



CIBC GLOBAL TRADE

Descriptive Transcript

[This video uses animation to convey spoken content.]

Eight red shipping boxes drop into the screen from the top, representing imports. Each box has an arrow pointing down. Then the arrows rotate to point right, and each big box turns burgundy, representing exports.]

Whether you're an importer or an exporter,

[The boxes slide off the screen to the right. More boxes slide up from the bottom, which come together to form a small office building, and then rise to become a large corporate office tower. Two more office towers pop up on either side.]

a smaller business or a large corporation, an international conglomerate

[Next, the office towers transform into grey shipping boxes on a conveyer belt. Each box has a red maple leaf on it. The middle box opens, and a robotic sorting arm descends to pull a red globe out of the box. The boxes disappear as the globe fills the screen.]

or a domestically focused commercial operation, one thing is certain.

[The globe rotates and white points of light that represent cities begin to blink. Beneath it appear the words, "Effectively managing global trade and supply chains is critical to your business."]

Effectively managing global trade and supply chains is critical to your business.

[A grey line encircles the globe, and the globe transforms into a solid red circle containing a white plus sign in the center. The circle shifts to the left and is joined by a second similar circle, this one containing a white cog.]

To capitalize on new opportunities and make the most of the ones you have,

[Both circles transform into speedometers showing synchronized speeds, and then the speedometers transform into the tires of a flatbed truck.]

you need a trade partner that executes at the speed of your business

[A robotic sorting arm descends and places a box which reads "Capabilities" on the bed of the truck. Then it places a second box which reads "experience", then a third box which reads, "know-how." The truck drives off screen to the right. A red box fades in containing the word "risk." The red colour drains out of the box.]

— and has the capabilities, experience and know-how to mitigate the inherent risks associated with trade.

[The box fades away and is replaced by a CIBC logo which slides up into the screen. The words, "We take a proactive approach to trade" appear to the right of the box.]

That's why at CIBC we take a proactive approach to trade.

[The logo and text slide up and off the screen. One by one, three white circles slide in from the bottom in a horizontal line. A red star appears in each. Below appears the text, “an organization committed to delivering an exceptional client experience.”]

Supported by the combined strength of an organization committed to delivering an exceptional client experience,

[The text fades. The star in the middle circle transforms into a three-headed arrow, with each point indicating a different direction. Beneath it appears the word, “flexible.” Then the star on the left becomes a shield, and beneath it appears the word, “reliable.” Finally, the star on the right transforms into three suspended balls like a Newton’s Pendulum, and they click back and forth. Beneath them appears the word, “responsive.”]

our business-oriented solutions are flexible, reliable and responsive.

[The text fades away. Each circle transforms into a solid red circle containing a white cog, and two more of the same appear. A map of Canada fades in behind the circles, which form a horizontal row spanning the map. The words, “an extensive correspondent network” appear below.]

With regional processing across the country,

[The cogs disappear, the map fades out, and a grey line appears, connecting the circles in a line.]

an extensive correspondent network,

[Next, the grey line disappears, and a red wedge appears under each circle, so it now looks like five simple human figures. Then the figures merge, the body fades, and the single head transforms into a compass. Four vectorized flags appear on the left and four on the right, each representing a different nation.]

and a team of experienced trade specialists ready to help you navigate geopolitical challenges with confidence,

[The compass transforms into a target, and an arrow flies in from off-screen to hit the bullseye. The target fades, and the flags merge to become solid red bars, which then multiply to become railway ties on a track, that runs from the top to the bottom of the screen. The screen pans up past the end of the track, and the words appear, “Take your business further, faster.”]

we’ll help you strategize and integrate solid global trade practices that will help you build mutually beneficial relationships and take your business further, faster.

[The text and train tracks disappear but one railway tie transforms into a conveyer belt. Six grey boxes drop gently onto the belt while the words “comprehensive suite of solutions” appear below the image. Then the text is replaced with the words, “customized to your needs.” The conveyer belt fades out.]

Our comprehensive suite of solutions are customized to your needs, and go far beyond facilitating trade, to help you:

[The first box turns red and opens, and an icon of coins emerges from it. The words “improve working capital” appear below it.]

Improve working capital

[The first box closes and turns grey, while the second box turns red and opens, and an icon of a signed contract emerges. Below it appear the words, “Negotiate better terms.”]

Negotiate better terms with your suppliers

[The second box closes and turns grey, while the third box turns red and opens, and a caution symbol emerges. Below it appear the words, “reduce risks.”]

Reduce risks

[The box closes and turns grey, while the fourth box turns red and opens, and an icon of stacked boxes emerges. Below it appear the words, “streamline processes.”]

Streamline processes

[The box closes and turns grey, while the fifth box turns red and opens, and an icon of rising bar graph emerges. Below it appear the words, “grow your business.”]

Grow your business

[The box closes and turns grey, while the final box turns red and opens, and a pie chart emerges. All the boxes fade, and the pie chart grows to fill the centre of the screen. Below it appear the words, “expand your market share.”]

And, ultimately, expand your market share.

[The pie chart fades. Six office towers of varying heights pop up onto the screen. Their windows disappear and the buildings briefly resemble a bar graph. Then the bars shrink down and become six red boxes on a conveyer belt. The conveyer belt fades, and the boxes merge into a single square which is split diagonally into red and burgundy. The words, “get results for your business today” appear below. The text fades and is replaced with the words, “and into the future.”]

Lean on our expertise, simplify your trade workflow and see how our innovative solutions gets results for your business today and into the future.

[The box slides up and off screen as the CIBC logo slides up from the bottom. The words, “CIBC Global trade, agile solutions tailored to your needs” appear to the left.]

CIBC Global Trade.

Agile solutions tailored to your needs.

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