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Monthly Insight

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Without Bearings

- Canadian manufacturers will almost certainly find themselves in trouble to secure replacement because of their products' bulky and perishable nature.
- Our estimate is that the usurious tariffs under Section 338 would clip 0.5% from Canadian growth if rolled out as announced.
- The snapback of tariffs may not be as devastating as fear mongers claim. Trump's ambush is primarily a pressure tactic to get Carney to the table.
- Businesses in Canada seem ready to climb over an ice-wall of tariff worry also, thanks to the capex boom driven by computing infrastructure and data processing, a recent easing in bank capital standards by regulator, and a weakening loonie.

Lo and behold, Trump said he would pause the imposition of a 50% tariff under Section 338 on Canadian goods. However, what is right in front of us is often the last thing we can see. Canada and U.S. have long passed the tipping point where friend turns to foe. A long-term agreement is always a deal away. It's only a matter of time for the smoking gun to point at Canada again.

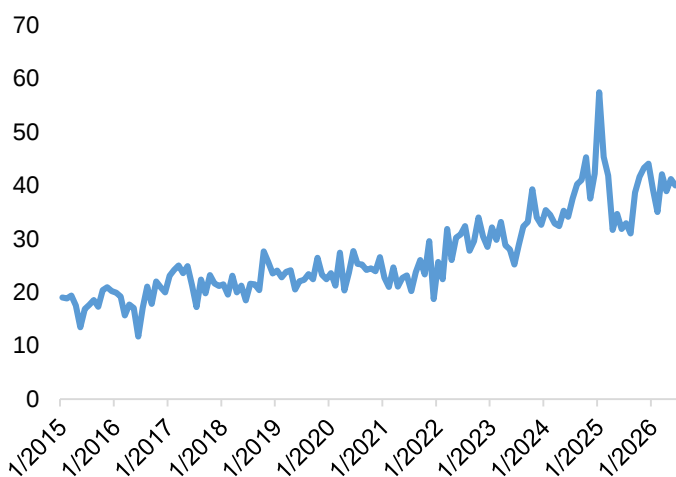
Trump's partnership doesn't come cheap. Talk of a tariff war always makes the stomach sink, especially when the Canadian economy is showing signs of breaking out of its slump. Good questions are every investor's best defense.

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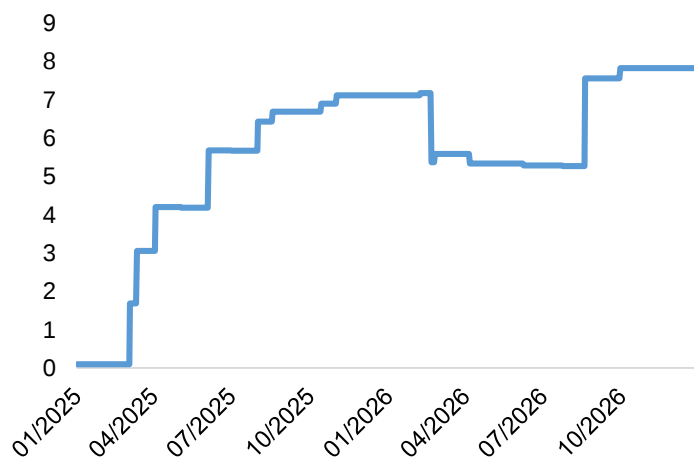
The snapback of tariffs may not be as devastating as fear mongers claim. The current USMCA conceded limited access to the Canadian market. In 2025, Canada exports a mere CAD474 million in dairy products to the U.S., so the disruption originated from this usurious tariff will likely be minimal.

Exhibit 1: Canadian Exports of Dairy Products to U.S. (CAD mn)



Source: CEIC, Shanghai Commercial Bank

Exhibit 2: U.S. Tariff Rate on Canadian Goods (%)



Source: The Budget Lab, Shanghai Commercial Bank

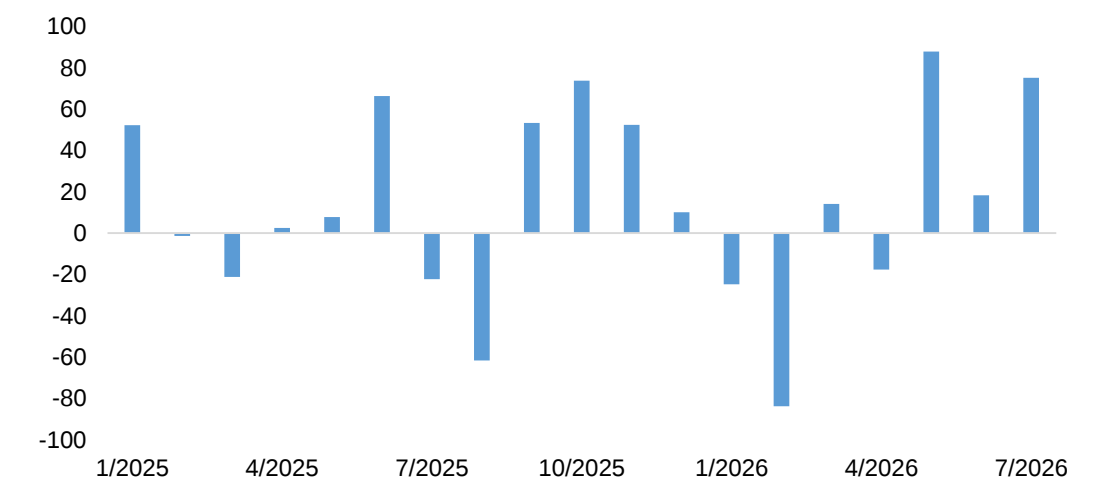
This would be only a small consolation, though. The debt to war goes deeper than that.

The consumer goods sector is a longstanding trade irritant. It goes to the heart of blue-collar identity. Canadian manufacturers in targeted sectors like food, packaging, wood and paper products, will almost certainly find themselves in trouble to secure replacement because of their products' bulky and perishable nature. To a significant extent, the impact of fresh tariffs is believed to be absorbed by Canadian gross margins. In the eyes of investors, you are what you earn.

While still nursing wounds from previous rounds of tariff skirmishes, the Section 338 tariff would jack Canada's tariff rate on exports up by 2.6 percentage points to roughly 7.8% (Exhibit 2). Our estimate is that these tariffs would clip 0.5% from Canadian growth if rolled out as announced.

It could be both a curse and a blessing for a country that had lost its way. We lean toward the view that Trump's ambush is primarily a pressure tactic to get Carney to the table so that Trump can spin it as a victory ahead of the mid-term elections. Will Carney take this sitting down? No. His belated visit to China initiated a thaw in relations that had been tense for years. Businesses seem ready to climb over an ice-wall of tariff worry also, thanks to the capex boom driven by computing infrastructure and data processing, a recent easing in bank capital standards by regulator, and a weakening loonie. Defying the skeptics, July's sturdy employment reported a 75k growth, hinting a low point was reached at spring.

Exhibit 3: Employment Change in Canada ('000)



Source: Statistics Canada, Shanghai Commercial Bank

We all know nothing make better neighbors than good fences. Tariff is no longer a threat that Canadian should pick a serious fight with.

UK

With the UK elections and appointments concluded, market focus shifted from with key data broadly matching expectations. The major risk still BoE reached consensus on weak economy, while rate-hike arguments remain largely precautionary. Overall rate pressure is limited.

EU

Japan

Yen edged lower after US-Japan intervention. Jawboning and pro-hike signals fail to move markets. Reversing the yen's weakness ultimately requires actions, not just words.



US

Soft data give the Fed more policy leeway. Hawks' firm resolve aside, jobs and wage growth show early softening. If sustained, this would strengthen centrists and curb rate-hike expectations.

Chinese Mainland

Economic growth has slowed from its earlier levels. Market expectations are building for fresh policy stimulus to boost consumer and investment confidence, injecting new momentum into the economy.

Foreign Exchange Outlook

USD 	Overweight Neutral Underweight 	Softer CPI and retail sales add to the case against hiking rates in September. The flow of news from here to Jackson hole will be light. If anything, analysts have been upgrading earnings forecasts outside U.S. It will be hard for the market to switch back to a fully dollar-bullish mindset.
EUR 	Overweight Neutral Underweight 	Shadowed by unresolved tension in the Gulf, better economic readings have failed to provide the euro with much of a lift. Apparently, FX holders like the euro as a diversification play against the A.I. euphoria.
GBP 	Overweight Neutral Underweight 	Sterling has had a hot summer. The combination of a short squeeze following the end of local elections and targeted M&A flows spell the end of the sterling's bear run. But these forces rarely drive sustained moves in currencies. The real driver ahead is the BoE, and the UK economy is poised to slow down, owing to budgetary uncertainty and higher energy bill, after a strong start to the year.
RMB 	Overweight Neutral Underweight 	The RMB appreciation story still has legs. Even if the exporter's conversion ratio stabilizes, the ever-growing trade surplus would give the RMB a helping hand with soaring export proceeds available for conversion. The latest communication by the Politburo suggests policymakers are becoming more tolerant of currency appreciation.
JPY 	Overweight Neutral Underweight 	The yen has struggled to make much headway in spite of the broad-based dollar softness. The age-old bias to rebuild JPY shorts post intervention takes hold. Neither the risk of coordinated intervention nor reignited confidence in a September hike by BoJ appears sufficient to counter that trend.
AUD 	Overweight Neutral Underweight 	Investors seem happy to continue targeting long A.I./commodity stories at the expense of the low-yielding Japanese yen and Swiss franc. The Aussie rally has room to run.



Overweight

Neutral

Underweigh



A drop in NZ inflation expectations led to the kiwi underperforming. Traders could however see kiwi as effective hedge against severe El Niño shocks given its outsized dependence on agricultural exports.



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