

# Canada's Bottom Line Advantages

## Excellent Investment

## Prospects

*Most of the world's leading multinational companies have operations in Canada and investment flows into Canada continue unabated.*

*"The most important variable has been the quality of our workforce. We continue to invest and reinvest in this plant because of the performance of our Canadian team."*

Sandy Adam, Senior Vice-President,  
**Toyota Motor Manufacturing  
Company Inc. of Canada**

As this publication has demonstrated, there are sound reasons why international companies have selected Canada as a location for new investment. But do not take our word for it. Speak to the managers of corporations 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 natural resources and energy, sophisti-

cated, well-maintained transportation and communications infrastructures, 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 with low inflation and low labour costs relative to other G7 countries, Canadian international competitiveness is booming, as reflected by strong exports, and is expected by private sector economic forecasters to grow by more than \$30 billion over the short term (1995-97). Indeed, the prospects for international investors in Canada have never been better. Canada boasts a future that represents an attractive bottom line for the international investor.

For more information on investing in Canada, contact the nearest Canadian embassy or consulate, or the:

International Marketing Group  
Communications Strategies and Planning Division  
Department of Foreign Affairs and International Trade  
Lester B. Pearson Building  
125 Sussex Drive, C-2  
Ottawa, Ontario, Canada K1A 0G2

Internet: [www.dfait-maeci.gc.ca/english/invest/imd/imdindex.html](http://www.dfait-maeci.gc.ca/english/invest/imd/imdindex.html)  
Tel.: (613) 995-4128 ▶ Fax: (613) 995-9604 ▶ FaxLink: (613) 944-6500

