

Business Services

Canada's large and sophisticated services sector caters to numerous business needs, from engineering and IT outsourcing to banking and asset management. Drawing on a well-educated and multi-cultural workforce, Canadian business and financial services firms are globally significant and innovative. In Canada, investors will also find the world's soundest banking system and competitive labour and tax environments—factors crucial to profitability in this sector.

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The Confederation bridge links the Canadian provinces of New Brunswick and Prince Edward Island. At 12.9 kilometres, it is the world's longest bridge over ice-covered water. It has won dozens of international engineering awards since its construction, and was designed to last for a century.

WITH MORE THAN 2.3 MILLION employees in 2009 and a GDP contribution of \$305.5 billion to the Canadian economy in 2008, the Canadian business and financial services sector has a worldwide reputation for quality, productivity and versatility. In a 2009 assessment, eight Canadian cities placed among the Top 20 internationally for overall competitiveness of their business services sectors, according to IBM *Plant Location International*. Toronto and Montréal placed first and second, respectively, in that ranking.¹

According to A.T. Kearney's 2009 *Global Services Location Index (GSLI)*, Canada is ranked second to only the United States, among developed markets in terms of its attractiveness as a business-process outsourcing (BPO), knowledge-process outsourcing (KPO) and information-technology outsourcing (ITO) destination.² In this ranking, Canada outstrips the United States for its financial attractiveness and business environment score.

Investors in Canada's business services sector include **Accenture plc**, **Aditya Birla Minacs**, **Capgemini**, **CGI**, **Convergys Corp.**, **EDS**, **Infosys**, **Keane**, **SAP AG**, **Tata Consultancy Services** and **Wipro**, among many other BPO firms. **American Express Co.**, **Exxon Mobil Corp.** and **Morgan Stanley** are just some examples of investors that have established Canadian

back office operations to serve their global business needs.

Canada's business service clusters—including Calgary, Charlottetown, Fredericton, Halifax, Montréal, Toronto, and Vancouver—are diverse, dynamic, and home to the world's top business services firms.

Engineering Services

The world's third-largest exporter of engineering services, Canada is especially strong in services related to resource extraction, energy, telecommunications, and infrastructure engineering. Combined, its engineering services firms employ some 85,000 workers and generate more than \$13 billion in annual revenues. One-quarter of Canadian engineering companies are located in Calgary, where they serve the province's booming oil and gas industry.

In the last two years, global leaders in this segment have made forays into the dynamic Canadian market. **AMEC plc**, **Rockwell Automation Inc.**, **Carillion plc**, and **HDR** all acquired strategic Canadian assets to enhance their position in the Canadian marketplace—serving a wide range of industries including transportation, construction, oil and gas, and automotive.

¹ IBM. *Plant Location International*. 2009. Rankings based on relative quality scores associated with managing human resource operations from a particular location.

² A.T. Kearney *Global Services Location Index*™, 2009.

³ Everest Research Institute. *Global Trends in BPO*. December 2008.