

# Manitoba Economic & Commercial Profile

July 2025



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## Manitoba Economic Highlights

- **GDP (2024):** CAD 88.2 billion (1 % YoY growth), making it the 6<sup>th</sup> largest economy in Canada
- **Total trade exchange with Italy (2024):** CAD 306.9 million (3.5% YoY growth)
- **Exports to Italy (2024):** CAD 68.54 million (10.4% YoY growth)
- **Imports from Italy (2024):** CAD 238.2 million (1.7%)

## Manitoba

### Economic and Commercial Profile

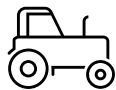
Manitoba's provincial economy is characterized by diversity and success in utilizing a wide range of natural resources. With a critically centralized location, Manitoba capitalizes on its robust tri-modal transportation network, and business cost advantages in hydroelectric capacity to expand its provincial economy and grow its role in the international economy. The province leverages its supply of crops from the prairie, making agriculture and agri-food a foundational pillar of Manitoba's production economy. Together in 2024, Alberta, Saskatchewan and **Manitoba** contributed more than one-third of the 1.6% increase in national GDP. Despite a decline in Manitoba's overall global trade between 2023 and 2024, exports to the EU27 and Italy have continued to grow annually, with Italy being the 9<sup>th</sup> most active global trade partner with Manitoba.



Manufacturing



Transportation  
and Warehousing



Agriculture



Construction



Mining

#### Provincial Outlook

- A projected revenue increase of \$1.719 billion from Manitoba's 2024 budget will allow for increased expenditure on capital projects, with investments in education, housing and healthcare strengthening the economy and improving overall welfare.
- New projects in the energy sector like Alamos Gold's Lynn Lake, and Manitoba Hydro's anticipated return to profitability is a positive factor for provincial revenues. The budget allocates nearly \$900 million towards upgrading Manitoba Hydro infrastructure.

**\$99.0k**

per capita disposable income  
in 2025.

**536 \$Million**

federal expenditure towards  
science in Manitoba from  
2023/24.

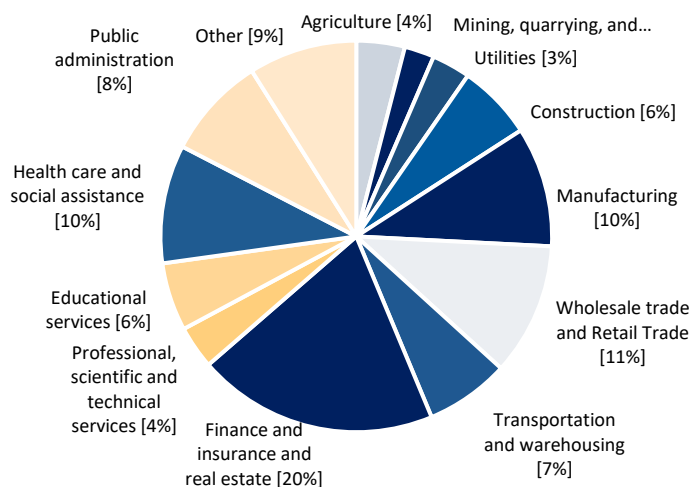
**449 \$Million**

in Natural Sciences and  
Engineering.

**86 \$Million**

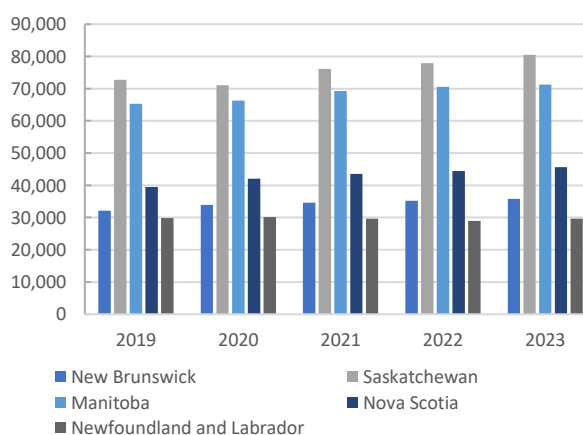
in Social Sciences, Humanities  
and Arts

#### Manitoba GDP by Industry, 2024



Source: [Statistics Canada](#)

#### GDP by Province (\$million chained 2017 dollars)

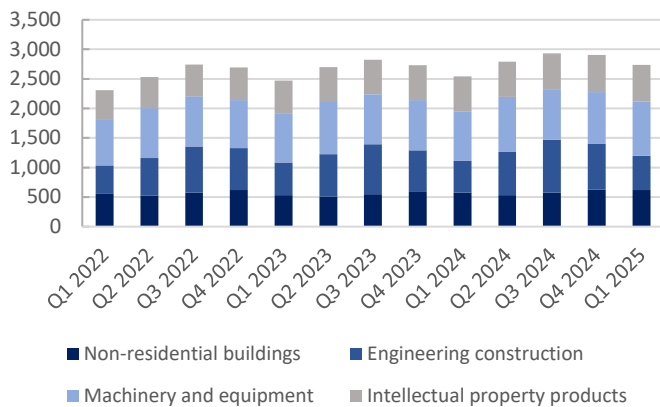


Source: [Statistics Canada](#)

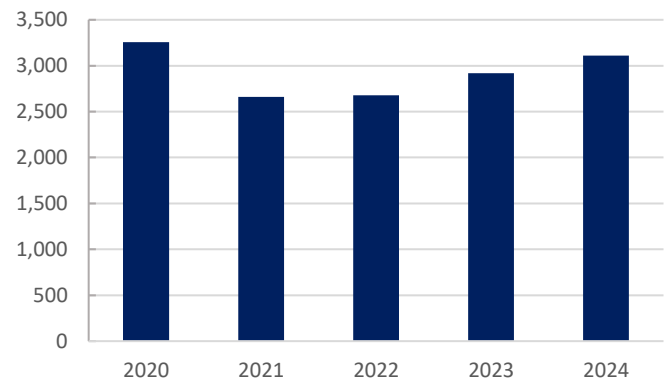
2024	Manitoba	Canada
GDP (\$million 2017 chained dollars)	71,271.8	2,267,840
Inflation	1.83%	1.59%
Unemployment	6.2%	6.7%
Labor Force	777,600	22,422,800
Population	1,500,000	41,465,000

Source: Statistics Canada

## Investment by Asset Variety (\$million)

Source: [Statistics Canada](#)

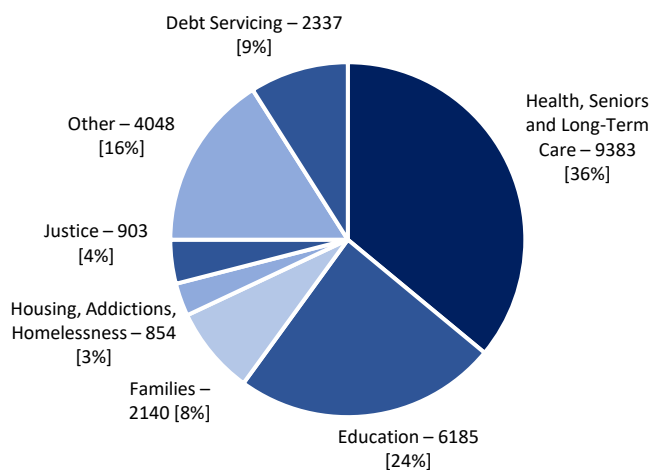
## Total Asset Investment (\$million)

Source: [Statistics Canada](#)

## Investment in Manitoba (\$million)

Asset Type	2020	2021	2022	2023
<b>Total assets</b>	<b>3,256</b>	<b>2,660</b>	<b>2,678</b>	<b>2,918</b>
Commercial buildings	39	49	79	90
Institutional buildings	459	474	616	687
Marine engineering infrastructure	13	13	14	16
Transportation engineering infrastructure	674	730	773	1,002
Waterworks infrastructure	91	87	93	64
Sewage infrastructure	63	53	60	39
Communications networks	333	268	269	281
Electric power infrastructure	1,251	790	555	546
Oil and gas engineering construction	59	9	19	15
Other engineering construction	57	51	64	40
Transportation machinery and equipment	186	102	100	95

## 2025/26 Provincial Expenses (\$mill.) – Total 25.85 billion

Source: [Statistics Canada](#)

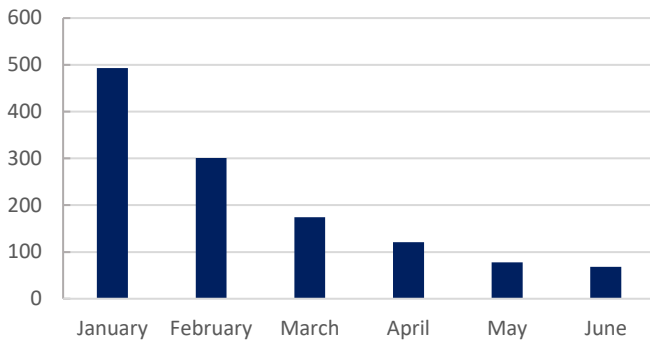
Manitoba's lofty increases in capital budget, as well as an overall 5.5% increase in total expenses, signal growth in the economy and will serve as protections against anticipated tariff effects. This commitment involves a \$3.7 billion investment in capital projects, to bolster industry and combat rising unemployment rates, specifically in vital sectors such as healthcare. Among the proposed projects are "11 new schools, three new personal care homes, investing in phase 2 of the North End Water Pollution Control Centre, twinning Highway 1 East, a new interchange on the Perimeter, a new Centre for Health Care Excellence in downtown Winnipeg, and new emergency rooms at the Victoria General Hospital in South Winnipeg and in Eriksdale."

The Manitoba Department for Transportation and Infrastructure has also allocated \$5.25 billion for a 5-year project of infrastructure upgrades spanning highways and other infrastructure structures, improving Manitoba's status and ability as a centralized transfer hub and export dominant province.

Source: [Province of Manitoba, MHCA](#)

## Manitoba Labor Force

### Skilled Worker Immigration Applications to Manitoba, 2025



Source: [Immigrate Manitoba](#)

Despite 2,749 internationals immigrating to Manitoba in the first quarter of 2025, Manitoba is facing population growth downtrends analogous to other provinces amid Federal immigration restrictions. This datapoint represents a 75% decrease from the same period of 2024. This trend is also represented in the adjacent figure, showing a continued decrease in immigration applications for skilled worker positions. Furthermore, June is the first month without a BIS application, a track for Business owners and entrepreneurs hoping to open businesses and create jobs in the province. From January to May there were 10 non-nominated applications. Of 9 BIS nominations in the first half of 2025, 3 were approved. Immigrate Manitoba provides informational sessions on BIS applications, with information available [here](#).

### Manitoba Labor Market Statistics, All Genders

15 years +	June 2024	May 2025	June 2025
Population (.000)	1,146.80	1,172.30	1,174.20
Labour force (.000)	767.9	776.3	782.1
Unemployment rate (%)	5.4	5.9	5.5
Employment rate (%)	63.3	62.3	63

Despite the decrease in immigration, interprovince migration emerged positive this quarter, with 4,352 people moving to Manitoba from elsewhere in Canada, and 4,246 people exiting the province. Contrasting the above trend, this net migration has increased YoY, showing growth resilience for the province despite heightened federal limitations.

Source: [Immigrate Manitoba](#), [CREA](#)

15-24 years	June 2024	May 2025	June 2025
Population (.000)	188.2	189.6	189.4
Labour force (.000)	126.9	124.1	126.1
Unemployment rate (%)	10.4	11.9	11.7
Employment rate (%)	60.4	57.6	58.8

### Unemployment Rates Across Canadian Provinces

Province	May 2024 (%)	April 2025 (%)	May 2025 (%)
<b>Canada</b>	<b>6.3</b>	<b>6.9</b>	<b>7</b>
Newfoundland and Labrador	9.7	9.6	9.7
Prince Edward Island	7.3	6.6	8.2
Nova Scotia	6.5	7.2	6.5
New Brunswick	<b>7.3</b>	<b>6.9</b>	<b>6.3</b>
Québec	5.1	6	5.8
Ontario	6.8	7.8	7.9
<b>Manitoba</b>	<b>5.1</b>	<b>5.3</b>	<b>5.9</b>
Saskatchewan	5.4	4.3	4.2
Alberta	7.3	7.1	7.4
British Columbia	5.6	6.2	6.4

### Manitoba Labor Market Statistics, Men over 15

15 years +	June 2024	May 2025	June 2025
Population (.000)	577.3	590.3	591.3
Labour force (.000)	412.6	417	423.5
Unemployment rate (%)	5.9	5.7	5.6
Employment rate (%)	67.3	66.6	67.6

### Manitoba Labor Market Statistics, Women over 15

15 years +	June 2024	May 2025	June 2025
Population (.000)	569.6	582	582.8
Labour force (.000)	355.3	359.3	358.6
Unemployment rate (%)	4.9	6.1	5.4
Employment rate (%)	59.3	58	58.2

Source: Statistics Canada

Source: Statistics Canada

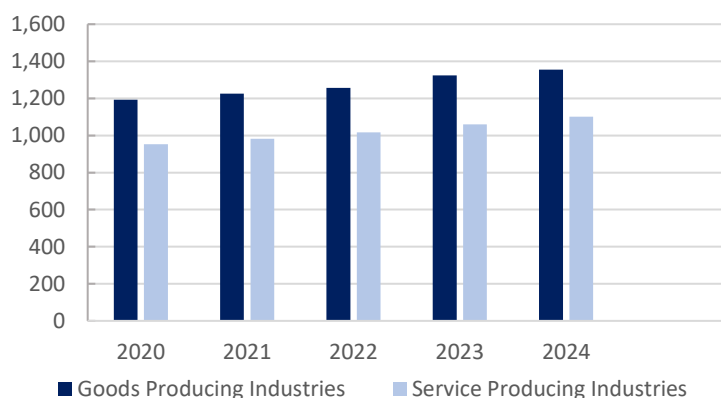
## Largest Employers in Manitoba

Company	2025 Employment	2025 Total Employment %
Government of Manitoba	42,600	8.40
Prairie Mountain Health	7,500	1.50
Maple Leaf Foods	6,500	1.30
Bce Inc.	4,800	0.90
Manitoba Hydro	4,500	0.90
Walmart	3,931	0.80
The Canada Life Assurance Company	2,600	0.50
Boeing Co	1,500	0.30
Brandon School Division	1,500	0.30
Buhler Industries Inc.	1,100	0.20

Source: IBIS World

Employment in Manitoba declined year-over-year from May 2024 to May 2025, with the employment rate falling from 63.3% to 62.3%. The province's labour market is concentrated in healthcare and social assistance, retail trade, and manufacturing, which together account for 46.7% of total employment. The Government of Manitoba is the province's largest employer, offering roles in administration, social work, transportation, and infrastructure. Overall, the public sector contributes 25% to Manitoba's gross provincial product. Notably, both goods-producing and services-producing sectors in Manitoba have demonstrated consistent growth in weekly earnings for over a decade. While manufacturing contributes significantly to goods-sector earnings, the finance and insurance sector leads all industries with an impressive average weekly earning of \$1,628 in 2024.

## Weekly Earnings by Industry in Manitoba



Source: Statistics Canada

## Canadian Manufacturer & Exports Manitoba Awards 2025

### EDC EXPORT AWARD

#### [Diamond Doors Inc.](#)

Granted each year to a company demonstrating excellence in expanding into geographic markets and through significant and sustained export sales.

### GHY PIONEER AWARD

#### [Willie Dueck - Founder, Vidir Solutions](#)

Recipients will have launched a successful company that significantly increased employment in manufacturing.

### SAFE WORK SAFETY LEADERSHIP AWARD

#### [Roger Dack - Nordstern Group](#)

Celebrates individuals who have demonstrated leadership in safety and health in the manufacturing industry.

### EFFICIENCY MANITOBA SUSTAINABILITY AWARD

#### [Winpak Limited](#)

Honours organizations that demonstrate leadership in energy efficiency and environmental responsibility.

## Manitoba Employment by Industry

Industry	2025 Employment
Healthcare and Social Assistance	93,654
Retail Trade	90,298
Manufacturing	50,757
Accommodation and Food Services	42,966
Transportation and Warehousing	31,440
Construction	27,071
Wholesale Trade	23,498
Professional, Scientific and Technical Services	22,057
Agriculture, Forestry, Fishing and Hunting	21,928
Educational Services	21,793
Finance and Insurance	18,807
Administration, Business Support & Waste Management Services	17,776
Other Services (except Public Administration)	10,991
Information	7,295
Mining	6,818
Arts, Entertainment and Recreation	5,938
Utilities	5,705
Real Estate and Rental and Leasing	4,312

Source: IBIS World



## Sectoral Insights

### AGRICULTURE

Manitoba is Canada's sixth-largest agricultural economy, driven primarily by oilseed and cereal production, which together make up the province's largest export category and account for roughly 15% of the country's total exports in these commodities. Since 2015, Agriculture, fishing and hunting have grown from 4.15% of GDP to 4.74%, a relative growth of 14.2%. Since 2021, when agriculture output dropped to a decade low 3.97% of GDP, and \$2.63 billion 2017 chained dollars, the sector has resurged 28% to a 2024 output of \$3.38 billion 2017C.

The food and beverage industry, tied closely with the agricultural economy is the largest manufacturing industry in Manitoba, accounting for 33 per cent of the province's total manufacturing sales in 2024. Food manufacturing sales grew from \$4.9 billion in 2019 to a record \$8.95 billion in 2024. Manitoba is home to 386 food and beverage manufacturing facilities, with over 70% of these enterprises employing fewer than 100 people. The overall industry employs over 43,000 people, including indirect jobs. From 2023 to 2024, a 16% growth in meat sales, up to \$3.32 billion, offset decreases in grain and oilseed as well as animal foods, which sold \$2.1 billion and \$515 million respectively.

The sector receives federal and provincial funding, with 2024 capital expenditures in the agri-processing sector reaching 268 million, up 22%, as well as technical support from an additional number of major research institutions and universities.

Major food processors in Manitoba include:

- **Meat products:** Canada Packers, HyLife, True North Foods
- **Grain and Oilseeds:** Bunge Canada- Viterra, Richardson Milling, Roquette and Emerson Milling Inc.
- **Potato:** McCain Foods and Simplot Canada Ltd.
- **Dairy Products:** Bothwell Cheese, Groupe Lactalis

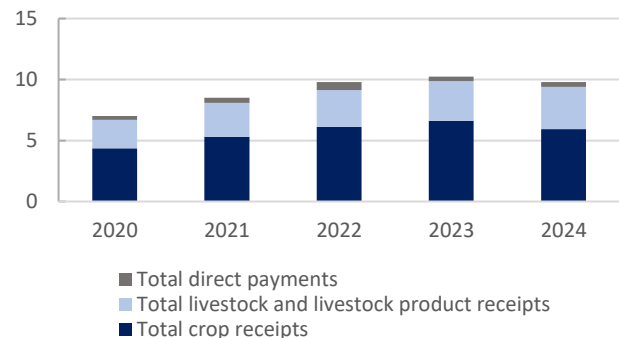
Source: Statistics Canada, TDM, [Government of Manitoba](#)

### RESEARCH AND DEVELOPMENT

Manitoba's research ecosystem is anchored by institutions like the University of Manitoba, the University of Winnipeg and Brandon University, which contribute significantly to fields such as health sciences, agriculture, climate research, aerospace and Indigenous studies. Red River College Polytechnic is a leading hub for applied research, particularly in clean tech, manufacturing, and skilled trades. Additionally, the NRC's 70,000sq foot advanced manufacturing facility in Winnipeg supports local industry with state-of-the-art research. The province also supports innovation through Research Manitoba, which funds projects across sectors. Manitoba is Canada's 3<sup>rd</sup> largest aerospace cluster, home to specialized research facilities, industry partnerships, and facilities for industry giants such as Boeing, StandardAero and Magellan Aerospace, particularly in Winnipeg.

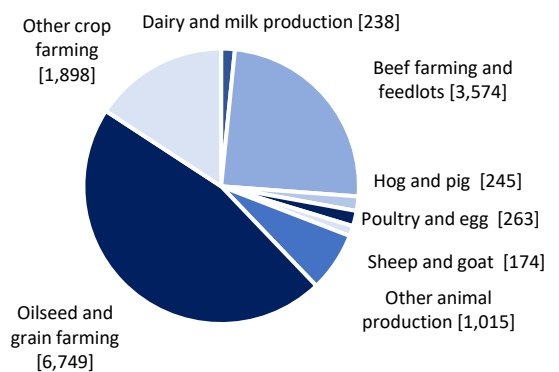
Source: [Economic Development Winnipeg](#)

### Manitoba Farm Cash Receipts (\$billions)



Source: Statistics Canada

### Number of Farms by Type, Manitoba 2025



Source: Statistics Canada

### MANUFACTURING

Manitoba's generous tax credits and competitive business costs support innovation and the success of an advanced manufacturing ecosystem of over 13,000 businesses, 68,000 employees and annual shipments of about \$24 billion. 99% of Manitoba's electricity is generated from renewable hydroelectric sources, offering some of the most affordable power rates in North America. Electricity costs average just 10.77¢/kWh for small industrial users and 6.00¢/kWh for large industrial consumers, making it the lowest-cost jurisdiction in Canada. Manufacturing in Manitoba makes up nearly 10% of the provincial GDP, making it the largest good producing industry in the province. Manitoba is home to several leading advanced manufacturers, including:

- **Canadian Kraft Paper Industries Ltd.** - Produces heavy kraft paper for use in industrial packaging
- **Louisiana-Pacific** - Manufactures engineered wood products
- **Vale Canada** - Operates nickel mining and milling facilities in Thompson
- **GLACIER** - Conducts aerospace engine testing in Thompson

Source: Government of Manitob

## CONSTRUCTION

The number of building permits increased from 12,394 in 2023 to 12,651 in 2024, with increases in residential building permits outpacing a small decrease in non-residential permits. Q2 2025 saw Winnipeg's largest number of housings starts since Q1 of 2024, showing increased housing demand and construction expansion. Per IBISWorld, Manitoba has had the 4<sup>th</sup> largest growth in non-residential investment since 2020 out of the Canadian provinces. So far in 2025, building permits in Manitoba have increased by 1.75% YoY, despite an overall Canadian decrease of 7.7%

Overall monthly non-residential investment being up since 2023, but major areas of industrial and commercial investment have decreased since peak levels in 2023, for example transportation, mining and agriculture, office buildings have all seen monthly investment reductions of over 50% in 2025 compared to equivalent periods in 2023. However, Institutional and governmental investment, especially in crucial categories of Medical and educational spending have grown drastically since 2023. For example, medical and hospital spending nearly reached \$35 million in January 2025, increases of 31% and 392% from January of 2024 and 2023 respectively. In a similar vain, spending on schools and education in January 2025, was \$42 million, 76% higher than January 2023.

Manitoba's largest construction projects include the \$600 million Lake Manitoba and Lake St. Martin Outlet Channels for flood mitigation, major upgrades to Winnipeg's South Perimeter Highway and interchanges, and CN Rail's \$165 million infrastructure investment. The North End Sewage Treatment Plant in Winnipeg is undergoing a major upgrade, while the CentrePort Canada hub continues expanding with large-scale industrial developments. Additionally, key downtown Winnipeg projects like the Bay redevelopment, True North Square towers, and high-rise residential buildings are reshaping the urban core.

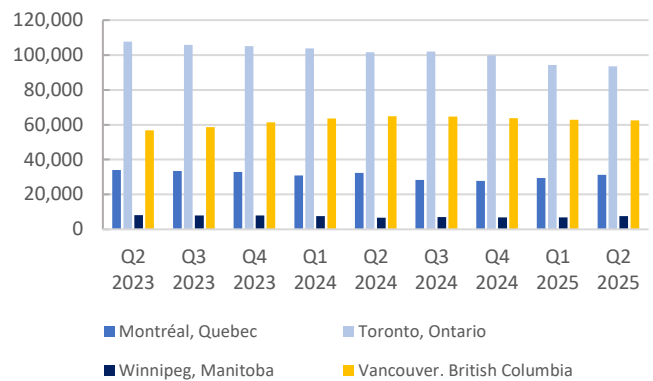
Source: Statistics Canada, [Nasdaq](#), [The Free Press](#), [Government of Manitoba](#), [Centre Port](#), [Journal of Commerce](#)

## MINING

Manitoba is home to 29 of the 31 critical minerals in Canada, operating, producing approximately 30.7% of Canada's zinc and 8.1% of its nickel, with strong copper and gold output as well. The Tanco Mine remains the country's sole producer of cesium, lithium, and tantalum, supplying 100% of national output for these minerals. In 2022, Manitoba recorded C\$1.8 billion in mineral sales and a record C\$170 million in exploration spending, driven largely by critical mineral demand. mining jurisdiction. Over 50 companies are actively exploring in the province, which ranked 6th globally and 3rd in Canada for mining investment attractiveness in the Fraser Institute's 2024 index.

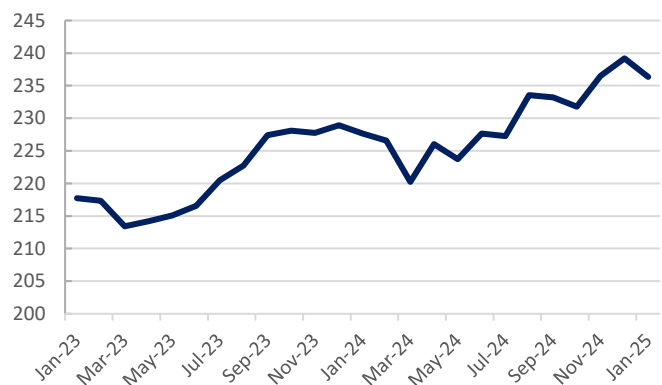
Source: [RawMaterials.net](#), [Northern Prospector](#), [MbChamber](#), [Mondaq](#)

## Total housing starts in Major Metropolitan Areas



Source: Statistics Canada

## Manitoba Non-Residential Investment (\$millions)



Source: Statistics Canada

## TOURISM

In 2023, Manitoba welcomed about 10.4 million visitors who spent a record \$1.82 billion across the province, generating approximately \$373 million in provincial tax revenues and supporting over 30,000 jobs in tourism, hospitality, and cultural industries. Popular destinations include Churchill, famous for polar bear viewing, beluga whale tours, and northern lights experiences, and Winnipeg, home to major museums and festivals. Lake Winnipeg's and Provincial Parks, offer year-round recreation. Manitoba's tourism sector benefits from a diverse mix of urban, cultural, and wilderness experiences, with growing contributions to Indigenous tourism and continued investment aimed at reaching \$2.5 billion in annual tourism revenue by 2030. Manitoba is also hosting the Grey Cup and the Canadian Elite Basketball Championship Weekend in 2025.

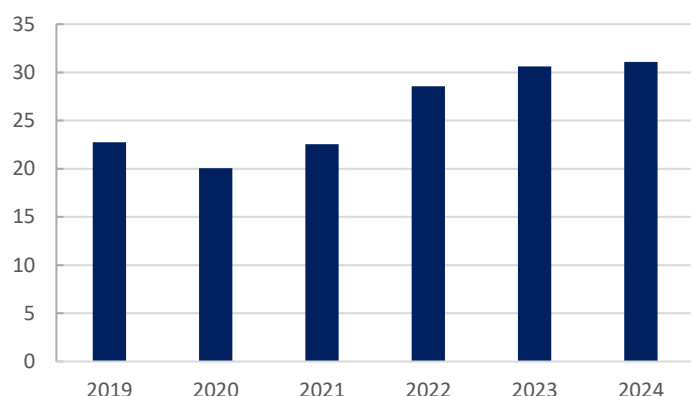
Despite a YoY growth of only 1% in U.S. visitor direct entries into Canada, U.S. direct entries into Manitoba have increased by 9.3% YoY. In response to an overall increasing demand for tourism and accommodations in Manitoba, employment in the industry has increased 8.8% YoY to 36,600 jobs in March of 2025

Source: [Government of Manitoba](#), [Travel Manitoba](#), [City News](#)



## Trade – Manitoba with World

### Manitoba Imports from World (\$Billions)

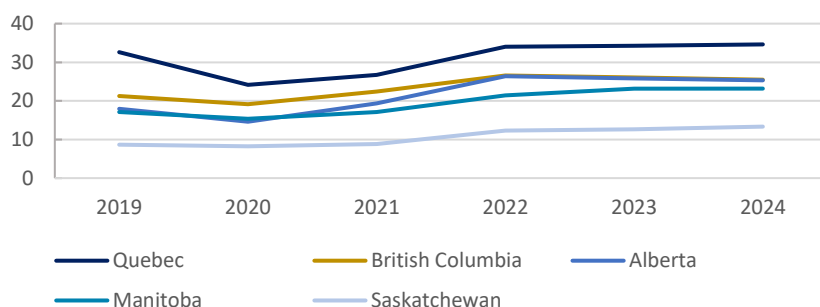


Source: TDM

Since 2021, Manitoba has been one of only 4 provinces in an international trade deficit, signifying a reliance on international imports. Behind Ontario and New Brunswick, Manitoba (33%) imports the largest volume of goods as a share of GDP in Canada. However, many of these imports are in the form of intermediary goods, used in the production of goods within Manitoba. This is seen in Manitoba's second largest import category, vehicles, of which more than a quarter, over \$1 million in 2024, were tractors, crucial for Manitoba's vast agriculture industry.

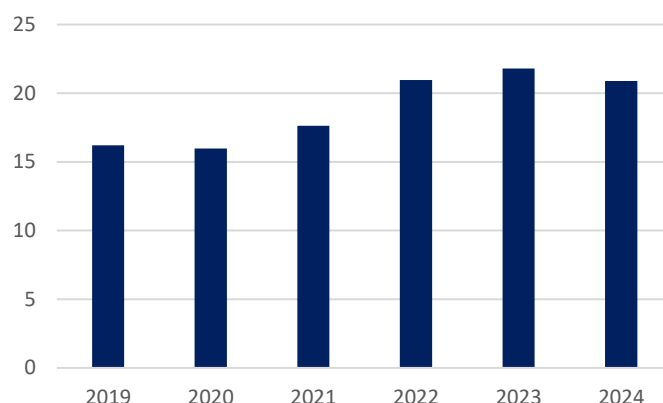
This strategic use of international imports to bolster local production is further underscored by Manitoba's unique trade balance: alongside Nova Scotia, it is the only province where interprovincial exports exceed international values, where in 2023, internal trade accounted for 51.2% of the Manitoba's total trade. Furthermore, between 2023-24, 48% of businesses in Manitoba reported purchasing goods or services from other provinces, and 29% reportedly sold to other provinces. This supplants national averages of 41% and 26.9% in the respective categories.

### Imports from the USA to Provinces (\$Billions)



Source: TDM

### Manitoba Exports to World (\$Billions)



Source: TDM

### International Trade Balances of Canadian Provinces (\$millions)

	2021	2022	2023	2024
<b>All Provinces</b>	15,093.62	39,003.78	13,923.09	15,094.42
Alberta	107,788.98	164,117.65	134,069.04	142,734.42
Saskatchewan	26,040.61	37,535.43	33,755.86	28,839.55
Quebec	12,835.08	6,679.42	14,439.97	17,414.73
Newfoundland and Labrador	13,039.04	13,803.78	10,246.63	10,393.21
Prince Edward Island	1,737.24	2,032.68	2,344.76	2,540.49
Nunavut	1,780.89	1,447.47	1,755.12	2,193.97
Northwest Territories	1,661.05	2,084.39	1,817.61	1,308.77
New Brunswick	1,458.13	506.11	898.68	208.42
Yukon	114.46	146.39	56.63	67.65
Nova Scotia	-2,984.96	-4,247.91	-4,966.35	-4,915.15
<b>Manitoba</b>	<b>-4,925.48</b>	<b>-7,574.58</b>	<b>-8,823.99</b>	<b>-10,168.25</b>
British Columbia	-10,638.38	-11,399.87	-16,943.29	-18,138.45
Ontario	-132,813.03	-166,127.19	-154,727.59	-157,384.94

Behind only Saskatchewan at 80.5%, Manitoba has the second largest reliance on the United States for imports, with 74.6% of all international imports coming from the United States. This 2024 value is down slightly from the previous year despite US imports increasing.

This overconcentration could leave the province vulnerable to retaliatory tariffs and an increasingly hostile trade relationship between the US and Canada. In the future, Manitoba will be looking to diversify their import portfolio and increase local production of traditionally imported products.

Source: TDM

**Manitoba: Categories of Imports (\$millions)**

HS Code	Commodity	2019	2020	2021	2022	2023	2024
All	All Commodities	22,738.72	20,069.39	22,555.28	28,544.73	30,617.58	31,071.75
84	Nuclear Reactors, Boilers, Machinery and Mechanical Appliances	6,485.02	5,325.20	5,540.05	7,036.55	8,136.52	8,620.66
87	Vehicles, Other Than Railway or Tramway Rolling Stock	2,668.82	2,083.40	2,450.31	3,159.14	4,108.85	4,098.84
85	Electrical Machinery and Equipment	1,680.82	1,419.16	1,571.89	2,209.52	2,245.52	2,272.44
39	Plastics And Articles Thereof	1,123.46	1,054.49	1,300.87	1,522.56	1,367.89	1,515.22
38	Miscellaneous Chemical Products	939.76	952.60	1,047.02	1,509.78	1,540.84	1,378.26
73	Articles Of Iron or Steel	925.74	805.11	976.67	1,242.26	1,257.83	1,269.18
31	Fertilizers	563.96	545.07	740.31	1,174.62	1,112.23	1,162.86
90	Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments	568.41	496.75	532.67	556.81	663.34	731.37
27	Mineral Fuels, Oils, Waxes and Products of Their Distillation	284.25	590.43	426.61	481.14	648.41	665.01

Source: TDM

The vast majority, over 70%, of the goods in Manitoba's largest import subcategory, HS code 84, come from the USA and are dominated by intermediary goods such as harvesting machinery and bulldozers, echoing the previous points on Manitoba's import structure. All major import categories, as well as overall levels quickly rebounded to pre-pandemic levels, and have grown steadily since 2021. This trend has continued across the board in Q1 of 2025, despite difficulties in trade relations, though any Canadian retaliatory tariffs towards the USA would not have come into effect during this period. In 2024, Manitoba imported 73% more goods by value than in 2019.

**Manitoba: Categories of Exports (\$millions)**

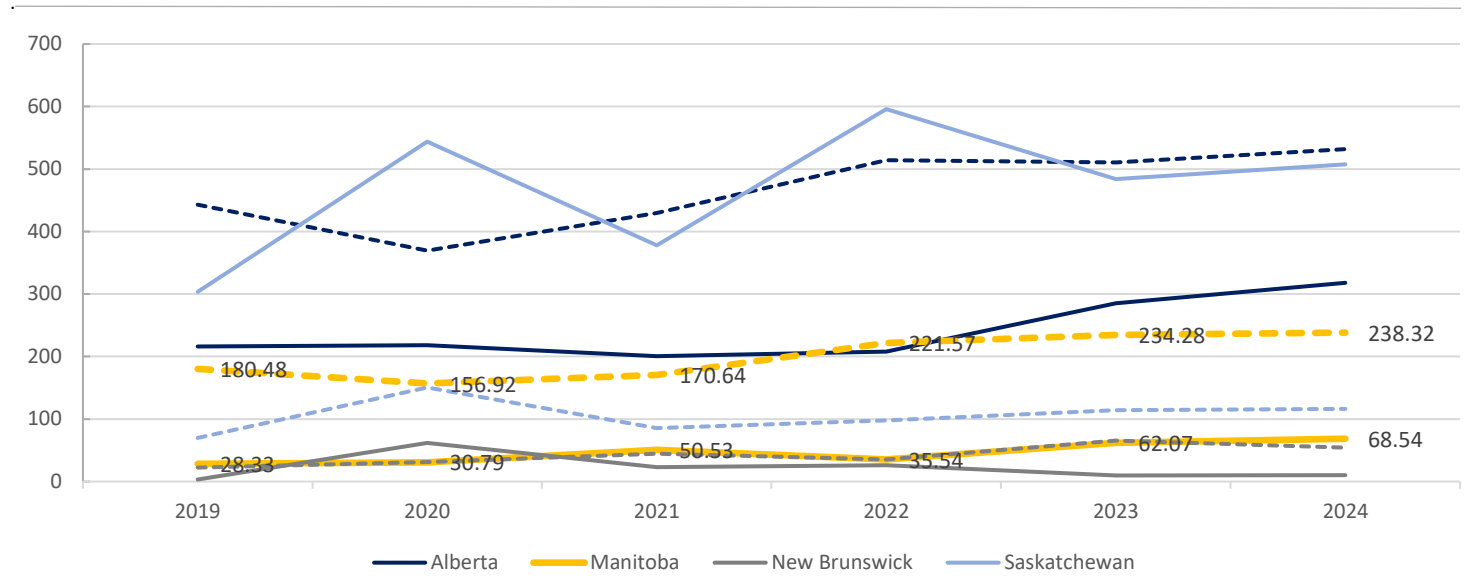
HS Code	Commodity	2019	2020	2021	2022	2023	2024
All	All Commodities	16,207.49	15,965.15	17,629.79	20,970.15	21,793.59	20,903.50
84	Nuclear Reactors, Boilers, Machinery and Mechanical Appliances	1,367.22	1,258.94	1,594.63	2,027.63	2,379.75	2,380.68
12	Oil Seeds and Oleaginous Fruits	949.05	1,399.67	1,681.74	2,100.21	2,004.47	2,099.71
10	Cereals	1,358.84	1,532.88	1,611.51	1,822.95	2,095.28	1,832.97
02	Meat And Edible Meat Offal	1,156.51	1,437.11	1,452.01	1,312.87	1,419.59	1,633.32
27	Mineral Fuels, Oils, Waxes and Products of Their Distillation	937.82	971.06	1,154.99	1,851.13	1,639.58	1,628.60
30	Pharmaceutical Products	2,463.19	2,194.54	2,317.51	2,849.67	2,493.70	1,542.12
87	Vehicles, Other Than Railway or Tramway Rolling Stock	1,322.83	1,033.40	863.55	936.19	1,218.90	1,441.76
15	Animal Or Vegetable Fats and Oils and Their Cleavage Products	657.17	700.06	1,004.45	1,202.25	1,470.75	1,162.35
20	Preparations Of Vegetables, Fruit, Nuts, Or Other Parts of Plants	410.48	495.48	637.38	678.77	658.96	816.96
39	Plastics And Articles Thereof	445.89	479.37	508.51	633.52	643.00	658.74

Source: TDM

Manitoba's position as Canada's third-largest exporter of cereals globally and to Italy serves as a testament to the robustness of its agricultural industry. 3 of Manitoba's 4 largest export categories are products of this sector. International exports from Manitoba dropped in 2024 to its lowest level since 2021. The decline was largely a consequence of decreased demand from Manitoba's largest trading partners and price reductions of the province's primary export goods. Exports to China decreased by 12.5%, and exports to the USA by 6.5% from 2023 to 2024, a trend expected to continue through 2025 as tariffs further disrupt Canadian exporters to US and global markets. The US currently maintains a 25% tariff on agricultural products from Canada. Despite offsetting factors such as growth in meat and beverage exports, pharmaceutical demand decreases (38%, largely from the US), coupled with grain product and oilseed product, primarily canola, prices dropping by nearly 10% and 15% respectively meant a challenging year for exporters in Manitoba.

## Trade – Manitoba with Italy

### Canadian Provincial Trade with Italy (\$billions) – Line Style: Dashed = Imports, Solid = Exports



Source: TDM

### Manitoba: Categories of Imports from Italy (\$millions)

HS Code	Commodity	2022	2023	2024
_All	All Commodities	221.57	234.28	238.32
84	Nuclear Reactors, Boilers, Machinery and Mechanical Appliance	98.10	119.09	120.97
85	Electrical Machinery and Equipment	15.39	12.11	14.91
90	Optical, Photographic, Cinematographic, Measuring, Checking, Precision, Medical or Surgical Instruments	9.49	13.67	11.96
73	Articles Of Iron or Steel	7.27	5.42	11.58
4	Dairy Produce	9.41	9.94	9.76
87	Vehicles, Other Than Railway or Tramway Rolling Stock	12.42	13.38	8.23
94	Furniture	4.84	5.32	7.68
33	Essential Oils and Resinoids	1.84	2.72	6.35
39	Plastics And Articles Thereof	8.53	6.13	5.88

Source: TDM

### Manitoba: Categories of Exports to Italy (\$millions)

HS Code	Commodity	2022	2023	2024
_All	All Commodities	35.54	62.07	68.54
10	Cereals	19.06	37.60	50.50
98	Special classification provisions - non-commercial	1.01	3.81	4.68
7	Edible Vegetables, certain Roots, Tubers	5.69	8.99	2.81
48	Paper And Paperboard	3.36	2.63	2.21
85	Electrical Machinery And Equipment	0.52	1.43	1.71
12	Oil Seeds and Oleaginous Fruits	1.91	2.90	1.68
29	Organic Chemicals	0.00	0.65	1.58
88	Aircraft, Spacecraft, And Parts Thereof	0.47	1.07	1.05
84	Nuclear Reactors, Boilers, Machinery And Mechanical Appliances	1.67	1.58	0.91

Source: TDM

Manitoba exports the 6<sup>th</sup> most goods to Italy out of the provinces and imports the 5<sup>th</sup> most. This disparity in ranking is primarily due to a significant trade imbalance: in 2024, Manitoba's imports from Italy were approximately \$240 million, whereas its exports to Italy were substantially lower, around \$68.5 million. This indicates a proportionally much higher demand within Manitoba for Italian goods compared to Italian demand for Manitoban products. Despite this, Italy has grown drastically as a trade partner in the last 5 years, with a 248% increase in exports to Italy, despite an only 28% increase in overall exports since 2019. Total trade between the country and province has grown continuously since 2020, seeing 63.5% growth over the period. Aligning with the prevailing, overall trend, Italy's exports are primarily agriculturally aligned, while imports are primarily in machinery and equipment used in industry and as intermediary goods. The second largest export to Italy falls in a peculiar subcategory, encapsulating the repairs of conveyances used for non-commercial transportation. This category has grown over 700% since 2019.

Source: TDM





Source: [CanadianVisa.org](https://www.CanadianVisa.org)

## Major Trade Shows



### [Manitoba AgDays 2026](#) –

Exposition for agricultural expertise and technology



### [Manitoba Building Conference & Expo](#) –

Focuses on commercial and institutional building design and product expo



### [Hutterite Manufacturing & Associate Expo](#) –

Expo featuring household, farming, and building supplies



### [Metalworking and Manufacturing Expo](#) –

Showcase of the latest production and manufacturing processes



### [The National Franchise Show - Winnipeg](#) –

Connects aspiring entrepreneurs and investors with established franchise systems



### [AMM Spring Convention & Trade Show](#) –

Focus on Municipal government and public works with a trade show component



### [MEIA Cleantech Conference](#) –

Focus on clean technology and environmental solutions for businesses in renewable energy, waste management, and sustainability



### [Manitoba Small Business Show](#) –

Relevant to small and medium enterprises, with exhibition space for business service providers.



**WORLD TRADE CENTRE®**  
WINNIPEG

### [World Trade Center Winnipeg](#) –

Host several events supporting businesses in Manitoba

## USEFUL LINKS

Government of Manitoba	<a href="https://www.gov.mb.ca/">https://www.gov.mb.ca/</a>
Legislative Assembly of Manitoba	<a href="https://www.legassembly.mb.ca/">https://www.legassembly.mb.ca/</a>
Service Manitoba	<a href="https://www.gov.mb.ca/service/">https://www.gov.mb.ca/service/</a>
Winnipeg Economic Development	<a href="https://www.yeswinnipeg.com/">https://www.yeswinnipeg.com/</a>
Brandon Economic Development	<a href="https://economicdevelopmentbrandon.com/">https://economicdevelopmentbrandon.com/</a>
World Trade Center Winnipeg	<a href="https://www.wtcwinnipeg.com/">https://www.wtcwinnipeg.com/</a>
Invest Canada – Manitoba	<a href="https://www.investcanada.ca/manitoba">https://www.investcanada.ca/manitoba</a>
Business Council of Manitoba	<a href="https://businesscouncil.mb.ca/">https://businesscouncil.mb.ca/</a>

For More information, visit:

ICE NEWS	<a href="https://www.ice.it/it/news">https://www.ice.it/it/news</a>
Anteprima Grandi Progetti	<a href="https://www.ice.it/it/area-clienti/ricerche/anteprima-grandi-progetti?idPaese=39">https://www.ice.it/it/area-clienti/ricerche/anteprima-grandi-progetti?idPaese=39</a>
Gare Internazionali	<a href="https://www.ice.it/it/area-clienti/ricerche/gare-internazionali?idPaese=388">https://www.ice.it/it/area-clienti/ricerche/gare-internazionali?idPaese=388</a>

## ITALIAN INSTITUTIONS FOR MANITOBA/CANADA

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