

NEW BRUNSWICK

Economic & Commercial Profile



2026



Ambasciata d'Italia
Ottawa



Ministero degli Affari Esteri
e della Cooperazione Internazionale



Explanatory Notes

This Economic Profile has been prepared by the Italian Trade Agency (ITA/ICE) – Canada Office to provide Italian companies, institutional stakeholders and local partners with a concise and up-to-date overview of New Brunswick's economic environment, trade performance and investment landscape.

The publication is based on the most recent official data and statistics available at the time of publication. Economic, demographic and sectoral information has been sourced from the Government of Canada, the Government of New Brunswick, Statistics Canada, and relevant provincial economic development and investment promotion agencies, including Trade & Invest NB and other official provincial institutions, where applicable.

International merchandise trade statistics are based on Statistics Canada's Trade Data Online (TDO/TDM) database, which compiles customs-based Canadian international merchandise trade data in accordance with internationally recognized statistical standards. Trade data presented in this publication have been processed and elaborated by the Italian Trade Agency (ITA/ICE) – Canada Office for analytical purposes, including sectoral, provincial and bilateral trade analysis.

The objective of this publication is to provide a high-level strategic overview of New Brunswick's macroeconomic indicators, industrial structure, key sectors, international trade, foreign direct investment (FDI), government priorities and business opportunities. It is intended as a practical reference to support Italian companies evaluating market opportunities, investment decisions and commercial partnerships in the province.

While every effort has been made to ensure the accuracy and timeliness of the information presented, economic indicators, investment announcements and government programs are subject to periodic revisions and updates. Consequently, this publication should be regarded as an introductory reference rather than an exhaustive analysis of every sector or policy.

For further information, customized market intelligence, sector-specific analyses or assistance in identifying business and investment opportunities in New Brunswick or elsewhere in Canada, readers are invited to contact the Italian Trade Agency (ITA/ICE) – Canada.

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1. NEW BRUNSWICK OVERVIEW

HIGHLIGHT

New Brunswick's trade with Italy has remained strongly import-oriented, with imports consistently exceeding exports since 2021.

Total trade **exchange** (2025): **CAD 72.69 million**, down approximately 5.9% from 2024

New Brunswick **exports** to Italy (2025): **CAD 15.92 million**, an increase of 56.62% from 2024

New Brunswick **imports** from Italy (2025): CAD \$56.77 million, up 3.01% from 2024

Trade **balance** (2025): **-CAD 40.85 million**, reflecting New Brunswick's trade deficit with Italy.

The most notable development in 2025 was the strong recovery in New Brunswick exports to Italy, which increased from CAD \$10.16 million to CAD \$15.92 million. Imports from Italy also reached their highest level since 2023, although they remained below the 2023 peak.

POPULATION & DIMENSION

New Brunswick is bordered by Quebec, Nova Scotia, the Gulf of St. Lawrence, the Northumberland Strait, and the U.S. state of Maine. Its capital is Fredericton, with major urban centres including Moncton, Saint John, and Dieppe.

Population: approximately 869,000 (April 1, 2025 estimate), representing 2.1% of Canada's population. Recent population growth has been concentrated in Moncton, Fredericton, and Saint John, driven by international immigration and interprovincial migration, although growth has begun to moderate following changes to federal immigration policies.

Capital: **Fredericton** (64,000)

Major Urban Areas:

- Moncton – 87,467
- Saint John – 69,895
- Fredericton – 63,116
- Dieppe – 28,114

KEY INDUSTRIES

New Brunswick, Canada's only officially bilingual province, offers strategic access to North American and international markets through its strong road, rail, port, and air infrastructure. Its diversified economy benefits from abundant natural resources, a skilled workforce, research capabilities, and proximity to the U.S. and Europe.

Key sectors include **advanced manufacturing, agri-food, forestry, mining and critical minerals, clean energy, digital technologies and cybersecurity, life sciences, aerospace and defence, marine industries, transportation, tourism, and financial services**. Its bilingual workforce, competitive business environment, and focus on innovation and sustainable development create strong opportunities for FDI, international trade, and business partnerships.



POPULATION OVERVIEW

Year	Population	Growth Rate
2016	763,350	–
2021	790,398	3.54%
2025	869,680	10.03%



POPULATION DENSITY
PER SQUARE
KILOMETER

12.2



COMPOSITION OF POPULATION BY AGE

Age Group	% of Population
0–14	14%
15–64	62%
65+	24%
85+	3%
AVERAGE AGE OF POPULATION	45.6
MEDIAN AGE OF POPULATION	47.6

GDP & INFLATION

GROSS DOMESTIC PRODUCT - NEW BRUNSWICK

MLD CAD



LABOUR FORCE



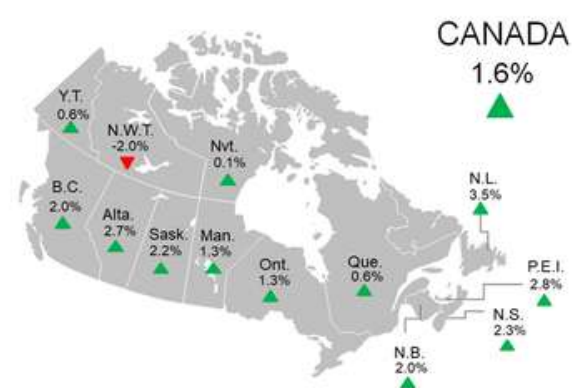
LABOUR FORCE

TOTAL 2025		441 thousand
	% EMPLOYMENT	56.20%
	% FULL TIME	≈84.8% of employed persons
	% PART TIME	≈15.2% of employed persons
	% UNEMPLOYMENT	7.10%

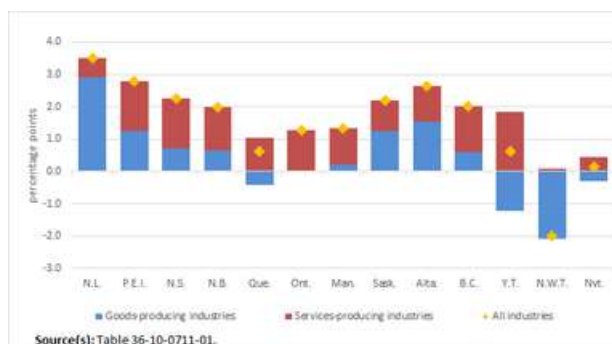
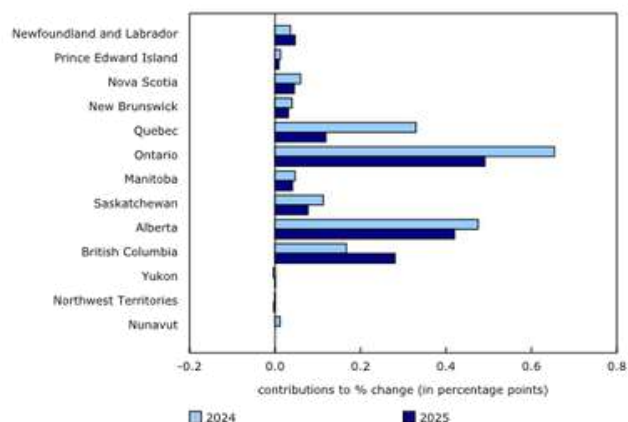
GDP BY Industries

	INDUSTRY	% OF GDP
	Primary	6,11%
	Utilities	3,03%
	Construction	7,36%
	Manufacturing	8,75%
	Wholesale & Retail Trade	8,98%
	Transportation & Warehousing	4,55%
	Information & Culture	2,73%
	Finance & Insurance	5,87%
	Real Estate, Rental & Leasing	15,20%
	Health & Education	17,67%
	Public Administration	11,93%
	Other Services	7,82%

REAL GDP GROWTH



Source(s): Tables 36-10-0711-02 and 36-10-0434-03.



ECONOMIC INCENTIVES

New Brunswick's diversified, export-oriented economy, skilled bilingual workforce, strategic location in Atlantic Canada, and strong connections to North American and international markets create a competitive environment for global investment. To strengthen its position as an investment destination, the Government of New Brunswick offers a range of targeted tax incentives, sector-specific programs, and business support initiatives that promote innovation, clean growth, advanced manufacturing, technology commercialization, value-added resource development, and sustainable economic growth across key industries.

PROVINCIAL TAX INCENTIVES

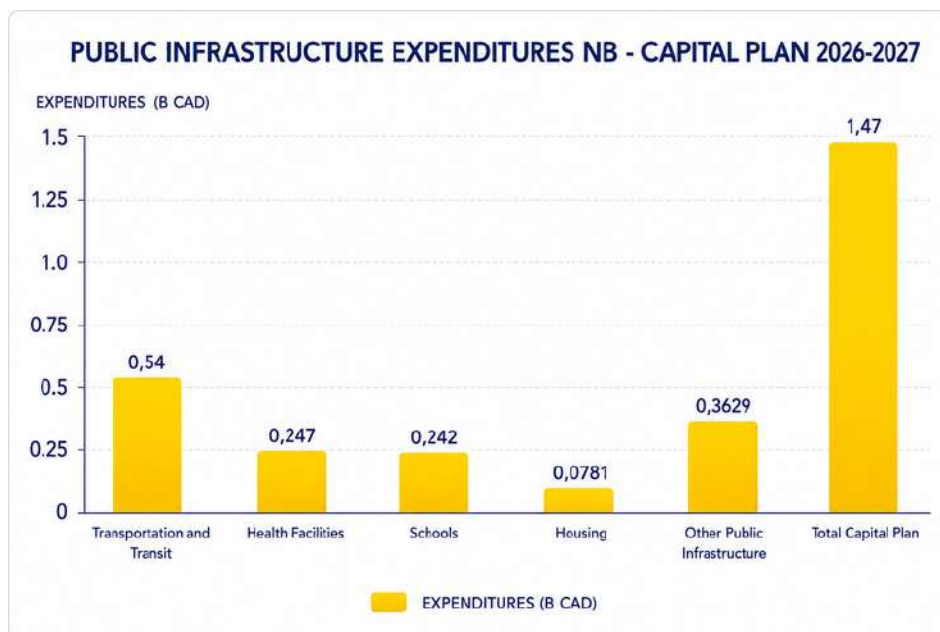
- Research and Development Tax Credit – 15% refundable provincial tax credit for eligible R&D expenditures carried out in New Brunswick
- Small Business Investor Tax Credit – 50% personal income tax credit for eligible individual investors; corporate investors can receive a 25% credit under the 2026 changes, with enhanced investment limits for strategic sectors
- Labour-Sponsored Venture Capital Fund Tax Credit – provincial tax credit supporting eligible investments in labour-sponsored venture capital funds
- New Brunswick Film and Television Tax Credit – tax credit supporting eligible film and television productions produced in New Brunswick
- New Brunswick Interactive Digital Media Tax Credit – tax credit supporting eligible interactive digital media production and development
- Community Economic Development Investment Tax Credit – incentives supporting investment in eligible community economic development corporations and associations.

PROVINCIAL TAX INCENTIVES (sector specific)

- Agriculture and Agri-food – Small Business Investor Tax Credit and agricultural investment, modernization and productivity programs

- Aquaculture and Fisheries – Small Business Investor Tax Credit and programs supporting aquaculture development, modernization, processing and export growth
- Advanced Manufacturing – Small Business Investor Tax Credit, R&D Tax Credit and Opportunities NB investment and productivity programs
- Forestry and Wood Products – Small Business Investor Tax Credit, R&D Tax Credit and forestry modernization and value-added processing programs
- Digital Technology and ICT – Small Business Investor Tax Credit, R&D Tax Credit and digital technology and innovation programs
- Digital Media and Creative Industries – New Brunswick Interactive Digital Media Tax Credit and Film and Television Tax Credit
- Film and Television – New Brunswick Film and Television Tax Credit and LIFT: Leveraging Investment in Film & TV development funding
- Clean Technology and Energy – R&D Tax Credit, Opportunities NB investment programs and clean-energy development support
- Mining and Critical Minerals – R&D Tax Credit and federal critical-mineral incentives supporting exploration, extraction, processing and technology development
- Aerospace and Defence – R&D Tax Credit, Small Business Investor Tax Credit, Opportunities NB investment support and federal defence procurement and innovation programs
- Architecture and Engineering – Small Business Investor Tax Credit and R&D incentives; architecture and engineering are designated strategic sectors under the 2026 tax-credit reforms.

INVESTMENTS



GATEWAY TO GLOBAL MARKETS

New Brunswick is an important Atlantic Canadian trade gateway, with its strategic location providing direct access to Central Canada, the U.S. Northeast and international markets. The province's economy is strongly export-oriented, with major international trade in energy products, food and seafood, forestry products, machinery, minerals and manufactured goods. The Port of Saint John is increasingly important to Canada's international supply chains; in 2024–25, the volume of Ontario goods moving through the port to international markets increased by 153%, while Ontario exports represented approximately 31% of Port Saint John's total exports in 2025. Canada's second-largest francophone population outside Quebec.

Trade Agreements Advantage

Companies operating in New Brunswick benefit from Canada's network of 15 free trade agreements covering 51 countries, providing preferential access to more than 1.5 billion consumers, including:

- **CUSMA**: seamless access to the United States and Mexican markets
- **CETA**: preferential access to the European Union
- **CPTPP**: access to major Asia-Pacific markets.

New Brunswick's location on Canada's Atlantic coast, combined with the Port of Saint John, Port of Belledune, major highway and rail connections, and proximity to the U.S. Northeast, provides an efficient platform for international trade. The province is increasingly positioning itself as an Atlantic gateway for Canadian exports, with growing opportunities in logistics, energy, food processing, forestry, advanced manufacturing and international supply chains.

2. SECTORS INSIGHTS

ADVANCE MANUFACTURING

AEROSPACE

New Brunswick has a growing aerospace and defence sector, supported by CFB Gagetown, advanced manufacturing, aerospace services and defence technology companies. The sector covers land, air and marine defence, cybersecurity, AI, simulation and C4ISR technologies.

Recent federal and provincial initiatives are supporting defence innovation, technology adoption and integration into national defence supply chains, creating opportunities for companies in advanced manufacturing, aerospace components, cybersecurity and military technologies.



Marshall Aerospace Canada
IMP Aerospace & Defence
PAL Aerospace
Lockheed Martin Canada
Thales Canada

DEFENSE



INFRASTRUCTURES

New Brunswick's marine opportunity is concentrated around its two deep-water ports — Saint John and Belledune — as well as fisheries, aquaculture, marine research and ocean technology.

The plan supports:

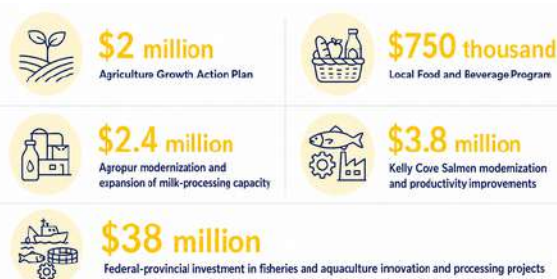
- Roads
- Bridges
- Ferries
- Transportation infrastructure
- Government facilities
- Trade corridors.
- Aquatic ecosystems
- Marine resilience
- Coastal infrastructure
- Ocean management.



Cooke
Kraken Robotics
J.D. Irving
Thales Canada
Ocean Sonics

FOOD PROCESSING INDUSTRIES

New Brunswick has a strong food processing and agri-food sector, supported by its agricultural base, seafood industry and established food manufacturers. The province is particularly known for potatoes, processed foods, seafood, beverages and value-added agricultural products.



McCain Foods, Ganong Bros., Cavendish Farms,
Covered Bridge Potato Chips, Gray's Island Seafood

DIGITAL TECHNOLOGIES, ICT, AI & CYBERSECURITY

New Brunswick has a growing technology and cybersecurity sector, supported by a strong IT workforce, universities and a network of technology companies. The province has particular strengths in cybersecurity, software, AI, digital services and advanced IT solutions.

Fredericton is an important technology and cybersecurity hub, with CyberNB supporting the development of the province's cybersecurity ecosystem. Companies such as Bulletproof, Introhive, Innovatia and Remsoft have helped build New Brunswick's technology base.

Key opportunities include AI, cybersecurity, software development, cloud services, data analytics, digital transformation and defence technology, with growing demand from government, financial services, healthcare and defence.



Bulletproof
Introhive
Innovatia

Lastwall
Sonrai Security
TrojAI

CLEAN ENERGY & CLEAN TECHNOLOGY

New Brunswick is developing a clean technology and energy sector focused on nuclear energy, renewable power, energy efficiency and emissions reduction. The province has particular strengths in small modular reactors (SMRs), clean electricity, hydrogen, energy storage and grid technologies.

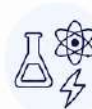
The province is positioning nuclear technology as an important part of its clean-energy strategy, with ARC Clean Technology and Moltex Energy advancing SMR technologies at Point Lepreau. New Brunswick is also investing in grid modernization and renewable energy, creating opportunities in clean-energy equipment, engineering, energy management, storage and low-carbon technologies.

The sector benefits from NB Power's electricity infrastructure, industrial expertise and proximity to Atlantic Canadian and U.S. markets, providing opportunities for international companies involved in clean technology and energy solutions.



\$9.9 million

Preparation for additional nuclear development at Point Lepreau



\$1.5 million

(Overlap) ResearchNB projects supporting energy innovation



*** Major multi billion dollar opportunity**

(Point Lepreau nuclear expansion, small modular reactors and future clean-electricity generation)

NB Power
Saint John Energy
ARC Clean Technology

Moltex Energy
Siemens Energy
Irving Oil

NATURAL RESOURCES

FORESTRY AND WOOD PRODUCTS

New Brunswick is developing a clean technology and energy sector focused on nuclear energy, renewable power, energy efficiency and emissions reduction. The province has particular strengths in small modular reactors (SMRs), clean electricity, hydrogen, energy storage and grid technologies.

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The sector benefits from NB Power's electricity infrastructure, industrial expertise and proximity to Atlantic Canadian and U.S. markets, providing opportunities for international companies involved in clean technology and energy solutions.



\$15 million

per year for 3 years - Support for Irving Paper to maintain competitiveness and operations



\$3.3 million

Marwood value-added wood-product manufacturing expansion



\$1.5 million

Research into improved mixed and hardwood forest management



\$600 million

expected from the private sector - Long-term forestry strategy aimed at mill modernization and value-added wood processing

J.D. Irving
AV Group
Twin Rivers Paper

Acadian Timber
Arbec Forest Products
Groupe Savoie

MINING

New Brunswick has a diversified mining and mineral sector, with established production of zinc, lead, copper, potash and other minerals, supported by a strong geological knowledge base and proximity to major North American markets.

The province is also exploring opportunities in critical minerals, including minerals needed for clean energy, advanced manufacturing and technology supply chains. Mining activity creates demand for exploration, extraction equipment, processing technologies, environmental services and mine-site infrastructure.



J.D. Irving
AV Group
Twin Rivers Paper

Acadian Timber
Arbec Forest Products
Groupe Savoie

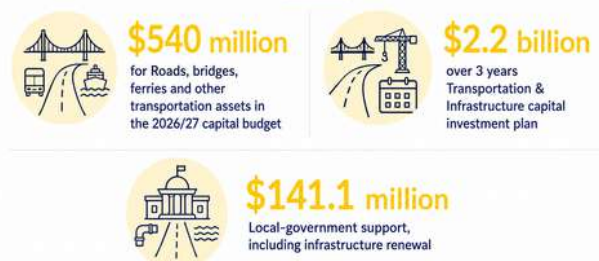
ENERGY



TRANSPORTATION, LOGISTICS & PACIFIC GATEWAY

New Brunswick is a key transportation and logistics gateway for Atlantic Canada, connecting the region with Québec, Ontario, the U.S. Northeast and the Atlantic seaboard. The sector is supported by highways, rail, ports and regional airports.

Port Saint John is the province's main international gateway, while CN and major trucking companies provide important connections for freight and trade. Infrastructure investment is focused on highways, bridges, ports, public buildings and transportation connectivity, creating opportunities for engineering, construction, logistics and infrastructure technology.



CN
Port Saint John
J.D. Irving
Midland Transport
Armour Transportation Systems

TOURISM, HOSPITALITY & CREATIVE INDUSTRIES



\$2 million

Implementation of the province's new five-year tourism strategy



\$20 million -

Tourism infrastructure and heritage-site investment within the capital program

FINANCIAL & PROFESSIONAL SERVICES



\$21 million

(Overlap)
ONB Competitiveness and Growth Program for major export-oriented companies



\$1.5 million

ResearchNB priority-sector research, including health technologies and primary-care innovation



\$4.2 million

Foreign credential recognition supporting health-care and other priority professional occupations

LIFE SCIENCES & BIOTECHNOLOGY

New Brunswick has a growing life sciences and biotechnology sector, supported by universities, research institutions, healthcare organizations and companies active in pharmaceuticals, medical technology and health services.

The province has particular strengths in biotechnology, biopharmaceuticals, medical devices, digital health and health research. Fredericton, Saint John and Moncton form the main centres for research, innovation and healthcare activity.



\$21 million (Overlap)

ONB Competitiveness and Growth Program supporting productivity, modernization and export growth



\$54.3 million

over 3 years -
ONB support package for companies modernizing operations, improving productivity and maintaining employment

BioVectra
Organigram
Assumption Life

Medavie
Opportunities NB
Horizon Health Network

3. NEW BRUNSWICK DATA TRADE - ITALY

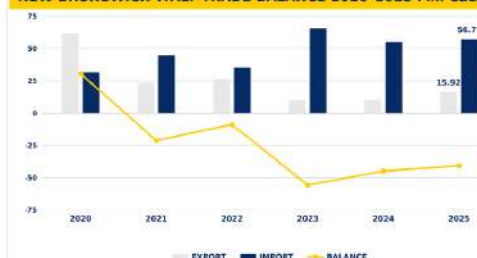
TRADE BALANCE

ITALY - NEW BRUNSWICK

MLN CAD

	2020	2021	2022	2023	2024	2025	%Δ 24/23	%Δ 25/24
EXPORT	61.78	23.26	26.35	9.78	10.16	15.92	3.94%	56.62%
IMPORT	31.40	44.50	35.29	65.56	55.11	56.77	-15.94%	3.01%
BALANCE	30.38	-21.24	-8.94	-55.78	-44.95	-40.85	-19.42%	-9.11%

NEW BRUNSWICK-ITALY TRADE BALANCE 2020-2025 Mln Cad



ITALY - CANADA

MLN CAD

	2020	2021	2022	2023	2024	2025	%Δ 24/23	%Δ 25/24
EXPORT	3,693.87	2,671.70	2,862.87	2,692.10	3,310.29	3,912.06	22.96%	18.18%
IMPORT	9,008.70	10,467.90	12,130.70	12,893.30	12,468.20	13,637.30	-3.30%	9.38%
BALANCE	-5314.83	-7796.20	-9267.83	-10201.20	-9157.91	-9725.24	-10.23%	6.19%

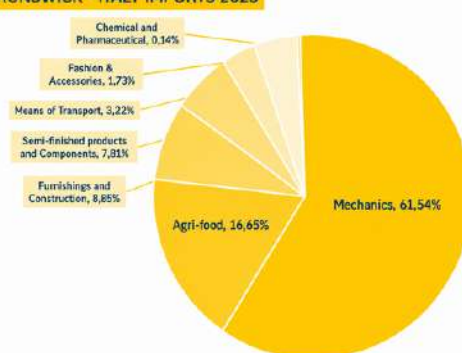
CANADA ITALY TRADE BALANCE 2020-2025 Mln Cad



NEW BRUNSWICK IMPORTS FROM ITALY BY SECTOR

SECTOR	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
CA Imports from IT	9,008.68	10,467.89	12,130.71	12,893.31	12,468.24	13,637.28	100.00%	-3.30%	9.38%
NB Imports from IT	31.40	44.50	35.29	65.56	55.11	56.77	0.42%	-15.94%	3.01%
Mechanics	17.94	12.05	13.88	21.62	30.48	34.94	81.54%	40.95%	14.62%
Agri-food	3.57	5.99	0.50	0.91	2.49	9.45	16.55%	173.08%	279.89%
Furnishings and Construction	1.50	2.26	2.72	2.33	2.56	5.02	8.85%	9.77%	96.55%
Semi-finished products and Components	3.73	19.41	5.27	33.30	14.08	4.44	7.61%	-57.74%	-80.49%
Means of Transport	1.49	2.49	10.08	3.84	2.87	1.83	3.22%	-25.34%	-36.30%
Fashion & Accessories	1.50	1.99	1.95	1.94	1.60	0.96	1.73%	-17.51%	-38.58%
Chemical and Pharmaceutical	0.72	0.03	0.11	0.08	0.45	0.08	0.14%	642.14%	-82.18%

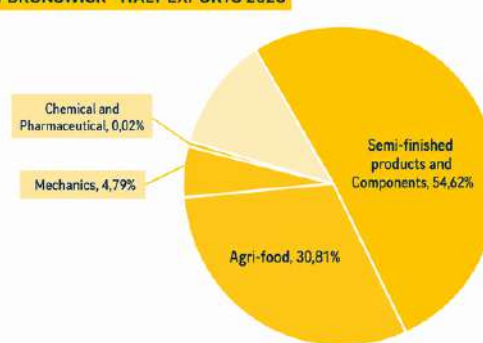
NEW BRUNSWICK - ITALY IMPORTS 2025



NEW BRUNSWICK EXPORTS FROM ITALY BY SECTOR

SECTOR	January - December (MLN CAD)						QUOTE %	VARIATION	
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NB Imports from IT	31.40	44.50	35.29	65.56	55.11	56.77	0.42%	-15.94%	3.01%
Mechanics	17.94	12.05	13.88	21.62	30.48	34.94	81.54%	40.95%	14.62%
Agri-food	3.57	5.99	0.50	0.91	2.49	9.45	16.55%	173.08%	279.89%
Furnishings and Construction	1.50	2.26	2.72	2.33	2.56	5.02	8.85%	9.77%	96.55%
Semi-finished products and Components	3.73	19.41	5.27	33.30	14.08	4.44	7.61%	-57.74%	-80.49%
Means of Transport	1.49	2.49	10.08	3.84	2.87	1.83	3.22%	-25.34%	-36.30%
Fashion & Accessories	1.50	1.99	1.95	1.94	1.60	0.96	1.73%	-17.51%	-38.58%
Chemical and Pharmaceutical	0.72	0.03	0.11	0.08	0.45	0.08	0.14%	642.14%	-82.18%

NEW BRUNSWICK - ITALY EXPORTS 2025



CANADA - ITALY BY PROVINCE: NEW BRUNSWICK

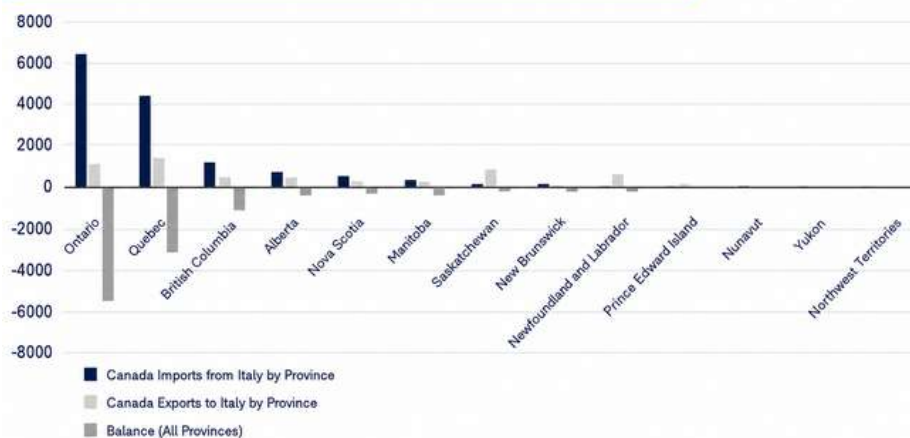
Canada Imports from Italy by Province

PROVINCE	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
Total	8,608.68	10,467.89	12,136.71	12,893.31	12,468.24	13,437.28	100.00%	-3.30%	8.35%
Ontario	4,442.89	5,272.32	5,853.09	6,044.40	6,176.63	6,499.86	47.59%	2.19%	5.07%
Quebec	2,885.53	3,294.78	3,875.39	4,357.96	4,040.63	4,507.68	33.05%	-7.49%	11.56%
British Columbia	836.96	980.68	1,335.06	1,327.51	1,099.43	1,253.83	9.19%	-17.95%	15.69%
Alberta	368.44	429.63	514.10	510.70	531.96	592.87	4.35%	4.16%	11.45%
Nova Scotia	108.18	170.17	171.88	216.26	210.48	353.68	2.59%	-2.64%	68.64%
Manitoba	156.02	170.64	221.67	234.28	230.15	242.74	1.78%	2.98%	1.50%
Saskatchewan	150.45	85.74	97.96	114.46	116.71	120.01	0.95%	2.32%	11.31%
New Brunswick	31.4	44.56	55.29	55.56	55.11	56.77	0.42%	-15.94%	3.01%
Newfoundland and Labrador	23.59	29.08	26.27	12.21	8.10	9.61	0.07%	-33.07%	15.60%
Prince Edward Island	0.292	0.35	0.09	0.00	0.04	0.39	0	3770.12%	782.77%
Nunavut	0	-	-	0.00	-	0	-100.00%	/	/
Yukon	0.023	-	-	0.10	-	0	-100.00%	/	/
Northwest Territories	0	-	-	-	-	0	/	/	/

Canada Exports to Italy by Province

PROVINCE	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
Total	3,693.87	2,971.70	2,962.87	2,692.10	3,310.29	3,912.72	100.00%	22.90%	15.20%
Quebec	495.41	552.33	605.99	772.35	1,298.87	1,427.21	38.48%	68.17%	9.88%
Ontario	1,622.10	1,108.61	987.46	886.02	953.20	1,025.55	25.21%	7.58%	7.69%
Saskatchewan	543.70	378.05	595.82	483.66	507.87	528.74	13.51%	5.01%	4.11%
Newfoundland and Labrador	655.45	156.58	216.35	74.08	21.71	353.90	9.04%	-70.70%	1528.95%
Alberta	218.03	200.53	207.73	285.02	318.63	317.19	8.11%	-11.79%	-0.45%
British Columbia	76.32	166.79	146.85	87.70	81.66	83.82	2.14%	-8.83%	2.27%
Manitoba	30.79	50.53	36.54	62.07	68.54	74.30	1.92%	10.42%	8.41%
Nova Scotia	15.49	20.97	35.30	27.14	29.52	53.95	1.39%	5.70%	82.42%
Prince Edward Island	4.69	5.99	5.55	4.06	19.68	31.52	0.81%	384.19%	60.70%
New Brunswick	51.78	23.25	26.35	9.78	10.16	15.32	0.41%	3.94%	55.62%
Yukon	0.10	0.09	0.14	0.15	0.14	0.15	0.00%	-4.40%	6.59%
Nunavut	0.01	0.00	0.01	-	-	0.30	0.00%	/	/
Northwest Territories	-	-	-	-	0.60	-	0.00%	/	-100.00%

CANADA- ITALY TRADE BY PROVINCE 2025 (MLN CAD)



4. NEW BRUNSWICK DATA TRADE - WORLD

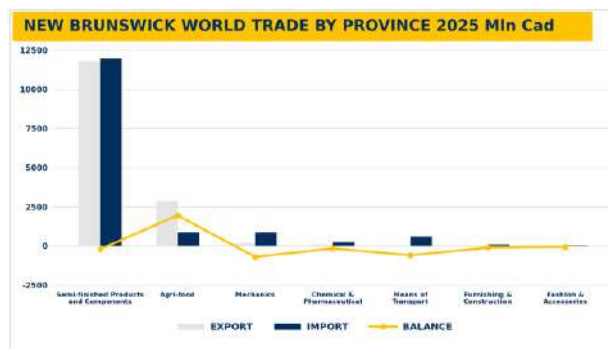
NEW BRUNSWICK - WORLD BY SECTOR

New Brunswick Imports from World by Sector

SECTOR	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
Total	9,094.16	13,407.83	16,321.11	16,206.30	17,213.31	15,271.75	100.00%	6.21%	-11.28%
Semi-finished Products and Components	6,645.50	10,460.41	15,343.92	12,960.33	13,770.69	12,015.21	78.68%	8.25%	-12.76%
Agri-food	830.93	1,200.24	953.07	916.94	1,061.61	940.76	6.16%	15.78%	-11.38%
Mechanics	267.93	554.37	742.00	851.16	928.69	922.33	6.04%	8.11%	-0.63%
Means of Transport	420.67	564.31	494.50	624.52	605.23	582.55	3.81%	-2.51%	-4.38%
Chemical & Pharmaceutical	172.65	176.88	226.75	227.49	226.97	228.01	1.45%	0.65%	-0.42%
Furnishing & Construction	86.59	96.29	132.64	122.05	105.16	128.13	0.84%	-12.56%	17.30%
Fashion & Accessories	63.88	70.59	69.16	72.63	78.49	77.99	0.51%	8.07%	-0.63%

New Brunswick Exports from World by Sector

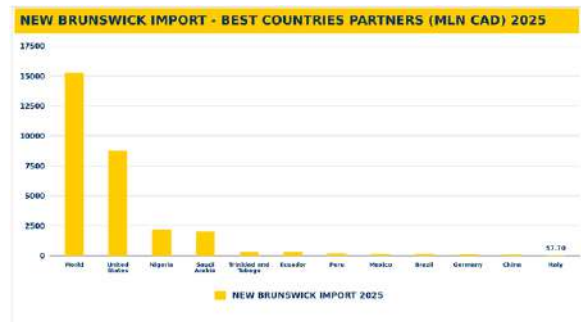
SECTOR	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
Total	10,321.35	14,865.96	18,827.22	16,924.69	17,511.98	16,014.49	100.00%	3.47%	-8.55%
Semi-finished Products and	7,226.17	10,817.63	14,703.84	12,820.71	13,126.41	11,853.14	71.02%	2.34%	-9.66%
Agri-food	1,804.08	2,738.22	2,585.75	2,475.11	2,805.76	2,873.30	17.94%	13.36%	2.41%
Mechanics	174.73	197.54	263.12	303.48	296.83	239.31	1.62%	-2.19%	-12.04%
Chemical & Pharmaceutical	81.66	96.70	108.43	202.52	102.93	101.62	0.63%	-49.17%	-1.27%
Means of Transport	74.32	82.48	117.85	116.92	147.74	83.86	0.52%	25.36%	-43.24%
Furnishing & Construction	55.55	54.57	56.96	54.20	57.54	48.12	0.36%	6.16%	-16.37%
Fashion & Accessories	3.43	2.20	1.61	1.51	1.75	2.48	0.02%	15.02%	41.22%



NEW BRUNSWICK - WORLD PER TRADE PARTNER COUNTRY

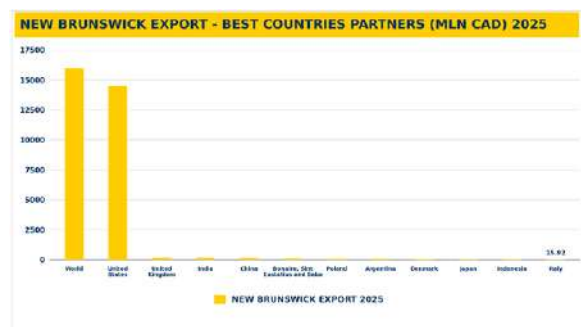
New Brunswick Imports from World per Trade Partner Country

COUNTRY	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
World	9,094.16	13,407.83	16,321.11	16,206.30	17,213.31	15,271.75	100.00%	6.21%	-11.28%
United States	5,230.34	6,367.62	10,250.68	8,892.57	10,123.94	8,768.82	57.55%	14.23%	-13.19%
Nigeria	611.27	2,005.41	1,853.49	2,992.33	2,195.59	2,176.69	14.25%	-26.59%	-0.91%
Saudi Arabia	1,366.96	2,213.76	3,692.61	2,108.93	2,019.14	2,017.14	13.21%	-4.30%	-0.10%
Trinidad and Tobago	196.63	176.43	60.82	15.57	166.78	341.35	2.24%	970.95%	104.66%
Ecuador	1.99	68.08	180.80	212.16	731.74	332.82	2.18%	244.90%	-54.62%
Peru	65.09	103.72	158.90	56.37	247.85	202.93	1.33%	324.61%	-18.12%
Mexico	96.71	98.02	154.70	190.54	288.81	149.22	0.96%	51.56%	-48.33%
Brazil	28.65	24.14	34.07	34.67	101.86	131.08	0.86%	193.81%	26.66%
Germany	60.27	42.26	60.85	86.88	155.94	127.13	0.83%	80.63%	-18.99%
China	224.99	268.68	119.91	123.01	108.42	104.29	0.88%	-11.86%	-3.81%
Italy (14th)	31.40	44.50	35.29	65.56	55.11	57.70	0.36%	-15.94%	4.71%



New Brunswick Export to World per Trade Partner Country

COUNTRY	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
World	10,321.35	14,865.96	18,827.22	16,924.69	17,511.98	16,014.49	100.00%	3.47%	-8.55%
United States	9,368.69	13,684.18	17,376.58	15,588.22	15,793.44	14,474.39	90.38%	1.45%	-8.35%
United Kingdom	20.03	52.70	113.73	42.69	111.52	169.50	1.06%	161.26%	51.99%
India	71.80	129.93	154.96	152.68	190.63	156.36	0.98%	17.18%	-17.98%
China	144.07	157.70	209.95	225.80	202.15	149.75	0.94%	-10.47%	-25.92%
Bonaire, Sint Eustatius and Saba	-	67.04	16.61	123.16	97.71	87.66	0.55%	-20.56%	-10.29%
Poland	3.76	1.72	1.11	1.31	2.19	65.38	0.41%	67.51%	2889.30%
Argentina	0.62	0.36	0.55	3.52	2.05	60.14	0.38%	-41.69%	2829.13%
Denmark	6.90	7.65	14.28	36.18	48.09	58.33	0.36%	32.90%	21.30%
Japan	60.37	66.38	80.12	56.99	58.83	56.28	0.35%	3.23%	-4.34%
Indonesia	25.78	31.11	41.38	35.66	34.96	53.17	0.33%	-1.96%	52.09%
Italy (25th)	61.78	23.26	26.35	9.78	10.15	15.92	0.10%	3.94%	56.62%



CANADA - WORLD BY PROVINCE: NEW BRUNSWICK

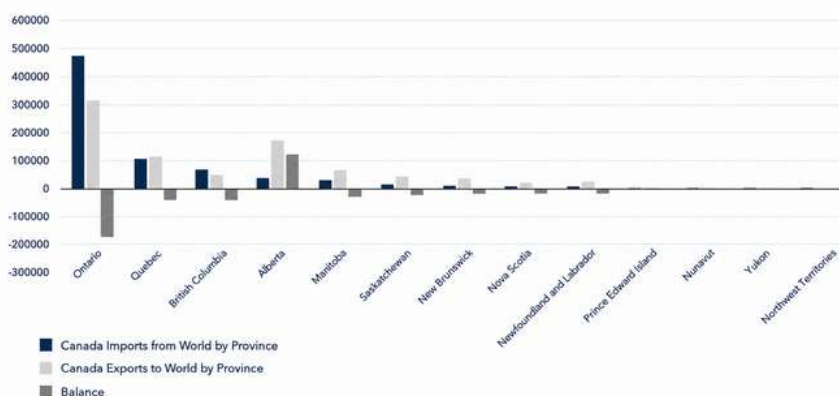
Canada Imports from World by Province

PROVINCE	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
All Provinces	543,515.96	616,624.70	744,421.88	757,117.89	767,294.48	788,971.82	106.09%	1.34%	2.83%
Ontario	338,914.92	375,059.13	443,691.64	460,436.85	464,714.77	477,162.74	60.48%	0.93%	2.68%
Quebec	76,479.89	87,524.34	106,714.02	104,196.16	107,042.70	115,078.29	14.56%	2.73%	7.51%
British Columbia	53,417.12	65,510.31	77,545.96	74,529.32	74,391.73	76,097.53	9.55%	-0.18%	2.28%
Alberta	24,424.49	30,643.24	41,253.70	41,185.11	40,527.08	35,178.32	4.37%	-1.90%	-3.33%
Manitoba	20,366.39	22,555.28	28,544.73	30,619.91	31,106.04	31,825.11	4.03%	1.57%	2.33%
Saskatchewan	10,333.60	11,068.55	15,085.23	15,779.82	16,606.74	17,042.30	2.16%	5.26%	2.60%
New Brunswick	9,994.16	13,467.83	18,321.11	16,266.30	17,213.31	15,271.75	1.34%	6.21%	-11.28%
Nova Scotia	8,355.52	9,296.18	10,951.12	11,551.18	11,668.97	11,789.76	1.49%	1.62%	1.04%
Newfoundland and Labrador	2,897.42	1,422.44	2,090.95	2,263.12	3,694.46	4,954.73	0.53%	67.59%	34.11%
Nunavut	1.64	19.32	28.51	258.90	86.51	245.26	0.03%	-86.47%	183.52%
Prince Edward Island	67.62	80.36	89.88	66.47	70.02	198.20	0.03%	5.34%	163.07%
Yukon	51.63	55.46	55.14	55.24	84.72	79.09	0.01%	53.38%	-6.85%
Northwest Territories	16.38	1.34	41.89	29.32	82.72	47.84	0.01%	177.42%	-42.17%

Canada Exports to World by Province

PROVINCE	January - December (MLN CAD)						QUOTE %	VARIATION	
	2020	2021	2022	2023	2024	2025		24/23	25/24
All Provinces	522,527.14	631,718.32	753,425.87	787,843.81	786,854.07	778,005.62	110.00%	1.99%	-0.24%
Ontario	227,109.54	242,226.11	277,584.45	302,996.25	305,445.36	317,724.68	40.79%	0.81%	4.02%
Alberta	92,512.38	136,432.22	235,371.35	175,169.94	163,049.73	178,099.52	56.94%	4.51%	-2.75%
Quebec	86,240.74	100,359.42	113,383.44	116,546.36	124,338.24	121,580.26	38.27%	4.57%	-2.22%
British Columbia	40,507.80	54,811.53	66,150.39	57,376.25	55,889.39	55,998.36	17.82%	-2.03%	0.23%
Saskatchewan	29,807.21	37,129.16	52,604.57	46,020.49	45,440.85	43,739.27	13.77%	-8.41%	-3.70%
Manitoba	15,965.15	17,829.79	20,970.15	21,794.85	22,193.29	26,071.71	9.32%	1.83%	-9.56%
New Brunswick	10,321.35	14,865.36	18,827.22	16,924.69	17,911.98	16,014.48	3.04%	3.47%	-8.35%
Newfoundland and Labrador	10,519.43	14,461.48	15,894.74	12,447.40	13,792.26	14,025.72	4.41%	10.86%	1.69%
Nova Scotia	5,289.82	6,311.22	6,703.21	6,583.94	6,732.16	6,720.91	2.12%	2.25%	-0.17%
Prince Edward Island	1,649.38	1,757.90	2,122.56	2,411.22	2,610.51	2,683.61	0.64%	8.76%	2.80%
Nunavut	1,225.46	1,800.51	1,475.98	2,013.12	2,280.47	1,198.27	0.37%	13.28%	-48.77%
Northwest Territories	1,243.50	1,662.99	2,126.28	1,847.43	1,391.48	1,009.97	0.32%	-24.68%	-27.42%
Yukon	75.89	169.93	201.53	111.87	152.34	208.96	0.07%	36.18%	37.13%

CANADA - WORLD TRADE BY PROVINCE 2025 (MLN CAD)



TWO WAY TRADE - NEW BRUNSWICK/EU

TWO WAY TRADE - NEW BRUNSWICK/EU

MLN CAD

IMPORT

	2020	2021	2022	2023	2024	2025
IMPORT	342	648	578	607	561	356

EXPORT

	2020	2021	2022	2023	2024	2025
EXPORT	158	135	243	206	344	328

NEW BRUNSWICK TWO WAY TRADE - EUROPE 2020-2025 Mln Cad



5. NEW BRUNSWICK INVESTMENT OPPORTUNITIES

New Brunswick is strengthening its position as an investment destination through its 2026 Economic Development Strategy, which aims to grow the provincial economy by 10% by 2030 by increasing productivity, attracting private-sector investment and diversifying exports. Priority areas include resource-based industries, knowledge and technology-driven industries, and defence, with a particular focus on critical minerals, agri-food, seafood, forestry, cybersecurity, AI, advanced manufacturing and health technologies.

The province has approximately \$2 billion in major natural-resource projects planned or under construction, including the \$1.1 billion Saint John Pulp Mill Upgrades, \$600 million Sisson Project and \$200 million Smart Grid Investments Phase Project. New Brunswick is also advancing major

opportunities in nuclear energy, critical minerals, defence, transportation infrastructure and clean technology, supported by a \$1.47 billion 2026–27 Capital Budget—the largest in provincial history—and \$21 million for Opportunities NB's Competitiveness and Growth Program to support major export-oriented companies.

The province is also establishing a New Brunswick Growth Office to coordinate government efforts, accelerate major projects and improve investment readiness. Key opportunities include strengthening trade corridors and ports, expanding energy capacity, developing critical minerals, increasing technology adoption and positioning New Brunswick as a hub for defence, cybersecurity, advanced manufacturing and global supply chains.

SECTOR	MAJOR INVESTMENT INITIATIVES & PROJECTS
 CLEAN ENERGY & ELECTRIFICATION	Point Lepreau nuclear development: \$9.9M for additional-nuclear preparation; nearly \$64M Climate Change Fund, including \$6M+ for EV charging.
 ENERGY & LNG	Stronger electricity interties and expanded clean-energy infrastructure; opportunities in energy development and LNG-linked trade.
 MINING & CRITICAL MINERALS	Sisson tungsten-molybdenum project: approx. \$600M; up to 500 construction and 300 operating jobs; projected 27-year mine life.
 FORESTRY & MASS TIMBER	Approx. \$1.2B in planned or active forestry projects; Saint John Pulp Mill upgrades approx. \$1.1B; Irving Paper and AV Group modernization.
 TRANSPORTATION & PACIFIC GATEWAY	2026-27 capital budget: \$540M for roads, bridges and ferries; Port of Saint John gateway expansion; Ontario goods traffic up 153% in 2024-25.
 MARINE & OCEAN TECHNOLOGY	Two deep-water ports at Saint John and Belledune; \$813,739 federal support for UNB's AI-enabled Maritime 3D Digital Twin platform.
 TECHNOLOGY & ARTIFICIAL INTELLIGENCE	Cybersecurity, AI and IT are priority growth sectors; Lawstall announced a \$16M cybersecurity investment round in 2026.
 LIFE SCIENCES & BIOTECHNOLOGY	Healthcare investment up \$710M, including \$50M for a province-wide clinical information system; \$2M for innovation and research.
 AEROSPACE & DEFENCE	CFB Gagetown anchors a growing defence and dual-use technology hub; \$38.2M Regional Defence Investment Initiative across Atlantic Canada.
 AGRICULTURE & FOOD INNOVATION	\$2M Agriculture Growth Action Plan; \$750K Local Food & Beverages; \$2.4M Aquapro; \$32.5M Cornu Holding baked-goods facility.
 TOURISM & INFRASTRUCTURE	\$2M in 2026-27 for destination development and visitor growth across coastal, cultural, outdoor and experiential tourism.
 HOUSING & CONSTRUCTION TECHNOLOGIES	Record \$1.47B capital budget: \$540M transportation, \$247M healthcare, \$242M schools and \$78.1M housing; plus supportive-housing programs.



6. TRADE SHOWS & CONFERENCES



[Atlantic Truck Show](#)



[EMP – Exploration, Mining & Petroleum Conference](#)



[EMP – Exploration, Mining & Petroleum Conference](#)



[ABSDA Expo](#)



[Atlantic Farm Mechanization Show](#)



[MEET – Mechanical Electrical Electronic Technology Show](#)

7. USEFUL LINKS & CONTACTS

ITALIAN INSTITUTIONS IN NEW BRUNSWICK

The Embassy of Italy in Ottawa

275 Slater St.,
Ottawa, ON K1P 5H9
ambasciata.ottawa@esteri.it
www.ambottawa.esteri.it

Italian Trade Agency in Canada

1000, Rue Sherbrooke Ouest, Bureau 1720
Montreal, QC H3A 3G4
montreal@ice.it
www.ice.it

Consulate General of Italy in Montreal

3489 Drummond Street
Montréal, QC H3G 1X6
montreal.segreteria@esteri.it
www.constoronto.esteri.it

Italian Chamber of Commerce of Quebec

550 Sherbrooke St W Unit 1150,
Montreal, QC H3A 1B9
info.montreal@italchamber.qc.ca
italchamber.qc.ca

CANADIAN INSTITUTION

Government of New Brunswick
Opportunities NB (ONB)
Invest NB
City of Fredericton – Economic Development
City of Moncton – Economic Development
Saint John Region Chamber of Commerce
Atlantic Chamber of Commerce

www.gnb.ca
onbcanada.ca
www.investcanada.ca/new-brunswick
www.fredericton.ca/business-development
monctonimpact.ca
thechambersj.com
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ICE FURTHER INFORMATION

ICE News

Anteprima Grandi Progetti

Gare Internazionali

Interscambio Italia Canada 2026

Guida Diplomazia della crescita

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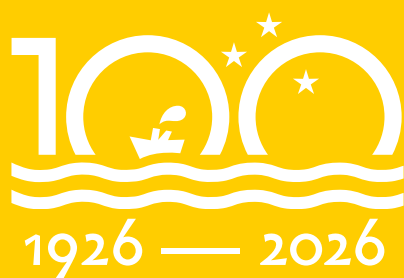
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