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**"CANADIANS OPERATE WITH FORESIGHT, AND WITH THE BIG PICTURE IN MIND. OUR GOVERNMENT HAS CREATED THE RIGHT REGULATORY ENVIRONMENT FOR PHARMACEUTICAL INVESTMENT HERE. BUSINESS AND UNIVERSITIES CAN ESTABLISH MUTUALLY BENEFICIAL WORKING RELATIONSHIPS. THE ATMOSPHERE IS SUITABLE FOR COMPANIES WITH HIGH STANDARDS TO THRIVE, BECAUSE THE PEOPLE OF THIS COUNTRY EXPECT THE BEST."**

*GERRY M'DOLE, PRESIDENT AND C.E.O., ASTRA PHARMA INC.*

and paper products. As in other wealthy industrialized countries, the service sector, including sophisticated financial, information, communications, and engineering services, is a significant area of growth.

While some people still think of Canada in terms of its natural resources, the reality is that its electronics industry is larger than its pulp and paper industry. More Canadians work in financial services and communications than in forestry or energy.

### **STRONG RESEARCH CAPABILITIES**

International businesses are increasingly using Canada as a base for research and development. Canadian universities, technical colleges, and scientific research organizations provide unique pools of talent that can contribute to innovative product development and design. Graduates of cooperative education programs, in which students spend part of their school year working

with companies, are particularly popular with employers.

Canadian companies benefit from the most generous R&D tax incentives in the G-7. In addition, they have access to "centres of excellence" established within universities, and to university-business consortia in such areas as robotics, automated inventory control, computer-aided design (CAD), and pharmaceutical development. New initiatives have been announced to enhance the data networks that link Canadian research organizations.

### **GOVERNMENT POLICIES CONTRIBUTE TO A COMPETITIVE ENVIRONMENT**

The Government of Canada is providing a competitive, welcoming climate for international businesses. It is committed to fiscal responsibility, deficit reduction, and job creation.

Government policies of particular interest to business managers are described later in this publication.