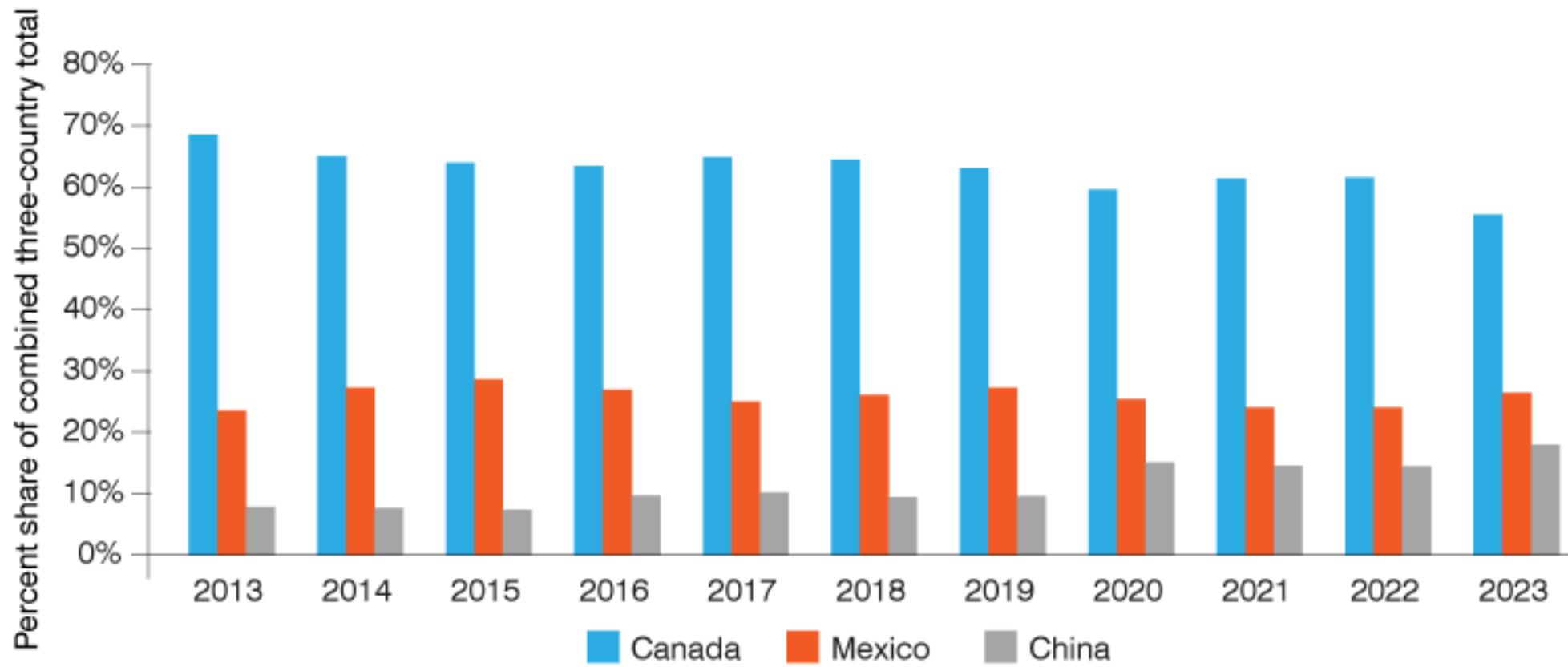


# Top Commodities from Indiana

To Canada	\$13.9 Billion
Vehicles	\$5,299,958,201
Industrial Machinery incl. Computers	\$1,905,966,544
Electronics	\$1,090,184,147
Plastics	\$603,230,303
Optical, Medical or Surgical Instr.	\$455,619,987
Iron and Steel	\$342,135,831
Mineral Fuel, Oil etc.	\$297,448,293
Articles of Iron or Steel	\$281,837,153
Pharmaceuticals	\$238,077,436
Copper	\$214,258,739

To Mexico	\$7.5 Billion
Vehicles	\$2,164,666,109
Industrial Machinery incl. Computers	\$2,013,806,405
Electronics	\$782,286,904
Pharmaceuticals	\$456,073,254
Plastics	\$444,219,170
Iron and Steel	\$206,324,113
Optical, Medical Or Surgical Instr.	\$178,698,566
Sugars and Sugar Confectionary	\$161,089,417
Articles of Iron or Steel	\$152,280,239
Aluminum and Articles thereof	\$123,813,139

# Canada and Mexico Dwarf Indiana Exports to China



Source: IBRC using WiserTrade

Canada and Mexico are biggest importers of Indiana motor vehicles and parts

Auto parts  
manufacturing  
exists in 67  
of our 92  
counties



# Top 25 Companies

BY MARKET CAP

UNITED STATES

1 • World Rank

\$3.4T



2

\$3.2T



NVIDIA

3

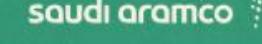
\$3.1T



Microsoft

6

\$1.8T



SAUDI ARABIA

4

\$2.1T

Alphabet

8

\$967B

BERKSHIRE HATHAWAY INC.

11

\$781B



BROADCOM

9

\$910B



TAIWAN

5

\$1.9T

amazon

13

\$613B

JPMORGAN CHASE & CO.

17

\$527B



ExxonMobil

14

\$603B



DENMARK

7

\$1.3T

Meta

15

\$593B

Walmart

18

\$534B

UNITEDHEALTH GROUP

19

\$444B

Tencent

20

\$431B



VISA

21

\$396B

Costco

24

\$384B

Johnson & Johnson

25

\$380B

ORACLE

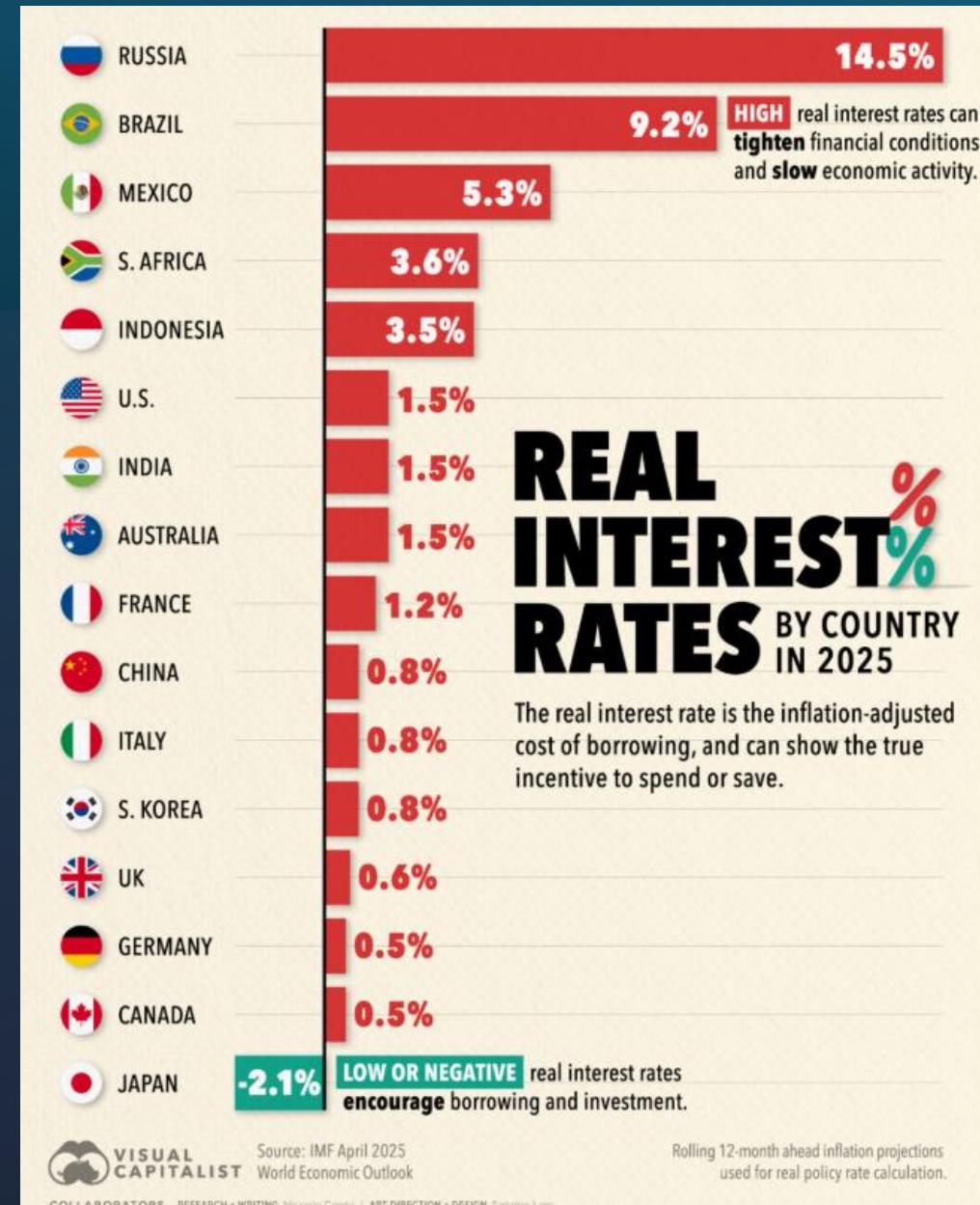
CHINA

SAMSUNG

SOUTH KOREA

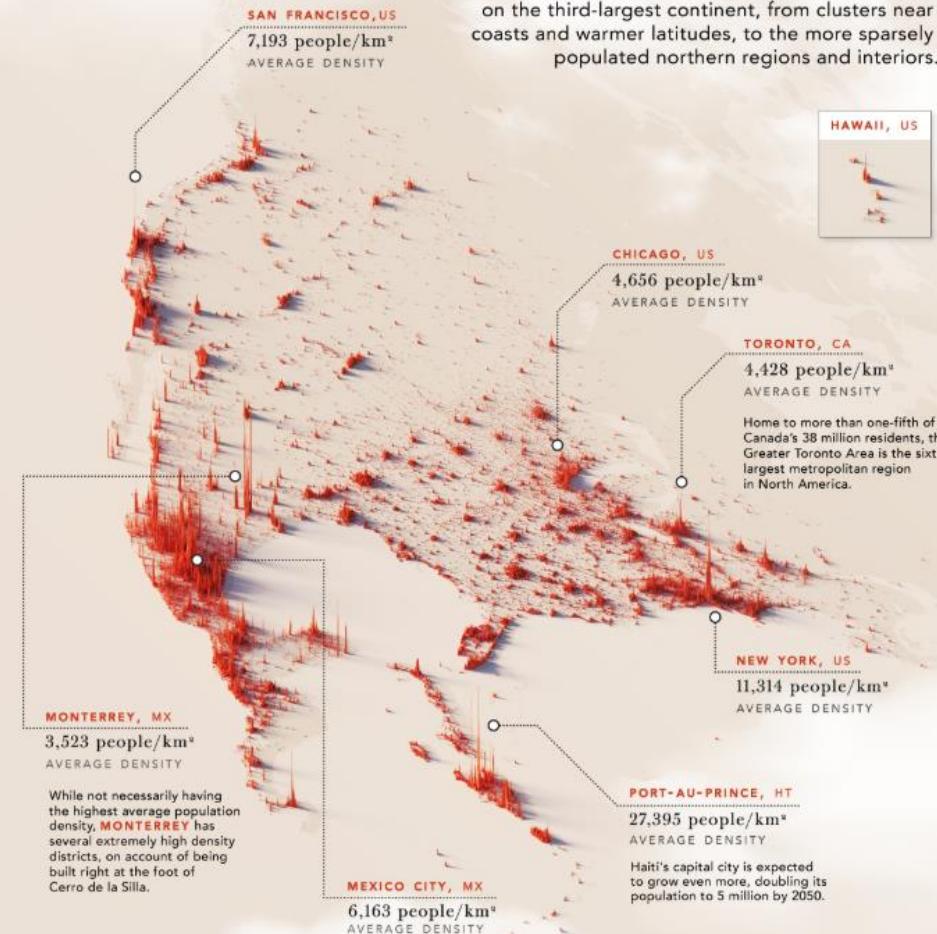
All figures as of Aug. 19, 2024 | Source: Companiesmarketcap.com





# NORTH AMERICAN Population Density

We map out where over half a billion people live on the third-largest continent, from clusters near coasts and warmer latitudes, to the more sparsely populated northern regions and interiors.



SOURCE: STATISTICS CANADA, WORLD BANK, WORLD ATLAS, HYDROBOT

## AGENDA

11:15 am Check-In

11:45 am Welcome Remarks

12:00 pm Lunch

12:40 pm Keynote Address

- David Talbot, VP International Government Affairs, Eli Lilly & Co.

1:00 pm U.S. Small Business Administration - Exporter of the Year Award

- Stacey Poynter, District Director, US SBA

1:15 pm Break

1:30 pm Session 1: Market Overview

- Carol Rogers, Indiana Business Research Center / Indiana University

2:00 pm Session 2: Canada & Mexico - Navigating the Changing Trade Dynamic

- Nicolas Guzman - Faegre Drinker Biddle & Reath
- Kent Ebbing - Greater Indianapolis Foreign Trade Zone
- Dexter Salenda - DHL Global Forwarding

2:45 pm Break

3:00 pm Session 3: Building Relations & Trade

- The Honorable Colin Bird - Consul General of Canada
- The Honorable Maki Teramoto - Consul General of Mexico

3:30 pm Session 4: Tales from the Trenches - Tips for Success in North America

- Ben Mangrich - Lafayette Instrument Company
- Darryl Floyd - Wood-Mizer
- Ross Harvey - Cook Medical

4:15 pm Networking Reception - Gardens at NEWFIELDS

6:00 pm Conference Concludes

Platinum



Gold



Silver



IDEC Partners

