

Union (EU). In 1994, the GDP of this combined Canada-Mexico-U.S. market was in excess of \$10 trillion.

Under the FTA, which came into effect on January 1, 1989, Canadian-based companies increased their share of the combined Canada-U.S. market. Merchandise trade between the two countries continues to boom. Free trade has also fuelled net foreign direct investment (FDI) flows to Canada.

*Our future manufacturing operations can include Canada in a way that we could not before. Free Trade allows us to make a risk free investment in Canada in a way we couldn't before.*

**James Leto**, President  
AT&T Canada

## SOPHISTICATED AND EFFICIENT INFRASTRUCTURE

Because of its geography and demographics, Canada has developed a communications and transportation infrastructure that is highly effective and advanced. The country has invested heavily in fibre optics and high-speed transmission technology and deregulated the long-distance telecommunications market to maintain competitive costs. The country's transportation system of roads, rail, air transport and port access forms another pillar of its industrial strength.

## WORLD-CLASS BUSINESS SERVICES

Canada's business service sector has expanded considerably over the past 20 years, and now provides highly specialized offerings to meet all of the needs of international investors. Canadian banks rank among the largest in North America and all of them maintain international offices in the U.S., Latin America, Europe and Asia. Trust companies, brokerage firms, investment analysts, insurance companies, venture capital firms and other financial institutions provide additional financial services. Stock exchanges in Toronto, Montreal and Vancouver place offerings for international firms.

International investors who prefer to deal with financial services firms based in their home country will find that many leading international banks, investment dealers and insurance companies have offices in Canada.

Top-quality professional services are available from globally active insurance, accounting, advertising, law and consulting firms. Canadian engineering and architectural firms are world-renowned for their expertise.

## A LESS LITIGIOUS ENVIRONMENT

Perhaps because of its European traditions, Canada's legal environment and practices are less litigious than those in the United States. Canadians prefer to negotiate mutually-agreed-upon solutions rather than seek remedies and penalties through the courts. Every effort is made to provide business with the certainty and consistency it seeks. When environmental damage or product liability fines are handed down by Canadian courts, they are generally lower and are determined more quickly than in the United States.

