

TWELVE DECISIVE FACTORS POINT TO ONE BOTTOM LINE CONCLUSION



1. WORLD'S RICHEST MARKET

By investing in Canada, international businesses gain tariff-free access to the U.S. market, under the terms of the Canada-U.S. Free Trade Agreement of 1989. Most Canadian exports already enter the U.S. duty-free. The remainder will trade under the schedule set out in the 1989 agreement. The North American Free Trade Agreement (NAFTA), effective January 1, 1994, extended this free-trade area to include the growing Mexican market. NAFTA gives Canadian-based companies an unequalled access to a market of more than 360 million people with a total economy larger than that of the European Community.

More than 110 million consumers are within a day's drive of southern Ontario. Toronto, with a population of over three million, is situated nearly mid-way between New York City and Chicago, and about an hour's flight from either of them. Montreal is within a day's drive of Washington, D.C., New York and Boston. Vancouver is just 48 hours by truck from San Francisco and the large California market. The heart of the U.S. mid-west market is only a day's drive from Winnipeg, Regina, or Calgary. Canada's atlantic region has ready access to the New England market, with Halifax being only one hour by air from Boston.

"APPROXIMATELY ONE QUARTER OF OUR REVENUES COMES FROM EXPORT SALES TO THE UNITED STATES, ASIA, LATIN AMERICA, INDIA, AND THE CARIBBEAN ISLANDS. [THIS IS] A CENTRAL LOCATION FOR ACQUIRING RAW MATERIALS AND DISTRIBUTING FINISHED PRODUCTS TO DOMESTIC AND EXPORT MARKETS."

STEVE BAKER, DIRECTOR OF SALES AND MARKETING, CANADA, SCHLUMBERGER INDUSTRIES CANADA

"THIS AREA PROVIDES THE SERVICES, HUMAN RESOURCES AND CO-OPERATION INDUSTRY NEEDS TO SUCCEED."

ADRIAAN KORSTANJE, PUBLIC AFFAIRS MANAGER, TOYOTA MOTOR MANUFACTURING CANADA INC.

The North American Market

