

CANADA'S BOTTOM LINE ADVANTAGES



EXCELLENT INVESTMENT PROSPECTS

Most of the world's leading multinational companies have operations in Canada. Even during the recent worldwide recession, investment flows into Canada continued unabated. As this publication has demonstrated, there are sound reasons why international companies have selected Canada as a location for new investment. But don't take our word for it. Speak to the managers of multinationals with operations throughout North America. They will tell you that their Canadian operations "produce the best numbers".

They have recognized that Canada offers a stable political and social environment, a rich domestic market for their products and services, and a competitive base for exports throughout North America and beyond. They rely on Canada's skilled labour force for sophisticated manufacturing, efficient

service delivery, and effective research and development. They gain the advantages of secure, low-cost access to mineral resources and energy, a sophisticated, well-maintained transportation and communications infrastructure, and proximity to the world's richest markets. And international executives who have moved here enjoy an enviable quality of life for themselves and their families.

With the Canadian economy entering a new growth period, showing strong export gains, low inflation, and growing labour productivity, the prospects for international investors in Canada have never been better. Indeed, private-sector economic forecasters expect strong growth in corporate profits in Canada over the next several years. Canada boasts a future that represents an attractive bottom line for the international investor.

"WE HAVE BEEN MANUFACTURING HERE FOR 75 YEARS. OUR SOFTWARE LAB ... IS ONE OF OUR TOP THREE WORLDWIDE. WE RECENTLY OPENED A NEW EDUCATION AND CUSTOMER SUPPORT CENTRE. FOR OUR EMPLOYEES ... ATTRACTIVE LIVING, EDUCATIONAL AND WORKING CONDITIONS ... MAKE A SUPERB QUALITY OF LIFE."

*WILLIAM A. ETHERINGTON,
PRESIDENT AND CHIEF
EXECUTIVE OFFICER, IBM
CANADA LIMITED*

"WHEN I THINK OF ITS WIDE TERRITORY AND ABUNDANT NATURAL RESOURCES, ITS WELL EDUCATED PEOPLE, AND ITS HIGH QUALITY OF LIFE, MY CONVICTION FOR CANADA'S SUCCESS IN THE 21ST CENTURY REMAINS UNCHANGED. CANADA DESERVES VERY SERIOUS CONSIDERATION AS A DESTINATION FOR INVESTMENT."

*MASAO IKEDA, FORMER
EXECUTIVE VICE-PRESIDENT,
MITSUI & CO. (CANADA)
LTD.*

