

THOSE
WHO
KNOW
CANADA
INVEST IN
CANADA



Canada

Investment Climate

- Record corporate profits — up 50 per cent in 1994 over 1993.
- Business confidence at highest level in 15 years.
- Canada is forecast by the OECD to lead G7 countries in economic growth in 1995.
- Investor confidence is high: gross inflows of foreign direct investment have more than doubled in recent years.
- Highest consumer confidence level in 5 years.
- New investments by Toyota, Ford, Digital, Ericsson and Philips.
- Record high exports: up 18 per cent in 1994 over 1993.
- Inflation is negligible and forecast to remain low; wage settlements averaged 1.7 per cent in 1994.
- Educated, skilled and committed workforce; lowest turnover and absenteeism rates in North America; strong productivity.
- Under NAFTA companies with operations in Canada have preferred access to a market of 360 million consumers with a combined GDP of \$8.5 trillion.
- World-class infrastructure.
- Low-cost energy supplies.

"The climate for investment in Canada has improved markedly in recent years ... The economic upswing is now well under way"

— *Financial Times of London, October 19, 1994.*

"Canada is ... a good place to do business. Banking, communications and transportation services are as good here as anywhere in the world ... We enjoy labour rate and health care advantages vis-a-vis our U.S. operations — which certainly contribute to our cost competitiveness — and the exchange rate is generally in our favour."

— *George A. Peapples, Former President, General Motors of Canada Ltd.*

"... in Canada we are fortunate because we get a good combination of North American lifestyle as well as European influence ..."

— *Michael Cowpland, CEO, Corel Corp.*

"We have found [our] workers to be of the highest calibre, responsible, accommodating, and full of ... pride. They express not only an interest in the job, but a personal commitment to a quality product and timely delivery."

— *A. Marmai, Plant Manager, Babcock & Wilcox Canada.*



Government Commitments

- Fiscal responsibility ... deficit reduction ... job creation.
- Significant deregulation and privatization.
- A competitive, welcoming climate for international business.
- Facilitation of joint ventures, strategic alliances, greenfield investment, technology development.
- Most generous R and D tax incentives of G7.
- Quality social services and education in a clean and secure environment.

Need more information? Contact the nearest Canadian Embassy, or:

Investment and Technology Bureau (TID)

Department of Foreign Affairs and International Trade
125 Sussex Drive
Ottawa, Ontario K1A 0G2

Tel: (613) 995-4128

Fax: (613) 995-9604

"... the quality, skills, flexibility and productivity of the ... labor force were a major factor in the decision to expand here ... an internationally competitive location of advanced manufacturing."

— *Minoru Azuma, Former President, Toyota Motor Manufacturing Inc.*

"Canada has an excellent university system that is graduating well-educated, well-trained individuals who possess the skills we require to carry out our software research and development activities ..."

— *Helge Knudsen, Vice-President, Software Development, Amdahl Canada.*

"Many overseas companies looking for a North American base feel more comfortable with the lifestyle and business culture in Canada than in the U.S."

— *Owen Krassweller, International Tax Director, Ernst and Young.*

"... the fiscal climate, the availability of good people ... the pro-activeness of governments ... all of these are very, very positive ..."

— *Lionel Hurtubise, President, Ericsson Research of Canada.*