

Canada

A Profitable Site for Business

Canada is a trading nation, with a long history of success in international business. A winning combination of a well-educated labour force, competitive input costs, and supportive government policies has fostered international confidence in Canada as a site for business investment. Few destinations offer investors lower aggregate risk or more profitable opportunities.

"The positive image of Canada abroad is very important. We export to about 70 countries, and Canada has always been perceived as a good place in which to do business."

Dr. Aldo Baumgartner,
President and CEO
Wyeth-Ayerst Canada

A Magnet for International Business

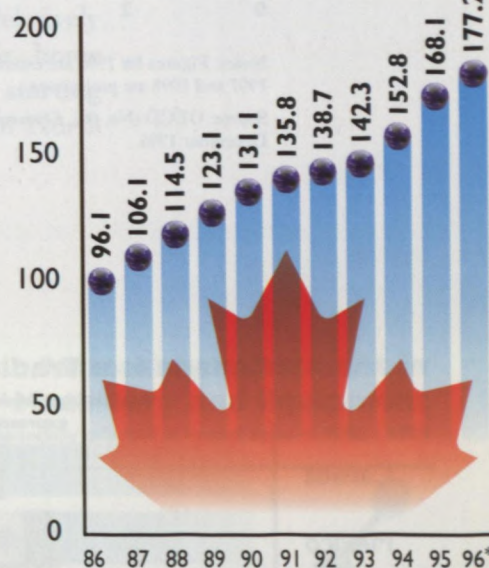
Multinational companies have historically played a key role in the Canadian economy. Investor confidence in Canada is demonstrated by the presence of many international companies, the growth in international investment, and the rise in the value of Canadian equities. The stock of foreign direct investment in Canada grew by close to 84% between 1986 and 1996, reaching some \$177 billion in 1996.

While American companies continue to account for the greatest proportion of existing, foreign-owned assets, European and Asian investments are also on the upswing.

Most of the world's largest corporations have major investments in Canada. Fifteen of the world's 20 largest industrials (as ranked by *Fortune*) have production facilities in Canada.

Growth of Foreign Direct Investment into Canada

Stock of foreign-owned assets in Canada,
in billions of \$ — 1986 - 1996



* Preliminary data.

Sources: Statistics Canada (Catalogue No. 67-202-XPB), *Canada's International Investment Position, 1995, 1996*; (Catalogue No. 11-001E), *The Daily*, Feb. 26, 1997.