

## UNPARALLELED MARKET ACCESS

*"The continent has shrunk to overnight delivery by air and three days by truck from all of the major industrial centres. We look at North America as one big country."*

**Max Persaud, Manager  
Corporate Logistics  
Philips Electronics Ltd.**

*"Roughly 95% of our shipment moves by truck, with excellent service and rates. Crossing the border is no problem as long as your paperwork is in order."*

**Leo Ruscheinski  
Traffic and Customs Officer  
Ebco Industries**

### **CANADA: AT THE HEART OF REGIONAL MARKETS**

The huge North American market is often viewed as one market comprised of three regions:

**The Eastern Region** has the greatest concentration of industry based on automobiles, steel, computers and petro-chemicals, and the largest urban population. It also plays an important role as a gateway to Europe. Regional economic output is \$4.4 trillion – larger than the economies of France and Germany combined. The region has a population of almost 171 million.

**The Central Region** has a diverse manufacturing economy based on chemicals, aerospace, oil, gas, agriculture and natural resource endowments. It has a population of over 51 million. Economic output in this region is close to \$1.3 trillion and exceeds that of the United Kingdom.

**The Pacific Region** is the base for a range of industries from electronics and aerospace to forest products and agriculture. It is also a gateway to Asia. The Pacific Region economy is larger than that of France at over \$1.4 trillion and has a population of nearly 54 million.

Major Canadian cities are located at the heart of these regional markets. More than three-quarters of Canadians live within 160 kilometres of the Canada–U.S. border.

There are more than 110 million consumers within a day's drive of southern Ontario. Montreal, Halifax and Moncton are within a day's drive of New York, Boston, and Philadelphia. Winnipeg is just 17 hours by road from Chicago and 8 hours from Minneapolis. On the Pacific coast, it takes just 48 hours to ship by truck from Vancouver to Los Angeles.

A Canadian location gives investors the best of both worlds: a host of business and personal advantages with cost-effective access to major North American markets.