

- **Top place for expats.** Canada's quality of life provides a significant advantage for international investors when it comes to relocating top talent. Canada placed second for overall lifestyle experience in HSBC's 2012 survey of expatriates.
- **Affordability.** Canada has the third-lowest cost-of-living index among G-7 countries.

Redefining Innovation

- **Canada's R&D outcomes.** Thanks to Canada's efficient innovation system and clusters, Canadian companies are actively involved in the emergence of next-generation products, be it the electric car, the paper phone, wood-based jet fuel, simulation technologies or new chemicals and plastics that will shape tomorrow's bio-economy.
- **A recipe for innovation.** Canada is in fact the world's leading country in terms of its integrated approach to driving economic growth through innovation, based on recent research (2012) from the Information Technology and Innovation Foundation (Kansas City, Missouri) and the Kauffman Foundation (Washington, DC). In addition to very favourable R&D tax credits and incentives, Canada's appealing environment for leading-edge research is built upon several innovation-supporting policies: effective protection of intellectual-property rights; open competition in domestic market in the deployment of digital information and communications technologies and platforms; transparent government-procurement practices, and openness to high-skill immigration.

"We have had a tremendous experience in Canada, having found great capabilities in R&D, engineering, processor development and software development. This has helped us grow from a company with \$52 million in Canadian revenues in 1994 to \$2 billion today."

*Robert Lloyd, Executive Vice-President, Cisco,
speaking at the Focus on Canada Financial Times Series,
San Francisco, January 18, 2012*