

UNPARALLELED MARKET ACCESS

"The continent has shrunk to overnight delivery by air and three days by truck from all of the major industrial centres. We look at North America as one big country."

**Max Persaud, Manager
Corporate Logistics
Philips Electronics Ltd.**

"Roughly 95% of our shipment moves by truck, with excellent service and rates. Crossing the border is no problem as long as your paperwork is in order."

**Leo Ruscheinski
Traffic and Customs Officer
Ebc Industries**

CANADA: AT THE HEART OF REGIONAL MARKETS

The huge North American market is often viewed as one market comprised of three regions:

The Eastern Region has the greatest concentration of industry based on automobiles, steel, computers and petro-chemicals, and the largest urban population. It also plays an important role as a gateway to Europe. Regional economic output is \$4.4 trillion – larger than the economies of France and Germany combined. The region has a population of almost 171 million.

The Central Region has a diverse manufacturing economy based on chemicals, aerospace, oil, gas, agriculture and natural resource endowments. It has a population of over 51 million. Economic output in this region is close to \$1.3 trillion and exceeds that of the United Kingdom.

The Pacific Region is the base for a range of industries from electronics and aerospace to forest products and agriculture. It is also a gateway to Asia. The Pacific Region economy is larger than that of France at over \$1.4 trillion and has a population of nearly 54 million.

Major Canadian cities are located at the heart of these regional markets. More than three-quarters of Canadians live within 160 kilometres of the Canada–U.S. border.

There are more than 110 million consumers within a day's drive of southern Ontario. Montreal, Halifax and Moncton are within a day's drive of New York, Boston, and Philadelphia. Winnipeg is just 17 hours by road from Chicago and 8 hours from Minneapolis. On the Pacific coast, it takes just 48 hours to ship by truck from Vancouver to Los Angeles.

A Canadian location gives investors the best of both worlds: a host of business and personal advantages with cost-effective access to major North American markets.