



June 30, 2020

New NAFTA / CUSMA / USMCA Comes Into Effect July 1

From the Desk of Sara Anghel, President, NMMCA Canada

As many of you have heard, I was elected to serve as President of the International Council of Marine Industry Associations (ICOMIA) for a two-year term. Some of you may not know much about ICOMIA, or you may ask why it's useful or relevant to our members in Canada or the U.S. ICOMIA staff dedicate their small, very talented team to representing all our members' interests globally. From environmental topics like dealing with boat end-of-life, to marina information and guides, they are working to protect our members to do business internationally. For example, you may be interested to read ICOMIA's [End-of-Life Vessels & Responsible Boat Ownership](#) paper which came out last month.

So while I represent you here in Canada, ICOMIA is looking out for us in other parts of the world. There are a number of committees that get together twice a year to share ideas and solve problems we are all experiencing — like contributing ideas about discover boating campaigns, gathering market intelligence, sharing export plans, and reviewing regulatory requirements.

I have served on the ICOMIA executive committee for five years and will now guide the organization for the next two years as president, helping to ensure all segments of the recreational boating industry are heard by governments and regulators worldwide.



Last but definitely not least, it appears that President Trump is considering bringing back aluminum tariffs on Canada by July 1 when the new NAFTA comes into force. I reached out to my key contacts this week who were instrumental and listened to our advocacy efforts last year when boats were taken off the countermeasure lists. Should Canada consider retaliating again, I have reinforced that putting boats back on the list would only hurt Canadian jobs.

Happy Canada Day and Happy Fourth of July to all of you!

Export Development Canada Report Highlights Impacts of the Pandemic on Tourism

Export Development Canada (EDC) recently put out a report on the impacts of COVID-19 on the Canadian tourism sector. Findings relevant to the recreational boating sector include:

- 83% of European countries have closed their borders to international tourists. In the Americas, this proportion is around 80%, and in the Asia-Pacific region roughly 70%. UNWTO estimates that during the first quarter of 2020, international tourism fell 22%, while the decline could be as steep as 60-80% over the entire year.
- The United Nations World Tourism Organization (UNWTO) estimates that based on the current speed of containment and duration of travel restrictions and border closures, if gradual reopening starts in September, the world will endure a 60% decline in tourist arrivals.
- In Canada, more than 40% of businesses in tourism industries are expecting to see a 50% decline in revenues, the highest proportion amongst all industries.
- Estimates from Destination Canada show that compared with 2019, 65% of tourism- and business travel-related events are cancelled, resulting in a loss of 54% of revenue for the industry.

The full report can be downloaded [here](#).

New NAFTA / CUSMA Coming-into-Force July 1, 2020 — What Businesses Need to Know

With the new Canada-United States-Mexico Agreement (CUSMA) coming into force on July 1st, NMMA is reminding members to review the changes that pertain to the recreational boating industry. Members are also encouraged to read [NMMA's fact sheet](#) for a refresh of the main components of the agreement. Please note that NAFTA rules will continue to apply until July 1st, and will continue to apply for goods that entered into commerce on or before June 30th.

Under CUSMA, there are no changes to the rules of origin for recreational marine engines and boats. However, importers will have to provide information in a new format to prove origin of goods and claim preferential tariff treatment. [Read More](#)

Discover Boating and Take Me Fishing Launch "Get On Board" Marketing Campaign

Discover Boating has partnered with the Recreational Boating & Fishing Foundation's (RBFF) Take Me Fishing brand to launch a "[Get On Board](#)" marketing campaign aimed at getting more people to enjoy the restorative health and wellness benefits of recreational boating and fishing.

The campaign will feature a public service announcement (PSA) that will air on television and radio, online advertising, social media, and public relations—all of which target local areas with an emphasis on responsible recreation.

Fishing and boating industry stakeholders are encouraged to use the campaign's hashtag #TheWaterIsOpen as well as the new PSA video, boating and fishing lifestyle imagery, website banner ads, and sample social posts which can all be found in an **online toolkit** [here](#), to help amplify the message. While this is a U.S.-based campaign, the 'Get On Board' message and materials are very accessible to a Canadian audience as well.

Federal Update — CERB Expanded, Border Closure Extended

On June 16th, the Canadian government announced that the Canada-U.S. border will stay closed to non-essential travel until at least July 21, 2020. First announced in March, the closure prohibits recreational or tourist visits but exempts essential trade and commerce as well as vital healthcare workers who travel across the border for work.

Prime Minister Trudeau also announced an [eight-week extension to the Canada Emergency Response Benefit \(CERB\)](#), which provides a taxable payment of \$2,000 per month for eligible workers who have stopped working or seen a major drop in hours due to COVID-19. The CERB will now be available for a maximum of 24 weeks, up from the previous 16 weeks.

Provincial Update — Nearly All of Ontario Moves into Stage 2 of Reopening

Ontario took a major step in moving nearly all regions of the province (except for Windsor-Essex) into [Stage 2 of the reopening framework](#). This includes the City of Toronto and Peel Region, which will reopen on June 24th. Businesses allowed to open in these regions include shopping malls, outdoor tour and guide services (including boat tours), and restaurants and bars with outdoor seating only.

Quebec also released positive news for the outdoor recreation sector: starting on June 19th, tourist welcome and information centres will be open. As well, maritime excursions will also be

able to resume their activities starting from July 1, 2020. You can read the latest about Quebec's easing of COVID-19 restrictions [here](#).

In the News

[U.S. plans to slap tariffs on aluminum imports from Canada, Bloomberg report says \(CBC News\)](#)

[Feds prepared to push back against any new U.S. tariffs on aluminum: Duclos \(BNN Bloomberg\)](#)

[New U.S. metal tariffs would be 'dumb,' Canadian supply group says \(Automotive News Canada\)](#)

Contact Us

NMMA Canada is committed to being a leader; in promoting boating, advocacy with government and providing value added services to foster the financial success of the marine industry. If you know someone who wants to join NMMA Canada, please contact Jim Wielgosz at jwielgosz@nmma.org.