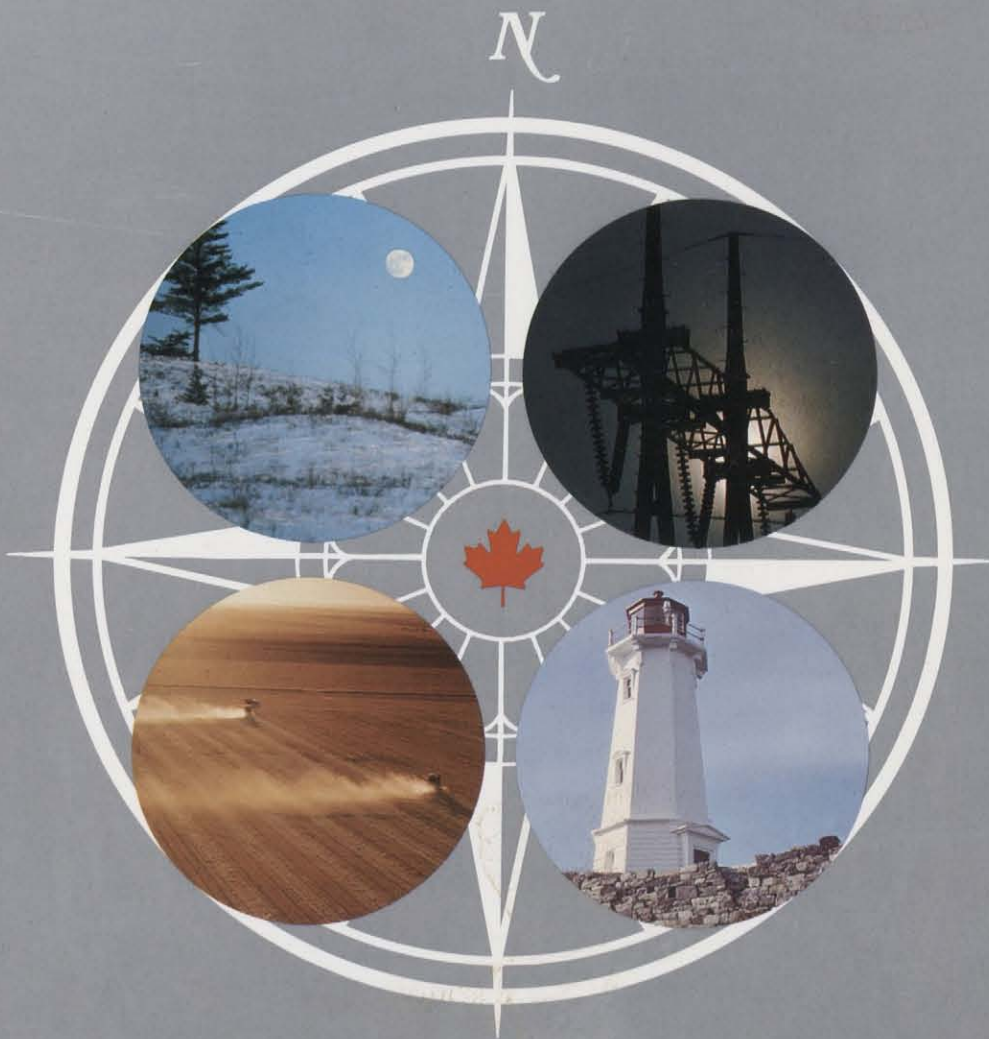


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INVEST CANADA



Canada

Invitation to Investors

Why invest Canada?

Canada has abundant opportunities. Our industries thrive on innovation and variety. Canada offers the unique advantage of a young economy, established yet ready for growth.

Find out what locating in Canada can yield in return for your business. Experience the development environment in a country on the move.

Why not invest Canada?



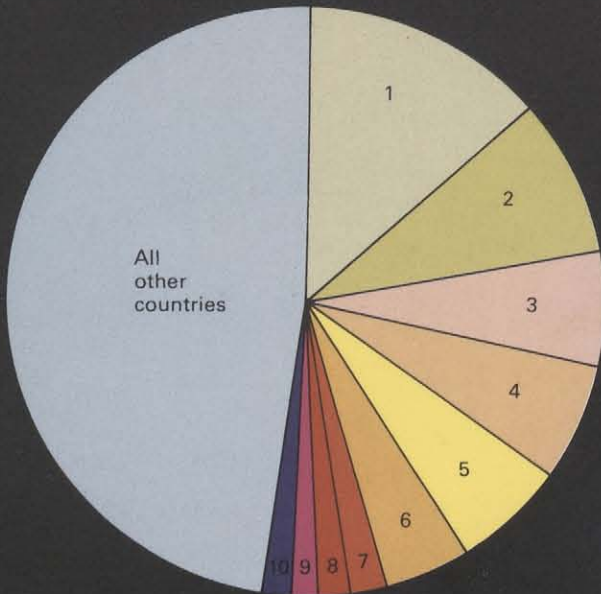
Canada

Canada in the World

Canada. The second largest country in the world. Nearly 10 million km².

Canada. The largest country in the western hemisphere. Bounded by three oceans. Spanning six time zones. A population of 24 million people.

There's lots of room. Room for growth. Room for development.

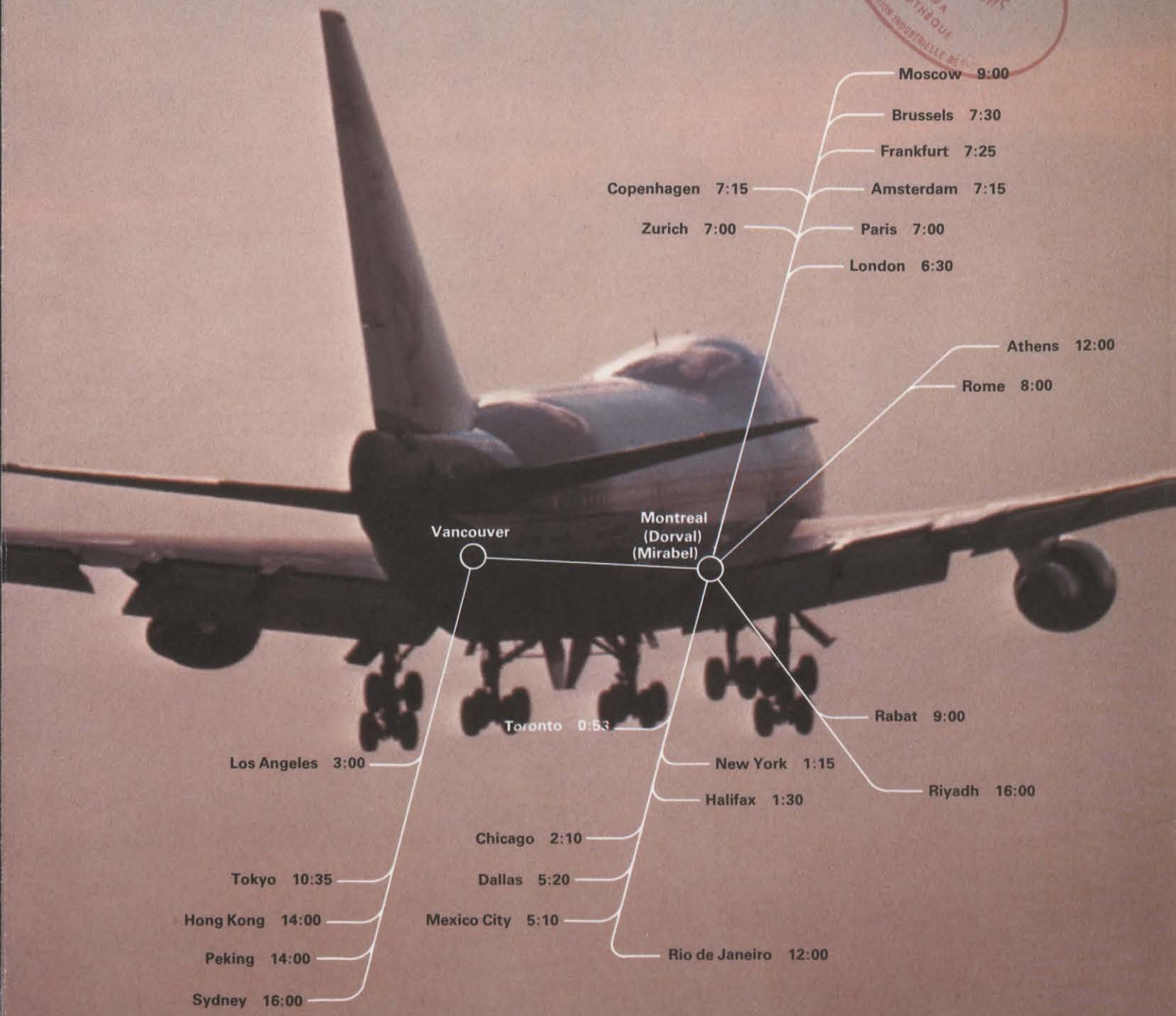


% of World Land Area

1. USSR	14.9	7. India	2.0
2. Canada	6.7	8. Argentina	1.9
3. China	6.4	9. Sudan	1.7
4. USA	6.4	10. Algeria	1.6
5. Brazil	5.7	11. All other countries	47.6
6. Australia	5.1		



Flying Times



City	Time
Moscow	9:00
Brussels	7:30
Frankfurt	7:25
Copenhagen	7:15
Amsterdam	7:15
Zurich	7:00
Paris	7:00
London	6:30
Athens	12:00
Rome	8:00
Rabat	9:00
Riyadh	16:00
New York	1:15
Halifax	1:30
Toronto	0:53
Los Angeles	3:00
Chicago	2:10
Dallas	5:20
Mexico City	5:10
Rio de Janeiro	12:00
Tokyo	10:35
Hong Kong	14:00
Peking	14:00
Sydney	16:00

Highlights*

Gross National Product — \$260.3 billion (at market prices)
Gross Domestic Product — \$239.7 billion (at factor cost)
Personal Expenditure — \$150.4 billion
Gross National Expenditure — \$260.3 billion (at market prices)
Net National Income — \$204.3 billion (at factor cost)
Total Personal Income — \$210.7 billion
Total Personal Disposable Income — \$172.4 billion
Area: 9 922 330 km²
Population: 24 million
Population Density: 2.6 people per km²
Labour Force: 11.2 million
Principal Languages: English and French
Government: federal state, Parliamentary system
Organization: 10 provinces, 2 northern territories

* All monetary statistics are given in Canadian dollars.

Note:
All data are given in metric terms and are based on the latest available statistics.



Transportation

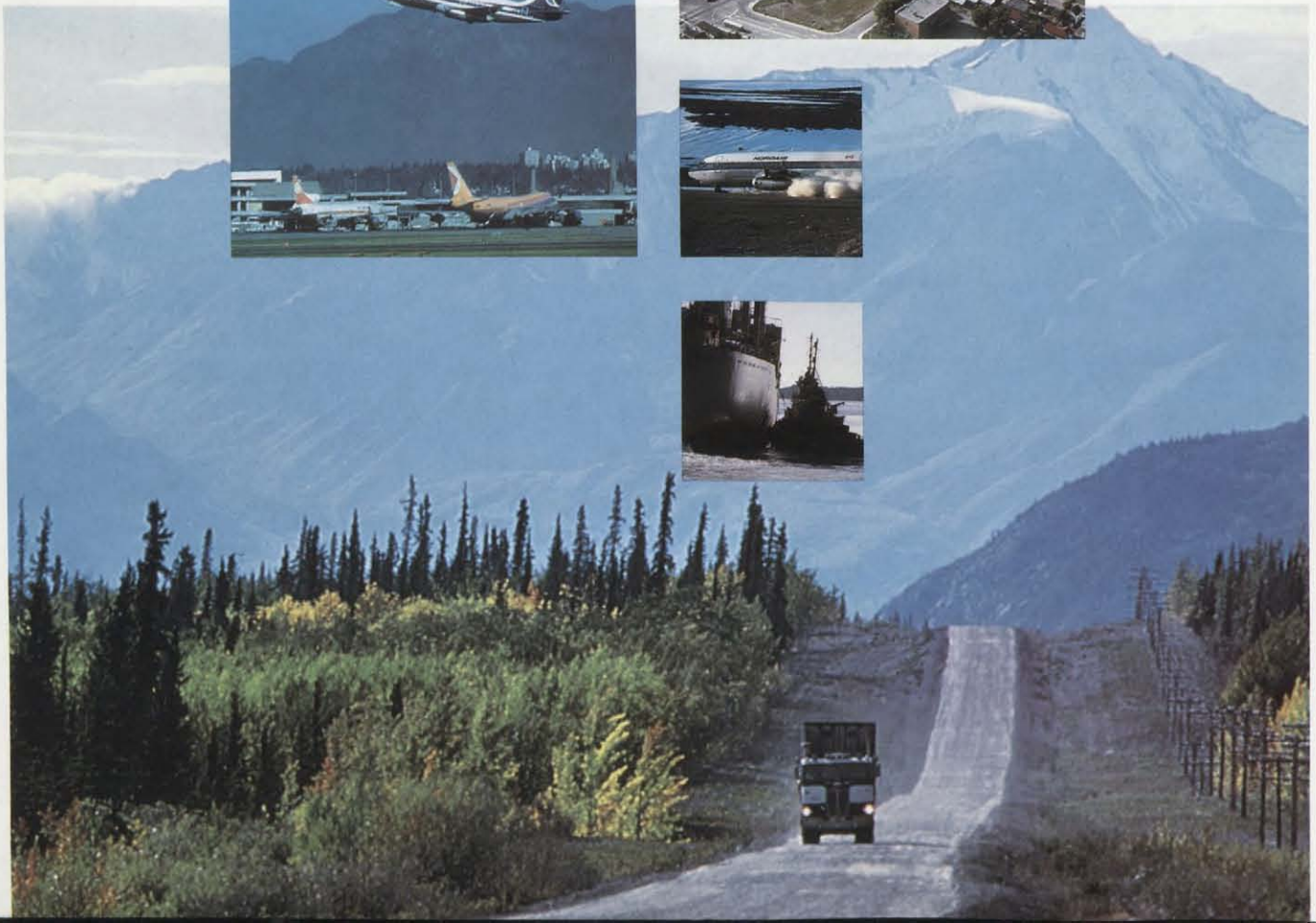
Situated midway between Europe and Asia and bordering the United States, Canada has direct air, sea and land access to all of the world's major markets.

Canada's domestic airlines fly to all of the principal cities of Canada and the world; Canadian airports handle flights from virtually every international airline. The numerous ports along the Canadian coastline, which borders three oceans, combine with the inland Great Lakes - St. Lawrence system to provide the ready movement of goods shipped to and from other countries. Canada's road system, one of the best in the world, and a vast railway system ensure a most efficient means of bulk transportation, fully integrated with the networks of the United States. Finally, an extensive pipeline system, rapidly expanding, conveys oil and gas to Canadian and US markets.

60 major airports
2 major international airlines, Air Canada and CP Air
5 major regional carriers

35 foreign airlines with scheduled services between Canada and other countries
25 major deep-water ports and 700 smaller ports and wharves

860 000 km of major highways, roads and streets
over 96 319 km of railway track



Communications

The Canadian telecommunications system is among the most advanced and sophisticated in the world. Vast networks of telephone, telegraph, telex, radio and television facilities ensure efficient communication among Canadians and between Canada and the rest of the world.

Long recognized as a leader in the development of telecommunications technology, Canada launched the world's first communications satellite in 1958 and introduced the first domestic commercial communications satellite system in 1972 to provide television facilities and improved telephone services to all parts of the country.

Telephones

Over 14 million telephones and 22.5 million km of circuits

Direct distance dialing to some 30 countries

Radio

Number of conventional or original broadcasting stations —
379 AM radio
134 FM radio

Number of rebroadcasting stations —
661 AM radio
230 FM radio

Television

Three national networks plus several regional and non-commercial networks

97 original broadcasting stations

783 rebroadcasting stations

The Press

126 daily newspapers published in Canada



Climate

Most of Canada experiences four seasons: spring in April and May; summer from June to August; autumn in September and October; and winter from November to March. The only major exception is the far North, which has a very brief summer, and a long, cold winter.

Summers are generally warm and humid, and winters cold and snowy. In British Columbia, the warm Pacific air produces a more temperate winter, with higher temperatures.

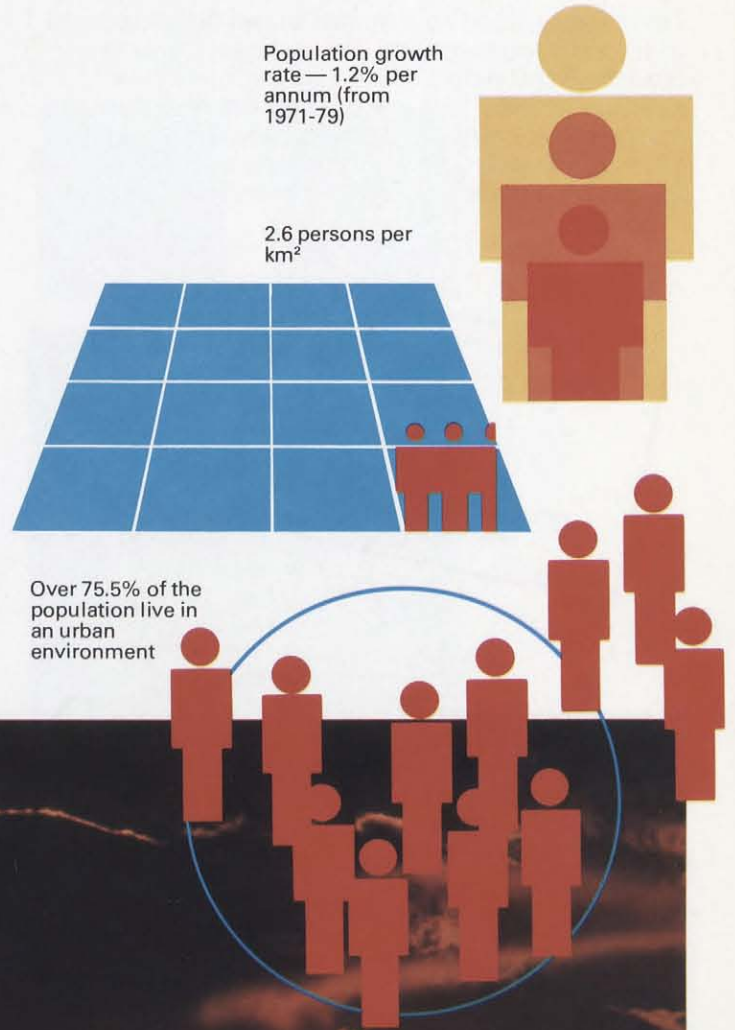
Temperature and Precipitation

	Temperature (Celsius)		Precipitation	
	Mean January	Mean July	Total (all forms) mm	Snowfall cm
Halifax	-3.2	18.3	1 318.8	210.8
Montreal	-8.9	21.6	999.0	243.1
Toronto	-4.4	21.8	789.9	141.0
Vancouver	2.4	17.4	1 068.1	52.3



Demographic Trends

Canada ranks as one of the industrialized countries having the fastest population growth, yet we maintain one of the lowest average population densities in the world. Three out of four Canadians live in urban environments, and in fact, Canada is one of the most urbanized countries in the developed world.



Education

Canada's education expenditures represented some \$20 billion in 1979-1980 or 8% of the Gross National Product (GNP). Each province or territory is responsible for its own education system; elementary and secondary schooling is compulsory until the age of 15 or 16, depending on the province or territory of residence.

15 500 educational institutions
65 universities

182 colleges, including community colleges, institutes of technology, trade and business schools
5 773 808 full-time students enrolled (1979-1980)

Degrees granted (1979)
Bachelor's and first professional 86 565
Master's 12 395
Doctorates 1 790



Cultural Activities

Artistic activity in Canada reflects the infusion of many different cultural backgrounds. Canadians, wherever they live, can enjoy the performing arts as both spectators and participants. Many of our artists have received international acclaim and numerous organizations such as the Canada Council, the Canadian Broadcasting Corporation (CBC), the National Film Board (NFB) and the National Arts Centre, promote and provide assistance and encouragement to hundreds of writers, painters, poets and performers; public funds at all government levels are used to support artistic endeavours.

Museums, Art Galleries and Libraries

4 national museums and 25 associate museums
28 national exhibition centres
nearly 1 300 other museums and art galleries
760 public libraries

Performing Arts

78 theatre companies
31 orchestras and ensembles
18 dance companies
6 opera companies

Books

6 016 new titles published in 1978
2 339 titles reprinted in 1978



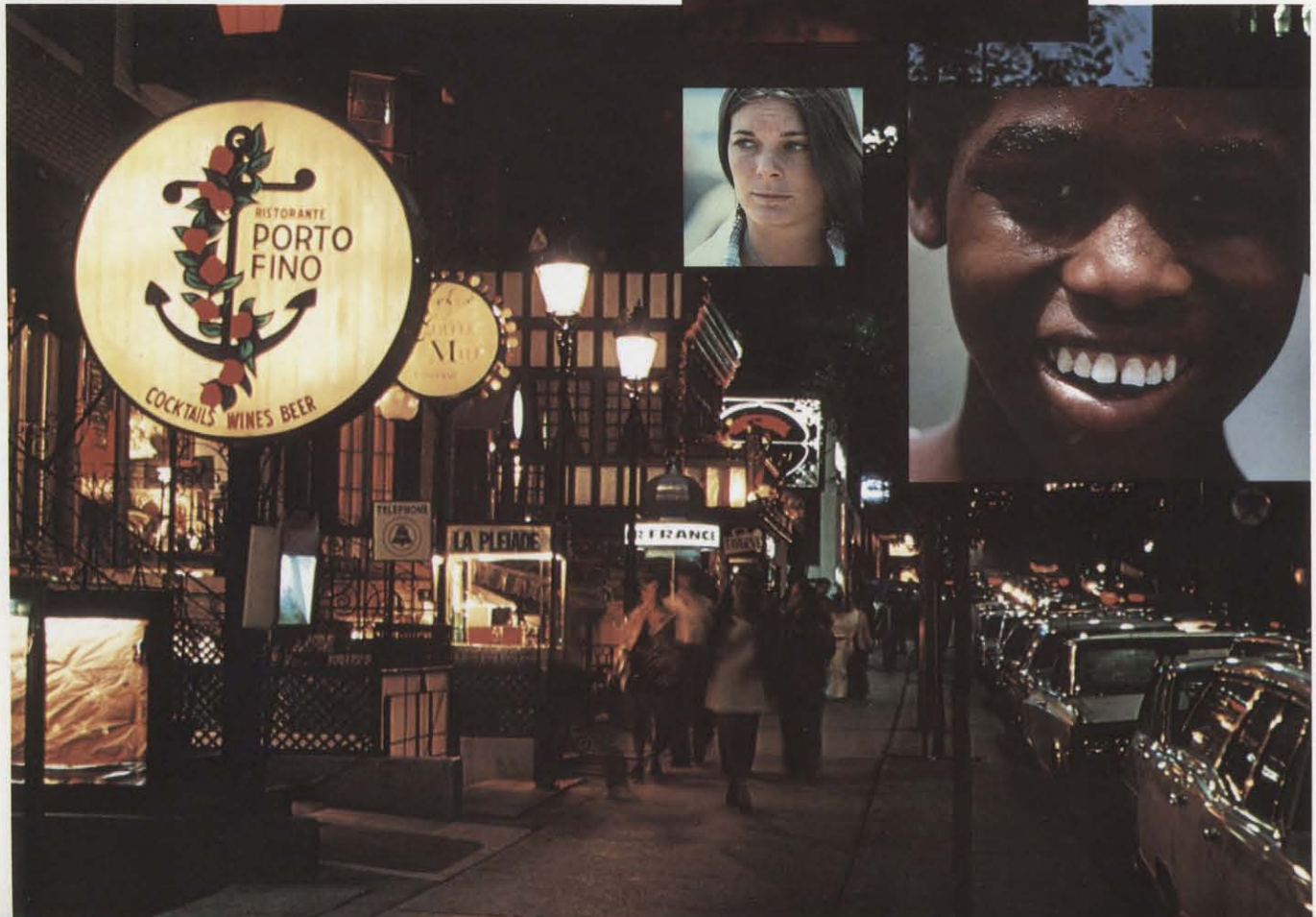
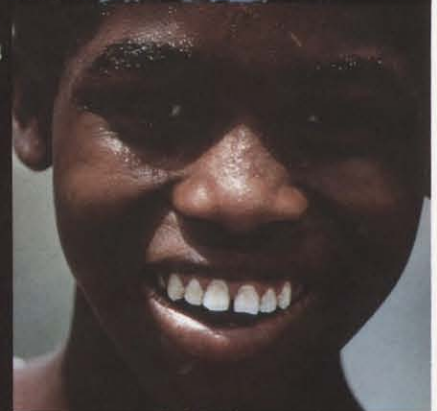
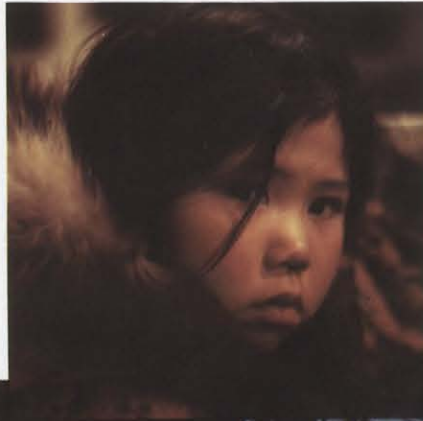
Ethnic Origins

While most Canadians trace their roots to their British and French ancestors, nearly one third of the population is descended from other origins, making Canada a multicultural society.

In fact, according to the most recent decennial census, some 23% of Canadians originally came from Europe, most notably from Germany, Italy, the Ukraine and the Netherlands. And of those originating in Asia, Chinese and Japanese form the greatest number. Canada's native people, Indians, Inuit and Métis represent some 2% of our population.

Languages

English and French are the two official languages, making Canada a bilingual country. They have equal status in all institutions of Parliament and the federal government, and Canadians have access to all government programs and services in both official languages.



Minerals

Canada is the world's largest exporter of minerals. It has placed 13 times among the five largest mineral producing countries, ranking third behind the U.S. and USSR. The value of production of some 60 minerals reached an unprecedented \$26.1 billion in 1979.

Mineral Production, Canada, 1979

	Value of Production (millions of \$)	Percentage
Crude Petroleum	7 611	29.2
Natural Gas	4 709	18.0
Iron Ore	1 889	7.2
Copper	1 515	5.8
Natural Gas By-products	1 351	5.2
Zinc	1 107	4.2
Coal	858	3.3
Nickel	826	3.2
Potash	695	2.7
Uranium	664	2.5
Asbestos	641	2.5
Gold	543	2.1
Silver	452	1.7
Other Minerals	3 237	12.4



Agriculture

Canada ranks as one of the world's "Big Five" wheat producers, wheat being our most important agricultural crop. Other major field crops include barley, corn, rapeseed and oats.

Agricultural exports in 1979 represented 8.1% of the total value of our exports.

In 1979, roughly 5% of our labour force was employed in farming.

Production of Principal Field Crops, Canada, 1979 (in millions of t)

Wheat	17.2
Barley	8.4
Corn	6.7
Rapeseed	3.4
Oats	3.0
Hay	29.2

Farm Cash Receipts, Canada, 1979 (in billions of \$)

Crops	5.9
Livestock and Products	7.7
TOTAL	13.6

Major Agricultural Exports, Canada, 1979 (in millions of \$)

Wheat	2 180
Rapeseed	631
Barley	509
Meats	430
Whiskey	298
Furs, Hides, Skins	295
Vegetables and Vegetable Preparations	151
Tobacco	145

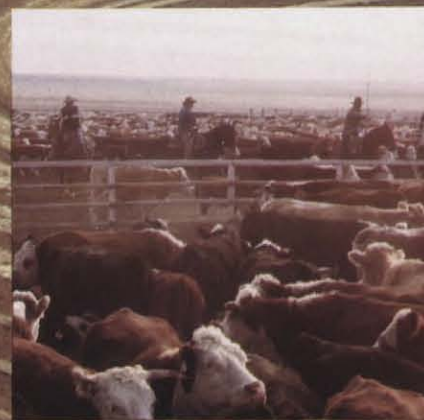
Fisheries

Canada ranks first worldwide in fishery exports. In 1979 our exports of fish and fishery products were valued at \$1.3 billion and landings of the chief commercial salt water fish totalled 1.4 million metric tonnes, a value of over \$830 million.

Coastal fishing provides a livelihood to some 65 000 fishermen, while our inland waters support another 8 500. Fish processing plants employ another 25 000 people.

Value of Major Fish Landings, Canada, 1979

	Quantity (in t)	Value (in millions of \$)
Atlantic		
Lobster	21 576	88.8
Cod	377 985	121.2
Scallops	89 488	74.4
Pacific		
Salmon	61 214	160.5
Herring	43 465	244.4
Inland Waters		
Whitefish	9 495	8.6
Perch	6 140	14.6



Forests

Canada's forests, one of our most important renewable resources, cover 35% of our total area, some 3.2 million km². Over 140 species of trees, largely coniferous, supply major wood, paper and allied industries with abundant raw materials.

A major exporter of forest products, Canada's exports of wood, wood products and paper amounted to \$7.6 billion in 1978, some 12% of the value of all commodity exports.

Volume of Wood Cut, Canada, 1978 (in millions of m³)

Logs and Bolts	111.6
Pulpwood	38.9
Fuelwood	4.2
Miscellaneous Round Wood	1.3
TOTAL	156.0

Lumber Shipments by Major Species, Canada, 1978

	Quantity (in millions of m ³)	Value (in millions of \$)
Softwoods		
Spruce	21.9	1 810
Hemlock	7.1	663
Douglas Fir	3.2	319
Lodge Pole Pine	3.1	253
Cedar (red & white)	2.8	436
Jack Pine	1.7	141
White Pine	0.7	81
Balsam Fir	0.3	30
Other	0.3	42
Hardwoods		
Maple	0.3	36
Yellow Birch	0.2	25
Other	0.2	25
TOTAL All Species	41.8	3 861



Energy

Canada has a unique potential for energy self-sufficiency. Canada has important reserves of petroleum, natural gas, uranium and coal, as well as a significant power-generating capacity. These supplies can all be supplemented through the development of renewable energy.

The profitability of any investment, both now, and more importantly in the future, depends upon the availability of secure and affordable energy resources. We have the resources. And we are developing more.

Oil and Natural Gas

Canada has a potential 50 billion m³ of bitumen in the Western region notably the Athabaska, Cold Lake and other related oil sands, which could produce up to one billion m³ of synthetic crude oil. In addition, Canada has a considerable oil potential along the East Coast, and recent exploration in the far North has led to significant findings of both oil and natural gas.

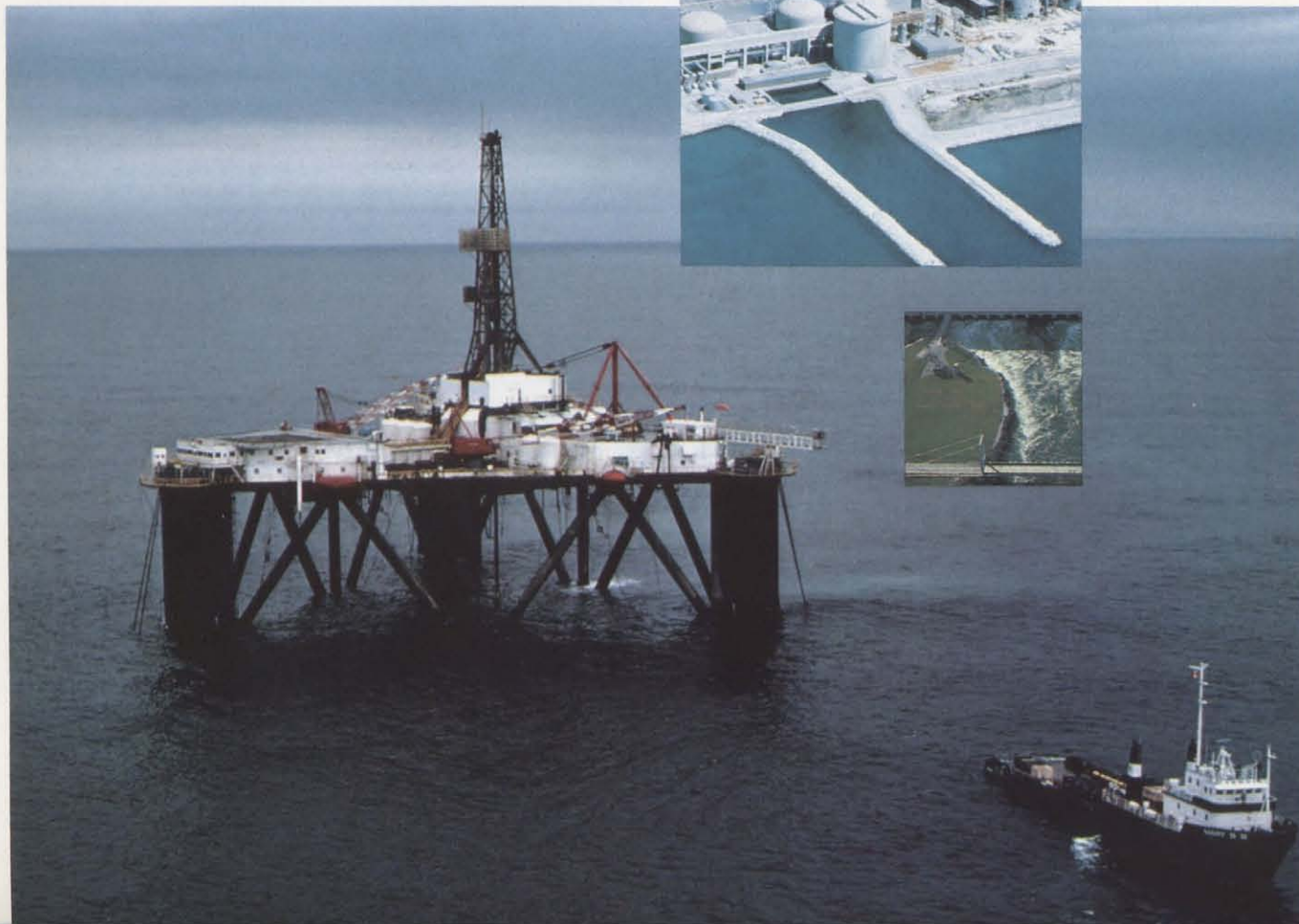
Coal

By 1985, coal production is expected to reach 40-50 million t.

Uranium

Canada's uranium reserves rank among the most abundant in the world.

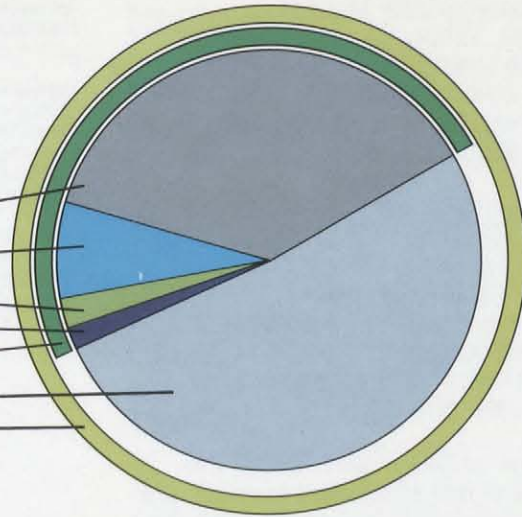
	Energy Production, Canada 1979	Proven Reserves, Canada
Conventional Crude Oil	89 320 000 m ³	1 175 496 000 m ³
Non-Conventional Crude Oil		50 000 000 000 m ³ (in total) 235 907 000 m ³ (available to plants)
Natural Gas	94 116 000 m ³	2 496 057 000 000 m ³
Coal (all types)	33 120 000 t	30 000 000 000 t
Uranium	6 956 t	404 000 t (at \$110/kg) 760 000 t (at \$160/kg)
Electricity	322 304 GW/h	



Electric Power

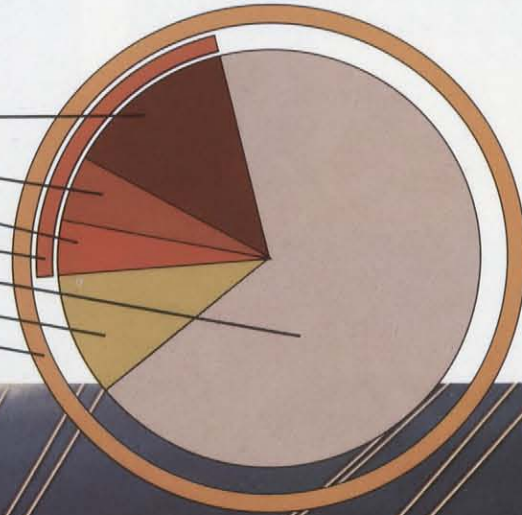
Installed Generating Capacity as of Dec. 31, 1978 (in mw)

	Total	% of total capacity
Thermal		
Steam — Conventional	29 961	37.2
Steam — Nuclear	5 866	7.2
Gas Turbine	2 000	2.4
Internal Combustion	648	0.8
Total Thermal	38 475	47.6
Hydro-electric	41 898	52.4
TOTAL	80 373	100.0



Electric Energy Generation by Fuel Type, as of Dec. 31, 1978 (in GW/h)

	Total generation	% of total generation
Thermal		
Coal	45 488	12.9
Oil	18 273	5.1
Gas	15 227	4.3
Total Thermal	75 988	22.3
Hydro	243 041	68.3
Nuclear	33 275	9.4
TOTAL	352 304	100.0



Markets

Canada has access to all of the largest international markets. While Canada's principal trading partner is the United States, which absorbs 70% of our exports, considerable trade is also carried out with Japan and the European Economic Community (EEC).

To the west, Canada offers easy trade access to Pacific Rim countries. To the east, ideal locations for trade with Europe and the US eastern seaboard. The opening of new international markets resulting from the GATT agreements has further enhanced central Canada's access to European and American markets, adding to a strong domestic market already in place.

Despite increasing oil prices in the 1970s, the Canadian government has sheltered consumers by holding the domestic oil price well below the world price. It is expected that domestic oil price increases during 1980-85 will continue to be modest and controlled.

Selected Imports by Commodity, Canada, 1979 (in billions of \$)

Equipment and Tools	7.0
Motor Vehicle Parts (Except Engines)	6.7
Crude Petroleum	4.4
Passenger Automobiles and Chassis	4.3
Chemicals	3.2
General Purpose Machinery	2.2
Trucks, Truck Tractors and Chassis	1.8
Fruits and Vegetables	1.4
Textiles	1.3
Motor Vehicle Engines	1.1



Selected Exports by Commodity, Canada, 1979
(in billions of \$)

Passenger Automobiles and Chassis	4.1
Lumber and Softwood	3.8
Motor Vehicle Parts (Except Engines)	3.7
Newsprint	3.2
Wood Pulp and Similar Pulp	3.1
Natural Gas	2.9
Trucks, Truck Tractors and Chassis	2.7
Crude Petroleum	2.4
Wheat	2.2
Meat and Fish	1.7

Total Value of Imports, Exports, Trade Balance, Canada, 1979
(in billions of \$)

Imports	62.4
Exports	64.0
Trade Balance	1.6

Retail Trade Growth, Canada and Other Leading Industrialized Countries, 1975-1978
(in %)

Canada	34
United States	37
Japan	28
France	35
Federal Republic of Germany	21
Italy	69
United Kingdom	49



Manufacturing

Manufacturing accounted for 26% of Real Domestic Product in 1979, making it a principal sector of the Canadian economy. The preliminary estimates of manufacturers' shipments in 1979 were \$151.7 billion for some 174 individual industries.



Manufacturing Shipments of the 10 Leading Industries, Canada, 1979 (in billions of \$)

Petroleum and Coal Products Industries	12.6
Motor Vehicle Manufacturers	11.0
Pulp and Paper Mills	9.4
Slaughtering and Meat Processing	6.6
Iron and Steel Mills	5.9
Sawmills and Planing Mills	5.6
Motor Vehicle Parts & Accessories Manufacturers	4.3
Dairy Products Industries	3.9
Miscellaneous Machinery & Equipment Manufacturers	4.2

Manufacturing Production Growth, Canada and Other Leading Industrialized Countries, 1975-1978 (in %)

Canada	17
United States	26
Japan	23
Federal Republic of Germany	13
Italy	16
United Kingdom	4



Labour

Canada's educational system generates a highly skilled labour force, with sufficient professional and technical manpower to make the most of advanced technology. In addition to an emphasis on academic and vocational training and the acquisition of marketable skills, Canadians have access to provincial apprenticeship programs, publicly supported training-in-industry programs and on-the-job training programs. Canada's federal Employment and Immigration Commission provides a gamut of services and programs, in areas such as placement and recruitment, counselling and training, the provision of labour market information and manpower adjustment. The Commission operates over 400 employment centres across Canada.

Canada has both federal and provincial legislation designed to protect the rights of all parties in the fields of employment practices and labour standards. About one third of all Canadian workers belong to unions.

Principal Statistics (1979)

Total Labour Force	11.2 million
Unemployment Rate	7.5%
Average Weekly Wages and Salaries	\$288



Productivity

A relatively young country, Canada maintains a competitive edge among the leading industrial nations. Our economic performance has been consistent with or better than that of other industrialized countries.

Canada is unique in its dual role as both a major industrialized nation, and a major exporter of raw materials. Canada has been growing faster since 1977 than any other Organization for Economic Co-operation and Development (OECD) country.

In terms of total employment growth, Canada ranks immediately behind the United States. The rate of inflation in Canada in relation to the growth of consumer prices is just below the world average.

Industrial Production Growth, Canada and Other Leading Industrialized Countries, 1975-1978 (in %)

Canada	15
United States	24
Japan	23
France	13
Federal Republic of Germany	13
Italy	14
United Kingdom	11

Total Employment Growth, Canada and Other Leading Industrialized Countries, 1975-1978 (in %)

Canada	7
United States	11
Japan	4
France	-3
Federal Republic of Germany	0
Italy	2
United Kingdom	0

Distribution of Goods Producing Industries by Sector, Canada, 1977 (in %)

Mining	14.7
Agriculture	6.3
Electricity	4.8
Forestry	1.6
Fishing	0.7
TOTAL Primary Industries	28.1
Manufacturing	51.7
Construction	20.2
TOTAL Secondary Industries	71.9



