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YOUR CANADIAN  
**ADVANTAGE**



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Canada

**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.**



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.

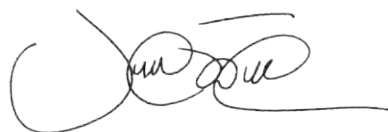
To help companies attract the highly skilled global talent they need, we introduced the Global Skills Strategy. Companies can now recruit top talent to Canada in as little as two weeks. More and more global companies are now able to receive simplified business support programs through Invest in Canada—the one-stop shop for investors 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 modernizing and updating our regulatory systems to make it easier for businesses in Canada to succeed and grow.

The world is investing here. In 2019, Canada was the largest recipient of foreign direct investment (FDI) inflows per capita among the G7 and the OECD. 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**  
Board member, Seattle  
Kraken/Rackspace Technology  
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 a top business leader and influencer, 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.

## NOTABLE RECENT INVESTMENTS

### RWE

**Global Headquarters:**  
Essen, Germany

#### Taber County

\$207 million investment in a Southern Alberta photovoltaic plant, creating renewable electricity

### NOKIA

**Global Headquarters:**  
Espoo, Finland

#### Ottawa & Waterloo

\$214.6 million investment, including \$40 million for 5G R&D and creation of 237 new jobs



**Global Headquarters:**  
Rio de Janeiro, Brazil

#### Voisey's Bay

\$2.9 billion investment to expand underground nickel mining operations, creating over 1,000 jobs



mastercard

**Global Headquarters:**  
Purchase, New York, USA

#### Vancouver

\$510 million investment in cybersecurity R&D centre, creating 279 jobs



TOYOTA

**Global Headquarters:**  
Toyota City, Japan

#### Cambridge & Woodstock

\$1.4 billion investment expanding operations, creating 450 jobs



**Global Headquarters:**  
Komaki, Japan

#### Montreal

\$135 million investment and up to 250 jobs

"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 21<sup>st</sup> 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, more 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; strong 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, the world's largest asset manager, with \$8.67 trillion under management (as of January 2021)**



"**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-nine percent of Canadians are post-secondary graduates, making Canada the most educated population in the world.<sup>1</sup>

### Canada's Wealth of Diversified Talent

In addition to our home-grown talent, Canada's rich background attracts increasing numbers of international students each year. The growing interest in Canada's technological evolution is apparent in its post-secondary institutions. In the 2018/2019 academic year, over 2.1 million students were enrolled in Canadian public universities and colleges, which includes a 16.2% increase (+47,952) in international student enrolments<sup>2</sup> and Canada now ranks 3rd globally in foreign student attraction.<sup>3</sup> As a world leader in post-secondary research, Canada leads the G20 in R&D spending in higher education as a share of GDP.<sup>4</sup>

Attracting top talent results in a diverse workforce. Canada has over 200 identified languages spoken and the number is 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 22% 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)



**60 business incubators** accelerators and start-up programs affiliated with **Canadian universities.**

Source: Universities Canada

#3

Global ranking of Canada among **best countries for education.**

Source: U.S. News & World Report—2020 Best Countries for Education



**185% increase in international students** in Canada between 2010-2019.

Source: Canadian Bureau for International Education (CBIE)



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

Source: Organisation for Economic Cooperation and Development (OECD)

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 (CBIE)

## 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.<sup>5</sup>

## Navigating the digital shift

A country of 37 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.

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

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

# 26%

of workers in Canada are immigrants.

Source: Immigration, Refugees and Citizenship Canada, 2020

# 50%

immigrants hold about half of all STEM degrees in Canada.

Source: Immigration, Refugees and Citizenship Canada, 2018

## Hire Talent Faster:

**Two-week processing** of work permits for employers to hire highly-skilled foreign talent.

Source: Global Skills Strategy

# NOTABLE INVESTMENTS

## ARTIFICIAL INTELLIGENCE

**HSBC** 

**HSBC (UK)** opened its Global Data & Innovation Lab in **Toronto** in May 2019, expected to create 50 AI-related jobs

 **SAMSUNG**  
ELECTRONICS

**Samsung Electronics (South Korea)** announced the expansion of the Samsung Advanced Institute of Technology (SAIT) artificial intelligence (AI) Lab in **Montreal** in May 2019

 **FUJITSU**

**Fujitsu (Japan)** founded a new subsidiary in **Vancouver** in November 2018, Fujitsu Intelligence Technology, focused on developing AI products and services and expanding Fujitsu's global AI presence in Canada

## ADVANCED MANUFACTURING

 **LAUAK**  
GROUP

**Lauak (France)** announced in February 2020 an expansion of its factory in **Mirabel, Quebec**, adding industry 4.0 digital equipment, establishing a centre of excellence, and creating several dozen new jobs.

 **LP**  
BUILDING PRODUCTS

**Louisiana Pacific (USA)** invested \$161 million in January 2019 in **Dawson Creek, BC** to manufacture and distribute building products, creating 69 direct jobs and 200 indirect jobs.

 **TEKNA**

**Tekna Plasma Systems (Norway)** announced in June 2018 a \$128.4 million project in **Sherbrooke, Quebec** to produce innovative metallic powders used in 3D printing, creating 170 new jobs.

# CANADA CONNECTS

## GLOBAL MARKET ACCESS

14 Trade Agreements  
 51 Countries  
 1.5 Billion Consumers  
 USD \$52 Trillion Combined GDP

Source: Global Affairs Canada, Trade and Investment Update 2018

## 200+ SPOKEN LANGUAGES

Source: Statistics Canada, 2016



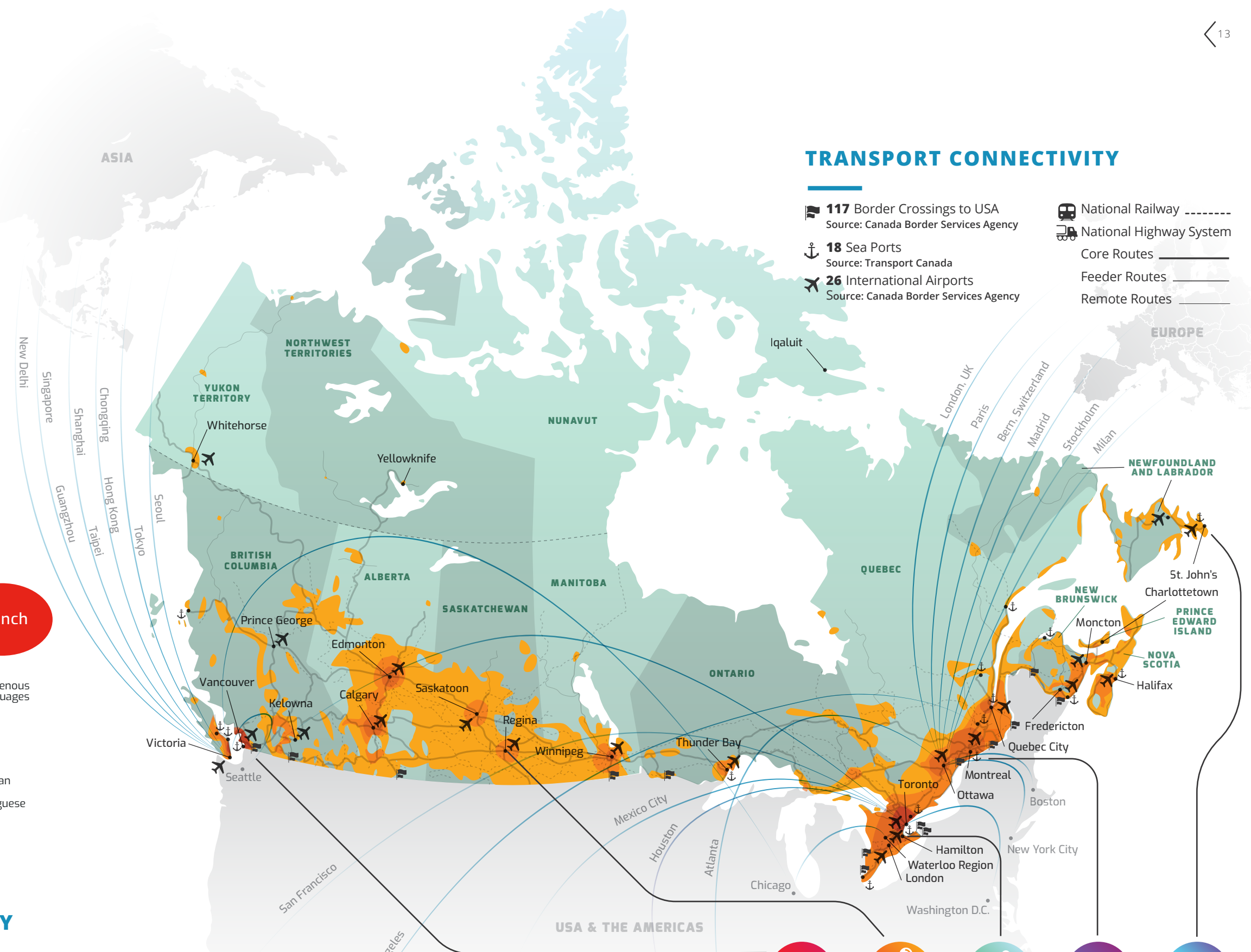
## POPULATION DENSITY

Statistics Canada, 2006 (persons per km2)



## TRANSPORT CONNECTIVITY

- 117** Border Crossings to USA  
Source: Canada Border Services Agency
- National Railway -----
- National Highway System
- 18** Sea Ports  
Source: Transport Canada
- 26** International Airports  
Source: Canada Border Services Agency
- Core Routes \_\_\_\_\_
- Feeder Routes \_\_\_\_\_
- Remote Routes \_\_\_\_\_



## SUPERCLUSTER INITIATIVE





"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 SCIENTIFIC DIRECTOR, MILA**

## 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: Global Affairs Canada, 2018

### 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 are projected to infuse up to **\$2B** into the economy and grow Canada's GDP by **\$50B** over the next ten years.

Toronto #8  
Montreal #22  
Vancouver #25

Canadian cities among the **top 25 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

# \$7.5B

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

Source: Innovation, Science and Economic Development Canada

# 43,200

**Companies** in the ICT sector and 665,000 people working in the ICT sector

Source: Government of Canada, 2019

# \$94B

ICT sector's **contribution** to Canada's GDP in 2019.

Source: Government of 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 (SIF)** 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

830-plus project partners, including more than 440 small and medium-sized enterprises, creating over 6,100 jobs—and on track to exceed the target of 50,000 jobs created over 10 years. With over 4,600 members across Canada, the superclusters show true strength in numbers.

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.

AI has tremendous potential to revolutionize healthcare, empower science, improve the lives of Canadians and transform the way we think about health, treatment and patient care. Canada has growing assets, capabilities and strong partnerships that include leading universities, top talent and rapidly emerging companies and start-ups that are crossing the bridge of digital technologies to health applications.

Canada's AI advantage includes three world leading AI institutions: the Montreal Institute for Learning Algorithms (MILA), the Vector Institute and the Alberta Machine Learning Intelligence Institute (AMII) that are conducting world leading research in machine and/or deep learning.

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.

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 World Bank recognizes Canada's welcoming business environment, ranking Canada 3<sup>rd</sup> for starting a business and for ease of doing business. That's third among 190 countries.

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. 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.

### Canada's Artificial Intelligence Pioneers (L-R)

**Yoshua Bengio** - University of Montreal

**Geoffrey Hinton** - University of Toronto

**Richard Sutton** - University of Alberta

# 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. LinkedIn, Amazon, Facebook and Salesforce —to name a few— also call Canadian locations home.



"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; strong 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.<sup>1</sup> And overall, 2019 was the best year for foreign dollars invested in Canada since 2013. According to Statistics Canada, total foreign direct investment (FDI) in Canada reached \$67.2 billion, a 19.3% increase over the previous year.<sup>2</sup> In terms of the fastest G7 growth, Canada has been, according to Bloomberg, in or near the top spot for all but two of the past 10 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, ranks 12th in the world in Airport Connectivity,<sup>3</sup> thanks in part to our 26 international airports stationed coast to coast to coast. This dependability is supported by an integrated transportation system of road and rail networks. Combined with secure trade corridors and gateways,



**Canada's banking system** is one of the soundest in the world, ranking **2<sup>nd</sup>** in the **G20**.

Source: World Economic Forum, Global Competitiveness Index 2019-2020



**Canada ranked 2<sup>nd</sup>** in the **G7** and stood **6<sup>th</sup>** overall in Forbes' latest 153-country annual study, **The Best Countries for Business**.

Source: Forbes, The Best Countries for Business 2019

#1

Canada has the **lowest tax rate** on new business investment in the G7. With a Marginal Effective Tax Rate (METR) of 13.7%, Canada's tax rate is 25.5% lower than the US.

Source: Government of Canada, 2019



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

Source: Statistics Canada



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 328 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. The modernizing of the Canada-United States-Mexico Agreement (CUSMA) and the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) guarantee market access to

both the EU and North America. None of the other top investment destinations in the Americas can offer access to all 28 EU Member States. Once fully implemented, the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) will give companies operating in Canada access to one of the largest trading blocs in the world, providing enhanced access to key Asian markets.

**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 offers competitive financing to international companies to enhance your competitiveness and unlock business innovation.

**Business Development Bank of Canada** is the nation's only bank devoted exclusively to entrepreneurs. As its investment arm, BDC Capital is a strategic partner to the country's most innovative firms. BDC Capital can provide global companies with insight, introductions and co-investment partnership opportunities in Canada's vibrant technology sector.

## Acclaimed for superior business climate

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

Canada will continue to be the best country in the G20 for doing business throughout the next five years (2021-2025). According to The Economist Intelligence Unit (November 2020), Canada has consistently ranked among the top 3 countries in the last 5 years. In Cornell University's Global Innovation Index 2018, Canada ranks top in terms of ease of investor protection.<sup>4</sup>

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.<sup>5</sup> Four of North America's top 10 financial centres are Canadian: Toronto, Montreal, Vancouver and Calgary.<sup>6</sup> Canada also has the lowest business costs in the digital and R&D sectors.<sup>7</sup>

For example, companies can **write off up to 100%** of new machinery and equipment costs and specified clean energy equipment to spur adoption of advanced technologies, processes for manufacturers as well as clean tech. Businesses in all sectors can also write off a larger share of costs for newly acquired assets, including long-lived assets like buildings and intangibles like patents and IP.

## Open to doing business with the world

Canada ranks particularly well in numerous areas, including first overall for personal freedom and third for ease of starting a business.<sup>8</sup> We also moved up five places to rank 8<sup>th</sup> in global competitiveness in 2020—leading the North American sub-region—partly through improved openness of society<sup>9</sup> and have one of the most multilingual societies, with over 200 languages identified as a mother tongue.<sup>10</sup>

The Canadian way has always been defined as peace, order and good government; now we proudly add innovation, diversity and equality.

A tech-savvy country filled with strong business leaders and cutting-edge skills, Canada is well positioned to tackle the challenges of the 21<sup>st</sup> century economy. Sharp global investors recognize this—and see our doors are open.

**LNG CANADA**  
Opportunity for British Columbia.  
Energy for the world.

The development of a multi-billion dollar liquefied natural gas (LNG) export sector reflects Canada's natural advantage, given our country's massive natural gas assets, competitive corporate tax rates, sound fundamentals as a stable destination for investment, robust regulatory system and strong Indigenous partnership on LNG projects.

**LNG Canada CEO Andy Calitz credits "the success of our company to the partnerships we have built; to the willingness of the Haisla Nation and other First Nations to share their traditional knowledge with us, resulting in a better project design."**

In addition to becoming the cleanest large-scale LNG facility in the world, LNG Canada will create new markets for natural gas, helping Asian countries with the transition from coal to LNG.

Joint partners in the project include Shell, PETRONAS, PetroChina, Mitsubishi Corporation and KOGAS.



**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 a mother tongue.

Source: Statistics Canada, 2016

# #1

Canada's ranks first among OECD countries for its attractiveness to entrepreneurs, thanks to a welcoming and robust business environment.

Canada is open for business and welcomes foreign investment.

"I've lived in some of the nicest places in the world. And with 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., CO-FOUNDER, SYSTEM2 NEUROTECHNOLOGY**

## 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 life<sup>1</sup>, 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, our fifth year in a row at the top.<sup>2</sup> 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 first 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 #5**  
**Vancouver #6**  
**Toronto #7**

Source: Economist Intelligence Unit



Calgary, Montreal, Toronto and Vancouver place in the 30 most dynamic cities in the world.<sup>4</sup>

### Peace and tranquility

Canada is ranked the second safest country in the world.<sup>5</sup> 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.<sup>6</sup>

With a significant share of the world's natural 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.<sup>7</sup> With these distinctions we still breathe easy; on two key air quality measures, Canada ranks first and 4<sup>th</sup> among 33 high-income OECD countries.<sup>8</sup>

Canada is a global leader in clean electricity generation with 67% coming from renewable sources. In fact, 82% of electricity generated in Canada produces no greenhouse gas emissions. Access to clean, diverse and secure power sources

offer global companies relocating energy-intensive operations to Canada the opportunity to lower their carbon footprint.

Environmental stewardship is important to Canadians. In addition to countless provincial and municipal lands, Canada's vast national parks system includes world-renowned sites like Banff and Jasper. Canada's natural environment has shaped not only the geography of our country, but also the course of its history and the experiences of the people who live and travel here.

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.<sup>9</sup>

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 making a smart choice: Invest in Canada.

## END NOTES

### A Wealth of Talent

- <sup>1</sup> Organisation for Economic Cooperation and Development (OECD), 2017
- <sup>2</sup> Statistics Canada
- <sup>3</sup> Canadian Bureau of International Education
- <sup>4</sup> OECD Main Science and Technology Indicators, August 2020
- <sup>5</sup> Coldwell Banker Richard Ellis, (CBRE) Scoring Tech Talent in North America 2018

### Setting the Stage

- <sup>1</sup> Department of Finance Canada, 2018
- <sup>2</sup> Invest in Canada FDI Report 2019
- <sup>3</sup> World Economic Forum, Global Competitiveness Index 2017-2018
- <sup>4</sup> Global Innovation Index 2018, Cornell University, INSEAD Business School, and World Intellectual Property Organization (WIPO)
- <sup>5</sup> KPMG Competitive Alternatives 2016
- <sup>6</sup> Global Financial Centres Index
- <sup>7</sup> KPMG Competitive Alternatives 2016
- <sup>8</sup> Doing Business 2019, World Bank
- <sup>9</sup> IMD World Competitiveness Ranking 2020
- <sup>10</sup> Global Affairs Canada, September 2018

### Great Places, Great People

- <sup>1</sup> Daily Hive, March 2017
- <sup>2</sup> OECD, Better Life Index, December 2017
- <sup>3</sup> CBC News, August 2017
- <sup>4</sup> World Economic Forum, City Momentum Index 2018
- <sup>5</sup> U.S. News & World Report, The Ten Safest Cities in the World, Ranked By Perception, 2020
- <sup>6</sup> Institute for Economics & Peace. Global Peace Index 2018: Measuring Peace in a Complex World, 2018
- <sup>7</sup> Huffington Post, The World's Most-Filmed Cities: Toronto, Vancouver Rank In Top 5, August 2018
- <sup>8</sup> Fraser Institute
- <sup>9</sup> Doing Business 2019, World Bank

