

CANADA - A PROFITABLE SITE FOR BUSINESS
THERE IS ONLY ONE REASON TO CHOOSE CANADA AS A
BASE FOR BUSINESS OPERATIONS - THE BOTTOM LINE



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.

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 70% between 1984-93, reaching some \$146 billion in 1993, with annual gross inflows averaging \$10 billion in recent years.

While American companies continue to account for the greatest proportion of existing, foreign-owned assets, European investment accounted for the largest share of the growth in such assets in Canada since 1985. Asian investments are also on the upswing.

Most of the world's largest corporations have major investments in Canada. Seventeen of the world's 20 largest industrials (as ranked by Fortune) have production facilities in Canada. Most of the U.S. majors are here. Overseas investors include many of the largest Asian and European companies, such as Honda, Nissan, Mitsubishi and Toyota of Japan; Hyundai of Korea; Siemens of Germany; Ericsson of Sweden; L'Air Liquide and Michelin of France; Dowty, Glaxo, and ICI of the U.K.; Philips of the Netherlands; and Ciba-Geigy, Nestlé, ABB, and Oerlikon Aerospace of Switzerland. Increasingly, these American, Asian, and European companies are using plants in Canada as a location of production for North American or worldwide markets, or are sending skilled Canadian service workers on assignments in other countries.

"THE BOTTOM LINE IS THAT YOU ARE 27 MILLION PEOPLE - A HARD-WORKING, RESOURCE-RICH, POLITICALLY STABLE COUNTRY ... AND THERE ARE PRETTY FEW OF THESE."

JAMES J. BLANCHARD,
 U.S. AMBASSADOR TO
 CANADA

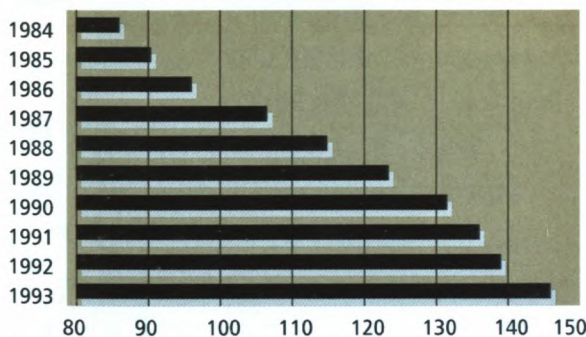
"THE UNSURPASSED QUALITY AND EFFICIENCY OF OUR ALLISTON PLANT CREATED THE OPPORTUNITY TO EXPORT TO WORLD MARKETS FROM A CANADIAN BASE."

ATSUYOSHI HYOGO,
 PRESIDENT,
 HONDA CANADA

"OUR WORKERS ARE MORE PRODUCTIVE THAN WORKERS IN MANY PARTS OF EUROPE. COSTS ARE VERY COMPETITIVE HERE. THE COST OF ENERGY IS UP TO 10 PER CENT LOWER THAN IN EUROPE. THESE ARE DISTINCT ADVANTAGES, COUPLED WITH THE GENERAL POLITICAL STABILITY OF CANADA."

JOHN CONNOR, PLANT
 MANAGER, VOLKSWAGEN
 CANADA INC.

The World Continues to Invest in Canada
 (total foreign direct investment in Canada - 1984 to 1993, in billions of \$)



Source: Statistics Canada, Catalogue 67-202, Canada's International Investment Position.