

"1996 has marked a special year in Eli Lilly's 58-year history in Canada with the opening of our new, state-of-the-art Research and Development Centre. This investment strengthens our commitment to Canada's medical research community and will provide long-lasting employment opportunities for many of Canada's brightest and best young scientists. It will allow us to play a leading role in the development of new medicines to improve the health of Canadians and people around the world."

Nelson M. Sims, President, **Eli Lilly Canada**



World-Class Meeting Facilities

Canadian cities have long been recognized for their expertise in organizing major international gatherings, including hundreds of international conventions each year. For example, in November 1997, Canada will be hosting the Asian-Pacific Economic Cooperation Conference in Vancouver. The G7 Heads of State met in Halifax in 1995; Vancouver was host to a U.S.-Russian Presidential Summit meeting in 1993; and both Montreal and Calgary have been the sites of highly successful Olympic Games. Major Canadian cities offer ample hotel and convention space for business meetings, trade shows and conventions.

Hospitable Climate

Canada has a varied, four-season climate that often surprises visitors who expect much colder conditions. The vast majority of the nation's population lives within 250 km of the U.S. border, and Canada's most southerly point is on the same latitude as Northern California. As a result, most major Canadian cities experience weather conditions that are similar to that of the Northern U.S. or Northern Europe.

Universal Health Care

Executives relocated to Canada become eligible for enrolment in Canada's universal system of health care, which combines the best features of American and European practices to provide excellent care at a reasonable cost.

All Canadian residents are insured through a health care plan administered by their provincial governments, which allows individuals the right to select their own doctor. This health insurance programme is particularly beneficial to the business community by offering comparable care at much lower costs than those in the United States.

Affordable Cost of Living

Canada's cities offer all of these amenities while remaining very affordable relative to other international business centres.



Photo: National Capital Commission