



Web Ready Article

CANADA:

The Right Choice

Canada touches on three oceans: the Arctic to the north, the Pacific to the west and the Atlantic to east. To the south is the United States, with which Canada has the longest undefended land border in the world. We also share the world's largest bilateral trading relationship, bringing benefits to both sides.

Driven by technology, everywhere globalization is breaking down divisions and putting a premium on competitiveness, flexibility and choice. Artificial barriers to the movement of goods, peoples and their cultures are under close scrutiny; the momentum is toward removing unneeded restrictions and letting freedom flourish.

Through the North American Free Trade Agreement and the World Trade Organization, Canada has free trade arrangements that enable Canadian businesses to profitably exploit the country's abundant resources of skilled people and natural resources. Meanwhile, Canadian individuals and communities have opportunities for enjoyment and advancement associated with a lifestyle that the UN has rated the best in the world for seven years in a row.

In an increasingly borderless world, Canada's warmly welcoming business climate looks still more attractive because of our country's diverse culture, tolerant society and enormously inviting natural features.

Today's knowledge-based global economy puts employers and employees in a position to choose where to locate. And more and more are making the wisest choice of all: Canada.

Despite the stereotype, there's a lot more to Canada than polar bears, Arctic landscapes and cold winters. Cool Canadians from all over the world are enjoying the vibrant lifestyle of our cosmopolitan cities. Our urban areas have achieved the critical mass needed for strong growth in the knowledge economy, but they retain the traditional Canadian values of safety and tolerance.

These technology clusters offer an array of cultural attractions to the innovative professionals who work there — plus strong research universities and labs provide a launchpad to the initiatives of tomorrow.

For example, Montréal's aerospace industry has 27 percent of the global corporate aircraft market. The city is also one of North America's leading biotech and pharmaceutical centres, with close to 200 companies and the largest specialized biotech research centre in the world. Why? A key factor is that Montréal has four major research universities, with more than 26 000 students in engineering and sciences.

