

Naturally, lower labour costs mean little if the quality of work is correspondingly low. But Canada's workforce alone seems to be an incentive to many investors. "We are extremely pleased with the workforce," says Cecil Hellaby, general manager of Canadian Auto Parts Toyota, at the newly expanded plant in Delta, British Columbia. "Toyota rates this plant on a par with its plants in Japan."

A survey of Canadian workers in October 1989 revealed that Canadians are significantly more proud of, and fulfilled by, their jobs than are Japanese or Americans. The market research study, conducted by Backer Spielvogel Bates Worldwide of New York,

showed that among young "baby boomers" (people born in the first few years after the end of the Second World War) with high school educations, 75 per cent of Canadians said they were proud of where they worked, compared to 62 per cent of Americans and a surprisingly low 36 per cent of Japanese.

Once They've Seen Paris . . .

Any senior personnel executive will have tales of woe to relate about trying to transfer top-notch managers to "less desirable" locations. But the word is out that a transfer to a Canadian location — with Canada's political stability, low crime rate, natural

beauty, high living standards and sophisticated amenities — is "quite desirable."

"Canada offers the best of both the new and the old world," says Jock von Karstedt, vice-president and general manager of Edscha of Canada, a German-owned auto-parts manufacturer who moved to Niagara Falls, Ontario, in 1987. "Europeans tend to feel more at home in the Canadian cultural environment than they do in that of the United States, while at the same time, they have all the benefits of the U.S. markets and business environment available to them."

The bustling Toronto Stock Exchange: one indicator of a sound Canadian economy.

People of many backgrounds could no doubt say the same thing about the country's major cities. In many Canadian cities, for instance, street signs in various neighbourhoods are written in Chinese, Greek, Portuguese and Italian as well as English, reflecting the many ethnic groups living there. In addition, the streets of Canada's urban centres are lined with numerous ethnic shops and grocery stores and an incredible variety of ethnic restaurants. Because of the country's ethnic diversity, people from any part of the world can easily enter Canadian society. This, in turn, gives Canada a unique linguistic and cultural advantage in its business dealing with other countries.

Facing the Future

More and more countries the world over are viewing Canada as an increasingly attractive location for investment. The result, of course, has been a surge in investment activity which has put Canada in a strong position to face the future.

Far more than the simple infusion of funds, investment into Canada is bringing with it new technology, new capacities in research, new kinds of jobs, and new technical and managerial abilities. By boosting foreign investment, Canada will incorporate these accompanying benefits into its economic structure and give it the keen edge it desires to compete better in the aggressive global economy. 🍁



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