

- **Free-trade advocate.** In addition to the North American Free Trade Agreement (NAFTA), which provides companies free-trade access to a US\$16 trillion market, Canada is committed to opening new markets and spurring continued global recovery through free and open trade. In the past five years, Canada concluded free-trade agreements with eight countries; negotiations are underway with 50 other countries and regions, including the European Union and India; and discussions have begun with other countries, such as Japan.

World-class Talent

- **Outstanding education system.** Canada is number one in the G-7 for the quality of its educational system, according to the World Economic Forum (2011). Canada also has the highest proportion of post-secondary graduates among OECD countries.
- **Business-friendly immigration system.** Canada's immigration system has traditionally been able to attract and retain the best and brightest minds to staff the most demanding projects.
- **Multilingual and well-travelled workforce.** Canada's workforce is recognized for its ability to work in international contexts. Canadians are often called upon to work on projects overseas, due to their strong reputation for delivering projects on time and on budget.

Enjoyable and affordable quality of life

- **Great place to live.** Canada enjoys the highest quality of life in the G-7 and the second-highest among OECD countries, according to the OECD (2011). Canadian cities are safe, a reflection of widespread social stability.

"Canada has been home to my family over the past five years. Canada's cities have strong neighbourhoods, a lot of public and open spaces and great schools. It's a great place to enjoy life—a really vibrant and fun place to be."

*David P. Homer, President,
General Mills Canada*