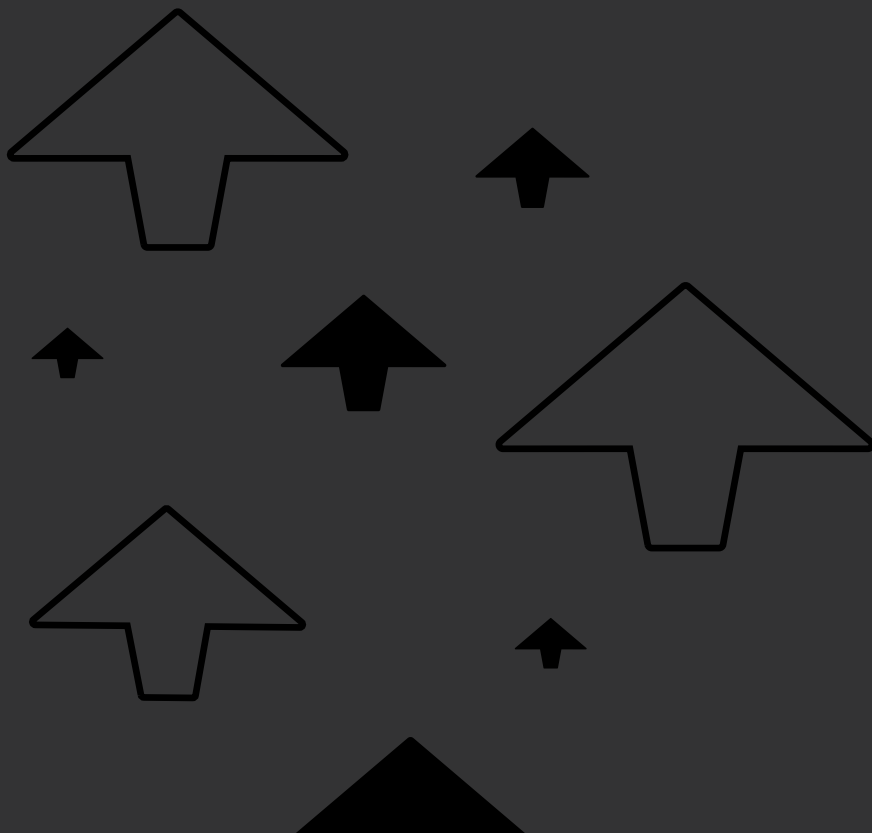




YOUR CANADIAN
ADVANTAGE

WE ARE YOUR PRIMARY CONTACT —
BRINGING INDUSTRY, COMMUNITY
AND GOVERNMENT PARTNERS
TOGETHER TO OFFER SEAMLESS
SERVICES THAT MAKE IT EASIER TO
ACCELERATE YOUR EXPANSION TO CANADA.





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invest
IN
CANADA

MESSAGE FROM THE PRIME MINISTER OF CANADA

In our rapidly changing world, there is no better place than Canada to do business.

We have the lowest average overall tax rate on new business investment in the G7, the strongest economic growth of all of the G7 countries last year, the most highly educated workforce in the Organisation for Economic Co-operation and Development, and a government that is a ready and willing partner to businesses of all sizes.

We have opened the door to new markets—securing free trade agreements with the European Union and the growing markets of Asia—and kept the door open to our largest market through a modernized North American trade agreement. We now have comprehensive free trade agreements with countries representing nearly two-thirds of the world's total gross domestic product and are the only G7 country with a free trade agreement concluded with every other G7 country.

Talented people choose to stay and set roots here. Our cities and towns are progressive, welcoming communities connected by ever-improving public transportation networks. They are home to world-class colleges and universities that produce some of the best and brightest graduates and supply our highly skilled workforce.

To help companies attract the highly skilled global talent they need, we introduced the Global Skills Strategy. Companies can now recruit top talent to Canada in as little as two weeks. We also launched the new Invest in Canada agency to simplify business support programs and provide a one-stop shop for global businesses looking to make Canada their new home.

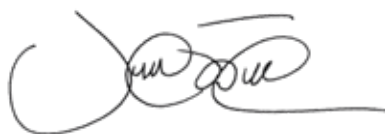
We continue to make smart, targeted investments and forward-looking policy to create the right

conditions for businesses and people to thrive in Canada. We introduced a new Accelerated Investment Incentive for all businesses, which will allow them to more quickly depreciate, for tax purposes, capital assets like computers, new machinery, and even long-lived investments, like buildings. We are also making changes to our tax system to help companies seize more export opportunities and modernizing and updating our regulatory systems to make it easier for businesses in Canada to succeed and grow.

With the LNG Canada project—valued at \$40 billion—we recently welcomed the largest private sector investment project in our country's history. And we know that more will come. Our cities are among the fastest-growing hubs for breakthrough technologies and industries of tomorrow, including artificial intelligence, connectivity, and clean tech.

We will continue to boost investments in skills and training, and make historic investments in infrastructure and advanced technology, while working hard to make our economy one of the most globally connected in the world.

We recognize the enormous potential in technological change, a knowledge-based economy, and a commitment to global trade. Whether you have established roots here, or are exploring Canada for your next business expansion, I am confident that investing in Canada will be one of the best decisions you make this year.



The Right Honourable Justin Trudeau,
Prime Minister of Canada



MESSAGE FROM THE CHAIRMAN OF THE BOARD



Mitch Garber

Chairman, Cirque du Soleil
Chairman, Invest in Canada

Canada is an incredible place to live, work and invest. I know this first-hand and I am a proud Canadian. As a long-time entrepreneur and investor, I also understand the challenges that companies can face when trying to set up or expand their business in a new country.

I am honoured and excited to be part of Invest in Canada. We bring together all levels of government as well as a national network of public and private sector partners to make it easier to expand and build your innovative and global business in Canada.

In a very competitive marketplace, Canada has several advantages that set it apart as an investment destination. In this book, you will discover the talent, innovation, business environment and quality of life that make us truly world-class. All this is set in Canada's cultural mosaic, which connects our people with the world in a variety of ways.

Invest in Canada offers world class investor concierge services to connect you with the right people and resources to make Canada your home for global business. By choosing Canada, you will be at the forefront of the innovation and prosperity that gives your company the competitive edge. We look forward to welcoming your business and supporting your success.

MESSAGE FROM THE CHIEF EXECUTIVE OFFICER



Ian McKay

Chief Executive Officer
Invest in Canada

As top business leaders and influencers, you understand the challenges and opportunities that lead to the evolution and growth of your business. You look to expand your business by investing in innovative, growing economies that are delivering solid and secure returns.

With diverse and highly skilled talent, access to large and growing markets, and a business climate featuring strong support for innovation in a range of technologies and sectors, Canada has an undeniably compelling value proposition.

Canada is an exciting investment destination and Invest in Canada is making it easier for you to build your innovative and global business here. By bringing together public and private sector partners, we can connect you with the right people in the right places across the country to accelerate your expansion project and support your business growth.

Whether you are considering Canada for the first time or you are ready to expand your existing footprint, this book provides you with a good overview of Canada's competitive advantage and clearly demonstrates that Canada is open for business. Please don't hesitate to reach out to our Invest in Canada team to assist you with anything you need.

KEY INVESTMENTS 2018-2019

Alphabet

SIDE WALK LABS

\$62M

Toronto, ON

LNG
CANADA

Opportunity for British Columbia.
Energy for the world.

\$40B

Kitimat, BC

 Microsoft

\$570M

Toronto, ON



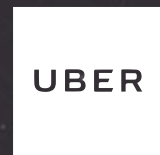
\$2B

Canada-wide

SIEMENS

\$110M

Dorval, QC



\$200M

Toronto, ON

"Canada is one of the most exciting investment opportunities for Salesforce. As the world's fastest growing top 5 software company, we look forward to a great partnership and to expanding our employees, customers and innovation in Canada."

— **MARC BENIOFF, CHAIRMAN AND CEO, SALESFORCE**

INVEST IN YOU, INVEST IN CANADA

Global investors are recognizing Canada is in the best position to tackle the challenges of the 21st century economy.

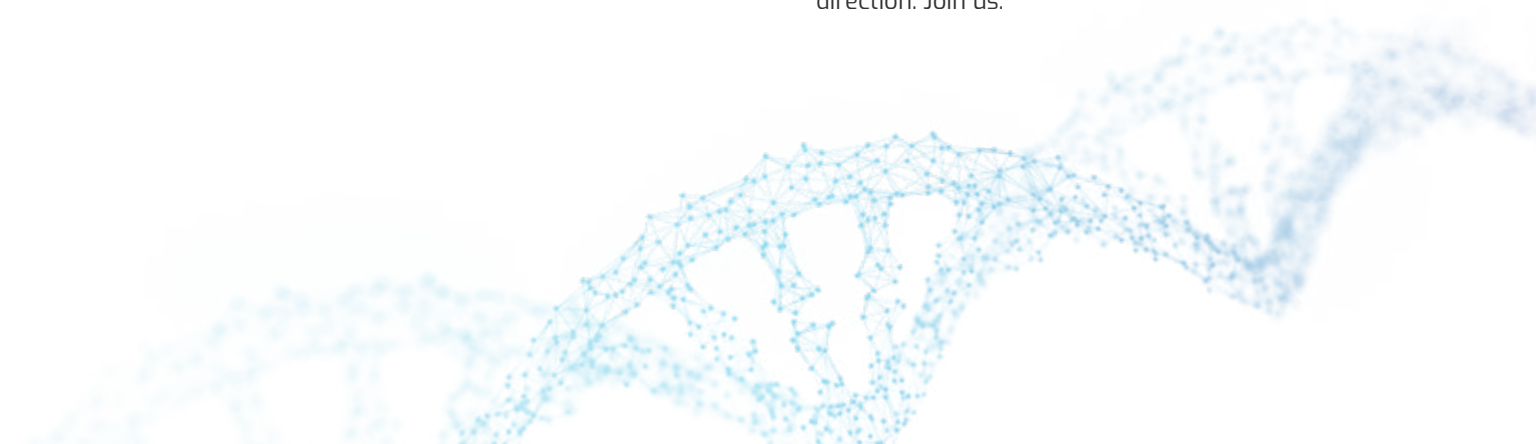
We empower our partners and enable your business to thrive in the modern world. Our wealth of talent makes Canada's digital ecosystem fresher, creative and more dynamic for start-ups and investors alike. By working together to leverage strengths in technology, physical infrastructure and digital connectivity, quality of life and sustainability, we are well positioned to enhance your performance in a globally competitive landscape.

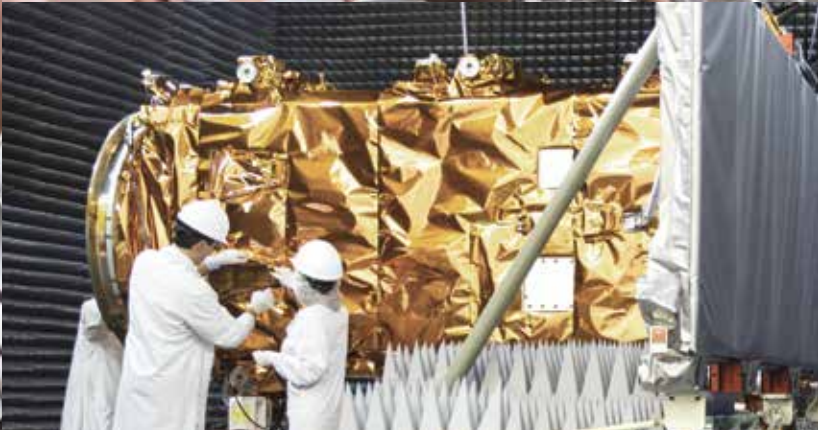
We bring the best mix of what is important to international companies: a diverse and inclusive economy; a skilled and talented workforce; accessible programs to enhance and boost innovation; expansive infrastructure; resiliency through cybersecurity; and a stable, predictable political and economic landscape with open access to the world.

It is a vibrant and exciting time to share competitive advantages, commercialize new inventions and connect to a vast array of global supply chains. Canada's digital economy sees post-secondary institutions cooperating with cutting-edge companies, geared towards innovative breakthroughs that make Canada a global leader in the deep-learning revolution.

Canada is strengthening its position as a global tech hub through public-private investment. Our skilled workforce ensures this hub remains a strong, central core for global trade. Canada's robust programs and tremendous reach secure the scalability your business deserves.

The extraordinary characteristics of this country mean businesses don't simply remain at the forefront of their communities. They push the boundaries to make lives better; they innovate to make life exceptional. Canada is on the move in the right direction. Join us.





With a sound financial system, a vibrant and innovative economy, and a proactive approach to long-term fiscal policy, we view Canada as a compelling investment opportunity.

— Blackrock 2016



"**The Global Skills Strategy** has made the [talent acquisition] process more approachable, translating to faster results and positive business impact."

– **WILLIAM ZHOU, CEO, CHALK**

A WEALTH OF TALENT

To succeed in today's ever-changing world, you need a steady supply of skilled talent to calculate and anticipate what's coming next. Canada's skilled, educated and diverse people are the foundation of Canada's economic growth, equipping it with the adaptive flexibility to manage technological, economic and political changes. Fifty-one percent of Canadians are post-secondary graduates, making Canada the most educated population in the world.¹

Canada's Wealth of Diversified Talent

In addition to our home-grown talent, Canada's rich background attracts millions of international students each year. The growing interest in Canada's technological evolution is apparent in its post-secondary institutions. Canadian universities saw a 25 per cent increase in international applications for 2017-2018, and Canada now ranks as the world's fourth most popular destination for international students.² As a world leader in post-secondary research, Canada is outpacing other G7 countries on investment in higher education.³

Attracting top talent results in a diverse workforce. Canada has over 200 identified languages spoken and it's on the rise! We welcome international students and talent by offering several government programs to ease the transition to their new Canadian home.

While representing 20% of the population in Canada, immigrants are a significant portion of highly skilled labour, filling half of all Science, Technology, Engineering and Math (STEM)-related jobs in Canada.



Most educated
country and
workforce in
the world!

Source: Organisation for Economic
Cooperation and Development (OECD)

#6

Global ranking
of **scholastic**
performance in math,
science and reading.

Source: The Program for International
Student Assessment (PISA), (OECD)



Canada's universities
conduct **\$1 billion**
in research for
businesses and
help build their
competitive
advantage.

Source: Organisation for Economic
Cooperation and Development (OECD)



42 business incubators affiliated with **96 Canadian universities.**

Source: Universities Canada



119% increase in international students in Canada between 2010-2017.

Source: Canadian Bureau for International Education (CBIE)

TOP 3

Reasons **international students choose Canada:**

- 1** The **quality** of the Canadian **education system**
- 2** Canada's reputation as a **tolerant** and **non-discriminatory society**
- 3** Canada's reputation as a **safe country**

Source: Canadian Bureau for International Education



Canada = brain gain

Canada's **Global Skills Strategy** makes it easier for businesses to attract the talent needed to succeed in the global marketplace. The strategy allows you to attract and bring top international talent to work for your company quickly. Eligible foreign workers with employer-approved applications can move swiftly through the immigration system and receive work permits within **two weeks**.

In addition to speed, employers receive client-focused white-glove service through a dedicated and knowledgeable team of officers who understand the perspective of new companies driven to compete on the global stage.

The streamlined system means Canada has attained top-of-class status when it comes to the brain gain, according to CBRE's Annual Tech Talent Scorecard. Toronto, Vancouver, Montreal and Ottawa had a combined brain gain of more than 65,000 tech workers in 2017. This tech talent gain is greater than San Francisco (over 46,592) and Seattle (over 10,118) combined.⁴

Navigating the digital shift

A country of 36 million and punching above our weight in innovation, Canada has become the world's tech incubator. Canada's digital economy leans heavily on students in science, technology, engineering and mathematics. Universities are an integral collaborator in incubators that launch student inventions and start new companies. It's why our universities and colleges are global leaders in the co-operative experience, combining academic studies with real-world experience and fueling entrepreneurial spirit. Our graduates bring the skills and knowledge needed to push Canada's innovation agenda and create projects having tangible outcomes.

Canada also welcomes international talent to work on world-changing innovations. Together, we possess and share the expertise to shape and empower a skilled and diverse digital workforce. Canada's ongoing investment in innovation, borders open to entrepreneurs and tech industry workers, and the influx of talent marks a new stage in the country's innovation. You've built your business; our wealth of talent will make it much more consequential.

Hire Talent Faster:
Two-week processing of work permits for employers to hire highly-skilled foreign talent.

Source: Global Skills Strategy

"A key reason why Amazon continues to invest in Canada is because of the diverse and exceptionally talented workforce that exists here."

— **ALENDRE GAGNON,**
VICE PRESIDENT, AMAZON CANADA



Global game developer Ubisoft started investing in Montreal in the 90s. While its Montreal operation holds the distinction of being the world's single-largest game development studio, **Ubisoft is capturing the advantages of Canada's urban centres and now has thriving productions in Quebec City, Saquenay, Toronto, Winnipeg and Halifax.**

"The creation of these massive digital worlds is increasingly complex, and it's critical that our development teams have access to the best tech and tools to continue to develop the most innovative games in our fast-paced, highly competitive market," says Yannis Mallat, CEO of Ubisoft Canadian Studios.

The Montreal studios are responsible for the creation of The Assassin's Creed and Far Cry series. With 2,700 employees who've developed 75 games, they are part of Ubisoft's global network of more than 13,000 team members operating in over 30 countries.

Over 1/5 of Canadian workers were **born outside of Canada.** We aim to attract **1M more over the next 3 years.**

Source: Immigration, Refugees and Citizenship Canada, 2018

50%

of Canadian STEM related jobs are filled by immigrants.

Source: Immigration, Refugees and Citizenship Canada, 2018

CANADA CONNECTS

GLOBAL MARKET ACCESS

- 14** Trade Agreements
- 51** Countries
- 1.5 Billion** Consumers
- USD\$49.3 Trillion** Combined GDP

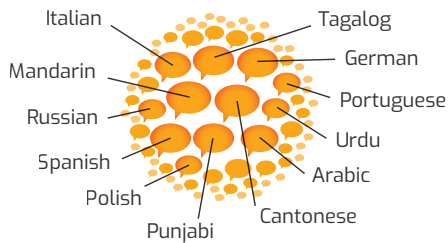
Source: Global Affairs Canada, Trade and Investment Update 2018

200+ SPOKEN LANGUAGES

Source: Statistics Canada, 2011

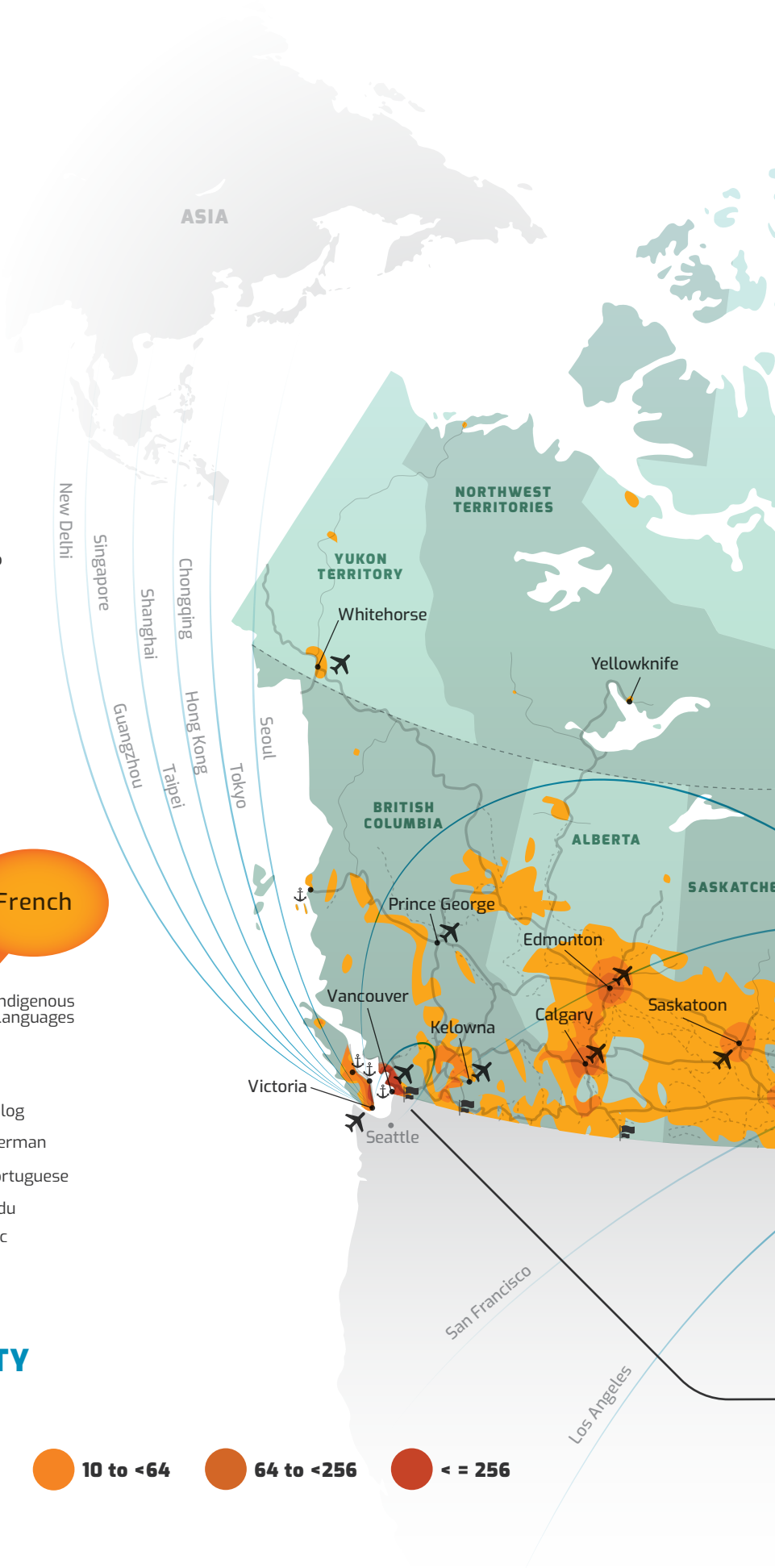


12 Most Spoken Immigrant Languages








POPULATION DENSITY

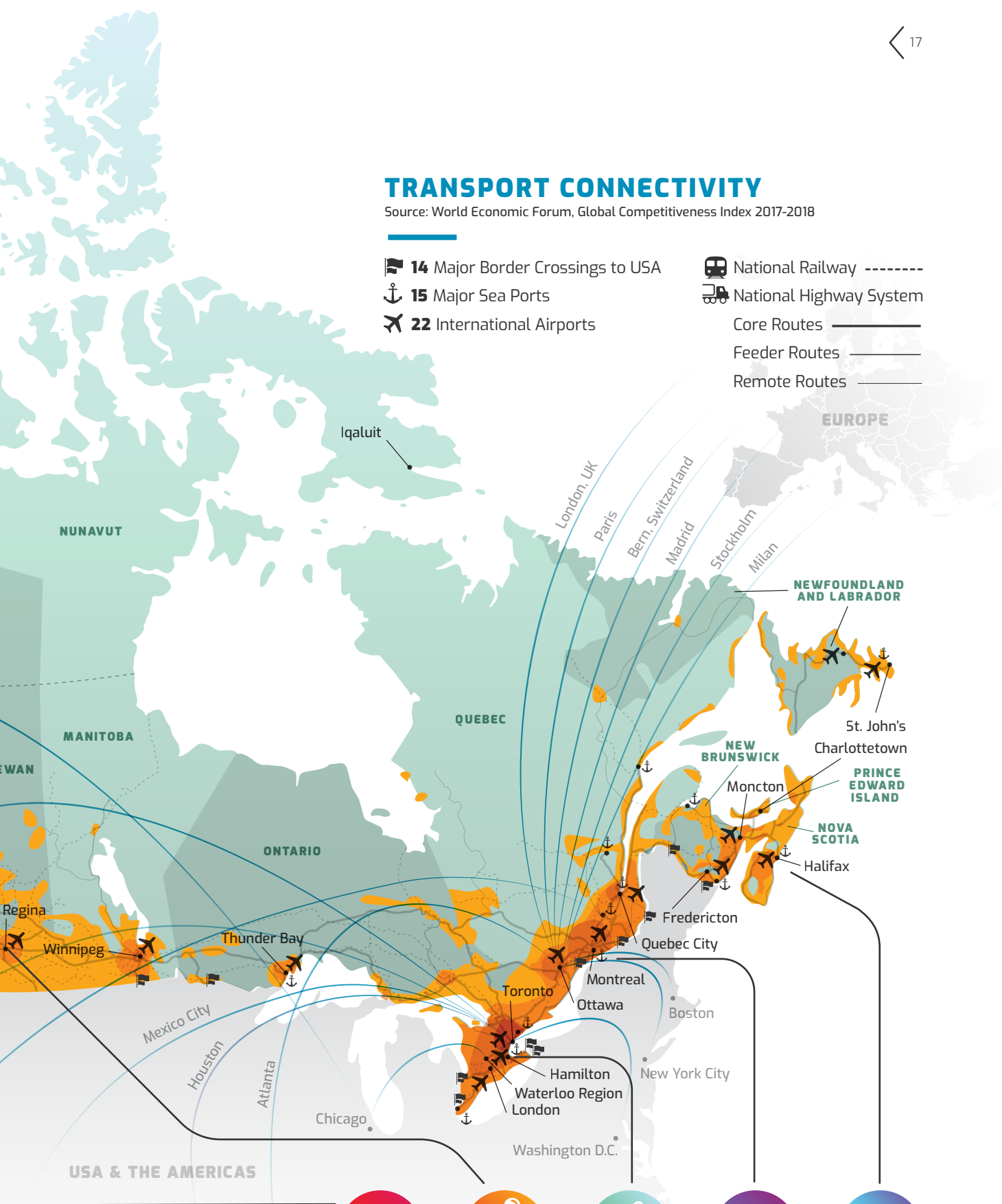
Statistics Canada, 2006 (persons per km²)



TRANSPORT CONNECTIVITY

Source: World Economic Forum, Global Competitiveness Index 2017-2018

-  14 Major Border Crossings to USA
-  15 Major Sea Ports
-  22 International Airports
-  National Railway -----
-  National Highway System
- Core Routes _____
- Feeder Routes _____
- Remote Routes _____



SUPERCLUSTER INITIATIVE



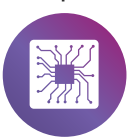
Digital Technology Supercluster



Protein Industries Supercluster



Advanced Manufacturing Supercluster



SCALE.AI Supercluster



Ocean Supercluster

"We're not just keeping #AI talent here [Canada], but we're attracting the very best from around the world."

– **YOSHUA BENGIO, UNIVERSITY OF MONTREAL PROFESSOR AND CO-FOUNDER, ELEMENT AI**

CANADA: THE WORLD'S TECH INCUBATOR

Canada is where new technologies come to life. Where values, knowledge and creativity come together to shape the future.

Together, we are fostering an innovative ecosystem that connects foreign and domestic ingenuity with initiatives, incentives and funding programs.

The global digital shift is being driven by the desire to push boundaries and make life better. It is a value-system shared by leaders and researchers in every field, from decoding the restorative power of stem cells and exploring the principles of quantum mechanics to sustainable development of the ocean frontier and teaching cars to think.

Canada's innovation agenda is stimulated by the drive to evolve from resources to resourcefulness. Infrastructure now means fast, smart, connected, and the country is emerging as a tech powerhouse. Today, Canada's tech sector is by far the largest private sector investor in research and development (R&D).

40%

of all Canadian R&D scientists work in the information and communication technologies (ICT) sector.

Source: Innovation, Science and Economic Development Canada, 2017

CANADA'S SUPERCLUSTERS



DIGITAL TECHNOLOGY

Employing digital technologies to improve the health and lives of Canadians



PROTEIN INDUSTRIES

Advancing plant proteins to feed the world



ADVANCED MANUFACTURING

Building up next-gen manufacturing



SCALE.AI

Constructing intelligent supply chains using AI and robotics



OCEANS

Accelerating innovation, commercialization and sustainable economic growth from our oceans

The superclusters will infuse nearly **\$2B** in the economy and grow Canada's GDP by **\$50B** over the next ten years.

Toronto #9
Vancouver #14
Montreal #18

Canadian cities among the **20 most high-tech cities in the world.**

Source: World Economic Forum

#1

First in the world to develop an AI strategy.

\$125M for a Pan-Canadian Artificial Intelligence Strategy.

Source: Statistics Canada

\$9.1B

Tech sector's **investment** in research and development.

Source: Statistics Canada

71,000

Companies in the tech sector employing 864,000 Canadians

Source: Statistics Canada

\$117B

Tech sector's **contribution** to Canada's economic output.

Source: Statistics Canada



As a global leader in cutting edge R&D, Canada supports investors with significant incentives for large-scale industry partnerships and challenges them to work together on ambitious, market-driven proposals to supercharge innovation ecosystems. This delivers simpler and more efficient support to business and entrepreneurs, making it easier for companies to invest in Canada.

For example, the Strategic Innovation Fund bolsters business investments in Canada's most dynamic and innovative sectors by supporting innovative business activities such as R&D projects, firm expansion, attraction of large-scale investments to Canada and collaborative technology demonstration projects. Focussing on support requests over \$10 million, the fund connects hundreds of projects to other programs and services.

Where people connect and come together, ideas are born. Superclusters are areas of intense business activity – hotbeds ripe for innovation. Through strategic investments, Canada is supporting business-led superclusters with the greatest potential to energize the economy and become engines of growth. Matched dollar-for-dollar by the private sector, five superclusters pull together more

than **450** businesses, **60** post-secondary academic institutions, **180** other participants in sectors covering more than three quarters of Canada's economy. It is strength in numbers defined.

Tech has always been about getting in early. Being first translates to being a leader. With the 2017 release of its Pan-Canadian Artificial Intelligence (AI) Strategy, Canada secured its position as a leader in AI research and training. The strategy aims to establish clusters of scientific excellence, develop global thought leadership on AI's economic, ethical and legal implications, and support the national AI research community.

Led by the Canadian Institute for Advanced Research (CIFAR), this strategy builds on the ecosystem in Canada by increasing the number of highly-skilled researchers and graduates, enhancing research capabilities and discoveries through collaboration across the three centres of excellence: the Alberta Machine Intelligence Institute (AMII) in Edmonton, the Vector Institute in Toronto, and the Montreal Institute for Learning Algorithms (MILA) in Montreal. AI drove overall Canadian venture capital (VC) investment reaching USD\$1.8B in the first half of 2018.

Support through private and public collaboration for Canada's entrepreneurship landscape is setting us up to be a world leader in R&D. Significant investments in Canada's post-secondary institutions are leading to innovative breakthroughs creating unique opportunities for companies like yours to remain competitive.

A photograph of three men standing side-by-side, smiling. They are positioned in front of a large red triangle that points upwards. The man on the left is wearing a light-colored polo shirt. The man in the middle is wearing a light-colored button-down shirt. The man on the right is wearing a dark t-shirt with a white logo. The background behind them is a light blue and white pattern of binary code (0s and 1s).

Canada's Artificial Intelligence Pioneers (L-R)

Yoshua Bengio - University of Montreal

Geoffrey Hinton - University of Toronto

Richard Sutton - University of Alberta

Investors can also access an expansive array of programs through Invest in Canada, including Scientific Research and Experimental Development Program – or SR&ED, which provides billions in tax credits and incentives to businesses conducting R&D in Canada. SR&ED allows investors to claim expenditures such as wages and salaries, contract expenditures, overhead and materials. These cost advantages are significant for investors who find product testing and software development among some of their largest expenses during the development phase of a project.

Canada's nearly two million small and medium-sized enterprises (SMEs) are key drivers of job and wealth creation in all sectors of the nation's economy. Delivered by a network of hundreds of advisors located in communities across Canada, the NRC Industrial Research Assistance Program (IRAP) provides financial support to qualified SMEs engaged in innovative, technology-driven activities to help them quickly advance their innovations.

The distinction of being the easiest location in the G20 to start a business belongs to Canada. All it takes is two procedures and two days. Great timing for those investors ready to push their potential and be bold in Canada. And it's simpler than ever for businesses to find the right support to fuel their growth. Canada offers hundreds of programs and services designed to help businesses grow and innovate. www.innovation.canada.ca uses an AI-enhanced algorithm to match businesses with the best fitting programs and services from coast to coast to coast – all in about two minutes.

An innovative and prosperous Canada for your business is innovation for a better world. Canada is the innovation destination driving real economic growth for the next generation. Make it your destination.

Google

Yet another multi-city Canadian expansion success story, Google was first drawn to the Waterloo region's famed institution for technology excellence in 2007.

The University of Waterloo is now "one of our top three recruiting universities for Google as a whole, worldwide," according to Steve Woods, Google's senior engineering director in Canada.

Google is one of several multinationals backing the highly-valued Vector Institute, an AI research facility housed at the University of Toronto.

With several offices in other Canadian cities including Toronto and Montreal, other leading tech companies have followed Google's lead on discovering the advantages of Canada's cities. Apple is opening a 22,000 sq. ft. space in Ottawa, and LinkedIn, Amazon, Facebook and Salesforce all also call Canadian locations home.

amazon



Google



IBM



Microsoft



SAMSUNG

Tantalus

Tech Mahindra



THOMSON
REUTERS

UBER



UBISOFT

"Increasingly, Canada is being recognized as a global leader in technology and the investments we are making today and into the future will help ensure Canada continues to be a hotbed of innovation."

— KEVIN PEESKER, PRESIDENT, MICROSOFT CANADA

SETTING THE STAGE

Canada brings the best mix of what is important to international companies: a diverse and inclusive economy; a skilled and talented workforce; accessible programs to enhance and boost innovation; expansive infrastructure; resiliency through cybersecurity; and a stable, predictable and economic landscape with open access to the world.

Business investment in Canada grew about 8% in 2017, representing the fastest rate of growth in five years.¹ Foreign direct investment (FDI) increased from \$551 billion in 2008 to \$824 billion in 2017, and FDI inflows into manufacturing in 2017 alone were at an impressive 94.5 percent increase, almost doubling over the previous year.² Canada is more than a contender for business; we lead the G7 in economic growth and have done so for the past three years.

Ease into connectivity

Businesses appreciate world-class connectivity to international markets while operating in one of the safest and most economically robust countries in the world. Timeliness and innovation are at the core of passenger and cargo transit in Canada, now ranked first in the world in air transport infrastructure,³ thanks in part to our 22 international airports stationed coast to coast. This dependability is supported by an integrated



Canada's banking system is ranked **2nd in the world** and soundest in the G7.

Source: Global Competitiveness Report, 2017-2018



First in the G7 and 8th out of 126 countries, for **ease of investor protection.**

Source: Global Innovation Index



Canada ranked 2nd in the G20 and stood **5th overall** in Forbes' latest 153-country annual study, **The Best Countries for Business.**

Source: Forbes, The Best Countries for Business 2018

#1

First in the G7 and G20 countries, 8th among 149 countries for overall prosperity.

Based on economic quality, business environment, governance, education, health, safety and security, personal freedom, social capital, and natural environment.

Source: Legatum Prosperity Index



Canada has the **lowest business costs** among the **G7 countries**.

Includes the following sectors and industries:

Digital: digital entertainment and software design

Research & Development: biotechnology, product testing and clinical trials

Manufacturing: aerospace, agri-food, automotive, chemicals, electronics, green energy, medical devices, metal components, pharmaceuticals, plastics, precision manufacturing and telecommunications

Corporate Services: professional services and support services

Source: Legatum Prosperity Index

1.9 million Canadians are employed by foreign-controlled multinational enterprises in Canada.

Source: Statistics Canada



transportation system of system of road and rail networks. Combined with secure trade corridors and gateways, it facilitates continual supply chain and business operations, keeping businesses ahead of the competition, no matter the destination.

Here in Canada and globally, the bonds between us are increasingly digital. Our spectrum is regulated so we have the best – and safest wireless experience anywhere. With Canada's new Cyber Security Strategy, we continue to make confident strides in our digital age.

Central hub for global trade

Geographically, Canada is well situated to serve as a central hub for global trade. Our coastal ports provide direct maritime access to Asia, South America and Europe, while our inland Great Lakes provide easy access to several US states. On our southern border lies the world's largest-single country consumer market with 320 million people.

With 14 trade agreements, Canada is the only G7 country that offers investors preferential market access to more than 50 countries with over 1.5 billion consumers and a combined GDP of nearly USD\$50 trillion. In addition to modernizing the Canada-United States-Mexico Agreement (CUSMA) agreement,

the Canada-European Comprehensive Economic and Trade Agreement (CETA), nearly 99 per cent of EU tariffs are duty-free for Canadian goods and businesses are guaranteed market access to both the EU and North America. No other EU investment destinations in the Americas (US, Mexico, Brazil) have investment treaties in place with all 28 EU Member States. Once fully implemented, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership will give companies operating in Canada access to one of the largest trading blocs in the world, with 11 member countries, 495 million people and a combined GDP of \$13.5 trillion.

Export Development Canada (EDC) is Canada's export credit agency. It is devoted to helping companies go, grow and succeed beyond Canada's borders. EDC also offers competitive financing to international companies to enhance your competitiveness and unlock business innovation. Their experts collaborate with your team by leveraging industry knowledge and relationships to introduce you to Canadian suppliers to solve business challenges and give you a competitive edge the world values in Canada.

Acclaimed for superior business climate

Canada understands the importance of its business community and has created an environment to encourage its success.

Canada owns the podium in the 2018 rankings of top countries in the G20 for business. We rank

Sample our vibrant destinations and dynamic business environments by hosting your next conference in Canada.

Business Events Canada offers organizers access to sought-after Canadian innovations and localized knowledge, making your conference a success.

first in the G7 in a study measuring a country's potential for investment and growth in its economic infrastructure.⁴ In Cornell University's Global Innovation Index 2018, Canada ranks top in terms of ease of investor protection.⁵

That's a lot of international accolades propelling us forward. A leader in sustainable development, Canada has reinforced its commitment to the 2030 Agenda for Sustainable Development, an ambitious agreement with 192 other countries to work toward sustainability, prosperity for all and reduced inequalities.

Canada is the lowest-cost G7 country in the manufacturing and the corporate-services-sectors.⁶ Four of North America's top 10 financial centres are Canadian: Toronto, Montreal, Vancouver and Calgary.⁷ Canada also has the lowest business costs in the digital and R&D sectors.⁸

Open to doing business with the world

Canada ranks particularly well on numerous elements, including first overall for personal freedom and ease of starting a business.⁹ We also rank first among G7 countries in providing equal opportunities to individuals¹⁰ and have one of the most multilingual societies, with over 200 languages identified as the mother tongue.¹¹

The Canadian way has always been defined as peace, order and good government; now we proudly add values of technology, innovation, R&D, diversity and equality.

A tech-savvy country filled with strong business leaders and cutting-edge skills, global investors recognize that Canada is well positioned to tackle the challenges of the 21st century economy and our doors are open to working with them.



Numerous industries have discovered specific business attributes in Canadian cities, including Boeing and GE Aviation. When the original test facility in Winnipeg opened in 2012, GE needed it to handle cold weather and ice testing on its engines. Extensive cold weather testing was required for newer ice certification standards.

A new 15,000 sq. ft. facility houses work for the 737 MAX and the 787 Dreamliner, allowing access to local design and manufacturing expertise. **"Placing this work in Winnipeg provides all of the benefits and advantages expected in large metropolitan centres,"** confirms Daniel Verreault, GE Aviation's Canadian director.

From jet engines and aerospace components to advanced software and digital entertainment, our open secret of Canada having the best business environment is worth exploring.



Language Distribution in Canada:

58.1% English
21.4% French
22.9% Other

Canada has one of the world's most multilingual societies with over 200 languages identified as the mother tongue.

Source: Statistics Canada, 2016

"I've lived in some of the nicest places in the world. Everything from the multiculturalism to the convenience of a wide open market, Canada is a phenomenal place to live and to work."

— **GRAEME MOFFAT, PH.D., CHIEF SCIENTIST & VP REGULATORY AFFAIRS, INTERAXON**

GREAT PLACES, GREAT PEOPLE

To get great people, you need to offer them a great place to live. Successful companies want to operate in areas attractive to employees and their families.

Being named the #1 country in the world for quality of life¹, Canada ranks far above average in well-being, personal security, housing, health status, social connections, environmental quality, jobs, earnings, education and skills. Our core belief in shared success sets us apart.

A well-functioning society engenders trust and participation, demonstrates political stability, upholds the rule of law and enjoys positive relations with other countries. Our free and independent media disseminates information, where citizens become well informed and public discourse leads to greater openness, collaboration and better decision-making.

Canadians are open-minded, tolerant and benevolent

A crucial building block in any society is education, which helps people learn, adapt and be resilient. Gender equality and worker's rights are important elements of societies that uphold acceptance of the rights of others. Canada ranks first in the G7 in terms of overall living conditions and quality of life.² The extent to which societies care for the young and promote development of knowledge and education of citizens is reflected in a skilled human capital base.

#1

Canada ranks 1st overall for the third consecutive year, **for providing a good quality of life.**

Based on 80 countries and 75 different metrics including: political stability; strong job market; safe environment; good public education system.

Source: Best Countries, Y&R, BAV Group and Wharton School of Business



Canada ranks first in the G7 and fifth among the 36 OECD countries in terms of **overall living conditions and quality of life.**

Source: Global Innovation Index, 2018

3 Canadian cities make top 10 on global ranking of **most livable cities:**

Calgary #4
Vancouver #6
Toronto #7

Source: Economist Intelligence Unit



Three Canadian cities make the top 10 on a global ranking of most liveable cities, based on stability (rates of crime, terrorism and military unrest), universal access to quality health care, local culture and environment, quality of education and infrastructure. Calgary, Vancouver and Toronto earn perfect scores in most categories.³ Toronto, Vancouver and Montreal place in the top 30 cities worldwide for long-term success.⁴

Peace and tranquility

Canada ranks very high on the list of the world's safest countries.⁵ Maintaining a peaceful environment translates into one where human potential can breed. Peacefulness also correlates with strong economic performance. Interest rates are lower and more stable in highly peaceful countries, as is the rate of inflation, while foreign direct investment is higher.⁶

With a significant share of the world's natural ecosystems—25 per cent of wetland ecosystems, 15 per cent of forests and 16 per cent of Arctic ecosystems, much of Canada's natural resources are protected like jewels. That brilliance means Canada is the third most filmed country in the world, while Toronto and Vancouver are among the top five most filmed cities.⁷ With these distinctions we still breathe

easy; Canada's air quality is ranked top three in the world.⁸ We are also one of the friendliest countries in the world, based on attitude towards expats, ease of making local friends, and the likelihood expats will stay forever.⁹

Stay here and settle in. A warm welcome awaits you and your business.





With its inviting business climate, access to large and growing markets and its diverse, entrepreneurial and well-educated workforce, Canada is a great place for global business to invest and grow. Its sound banking systems, low business tax rate and strong geographical and sectoral clusters provide the foundation for innovation, growth and success.

An innovative and prosperous Canada for your business is innovation for a better world. Working closely with partners across Canada and capitalizing on the network of trade commissioners around the globe, we provide tailored and confidential support, connecting investors with the right people and locations to make successful investments. You stand to succeed by choosing to Invest in Canada.

END NOTES

A Wealth of Talent

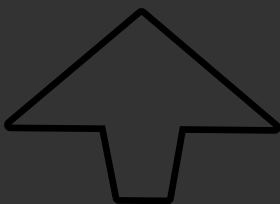
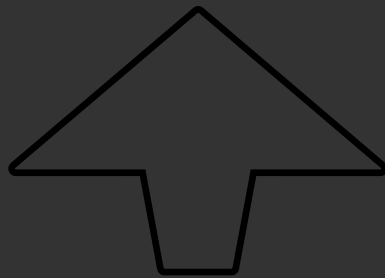
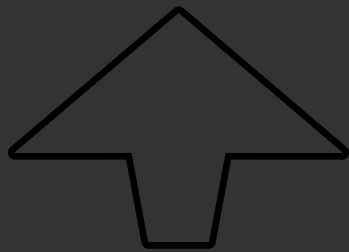
- ¹ Organisation for Economic Cooperation and Development (OECD)
- ² Project Atlas, 2017
- ³ OECD, Better Policies for Better Lives 2018
- ⁴ Coldwell Banker Richard Ellis, (CBRE) Scoring Tech Talent in North America 2018

Setting the Stage


- ¹ OECD
- ² CAI Global Group 2018
- ³ World Economic Forum, Global Competitiveness Index 2017-2018
- ⁴ Global Infrastructure Investment Index, ARDADIS NV Consulting, May 2016
- ⁵ Global Innovation Index 2018, Cornell University, INSEAD Business School, and World Intellectual Property Organization (WIPO)
- ⁶ KPMG Competitive Alternatives 2016
- ⁷ Global Financial Centres Index
- ⁸ KPMG Competitive Alternatives 2016
- ⁹ Forbes: The Best Countries for Business 2018, Forbes Publishing December 2017
- ¹⁰ Institute for Management Development (IMD) World Competitiveness Yearbook 2018
- ¹¹ Global Affairs Canada, September 2018


Great Places, Great People

- ¹ Daily Hive, March 2017
- ² OECD, Better Life Index, December 2017
- ³ CBC News, August 2017
- ⁴ World Economic Forum, City Momentum Index 2018
- ⁵ Institute for Economics & Peace, Global Peace Index 2018: Measuring Peace in a Complex World, 2018
- ⁶ Institute for Economics & Peace, Global Peace Index 2018: Measuring Peace in a Complex World, 2018
- ⁷ Huffington Post, The World's Most-Filmed Cities: Toronto, Vancouver Rank In Top 5, August 2018
- ⁸ Choose Canada: High quality of life
- ⁹ Forbes: The World's Friendliest Countries Revealed, March 2018




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