

Building North American Competitiveness

TRADE WORKS



27% of the world's GDP

with only **7%** of the world's population

WE MAKE THINGS TOGETHER

On average,
Canadian goods sold
to the U.S. contain



25% U.S. content

WE DO BUSINESS TOGETHER

Canadian companies have invested
\$309 billion in the U.S.



Total foreign investment among
Canada, the U.S. & Mexico is
\$662 billion



February 2015. This story of North American integration is based on publicly available information. Unless otherwise mentioned, all trade figures are in U.S. dollars.

Grupo Bimbo

Helping North America out-compete the world



Mexico's Grupo Bimbo is one of the world's largest suppliers of baked goods. With operations across North America and almost 20 other countries, Grupo Bimbo's revenues approach \$14 billion each year.

North American integration has helped Grupo Bimbo enter and thrive in the U.S. and Canadian markets as the company has expanded through a series of acquisitions and investments. Grupo Bimbo acquired the baked goods unit of Weston Foods, Inc. in 2008, Sara Lee Corporation's North American bakery business in 2011, and Canada's Saputo Bakery in 2014. As a result of increased cooperation and stable investment opportunities, Grupo Bimbo also finalized its purchase of Canada Bread in May 2014, enabling the company to expand further throughout North America.

Canada Bread employs 8,000 people in Canada, the United States and the U.K. while Grupo Bimbo's American subsidiary Bimbo Bakeries has created approximately 25,000 jobs in the United States.

Grupo Bimbo is investing \$1 billion over the next five years to build efficient and competitive bakeries

in the U.S. As it prepares to invest in the United States, it has shifted some of its resources to innovation and development with the introduction of the Innovation and Nutrition Institutes. The development of new brands and the improvement of other favorites provides the North American consumer with greater access to a variety of baked goods.

GRUPO BIMBO MEANS JOBS

**Grupo Bimbo employs 25,000
people across the U.S. and
8,000 people in Canada**

