

Canadian universities are also key drivers of basic and applied wireless research in Canada, having completed more than \$5.2 billion in private sector-commissioned research and development over the past 10 years.²⁷

This critical mass of activity is encouraging multinational organizations and small-business entrepreneurs alike to set up shop in major Canadian cities where wireless clusters are located, including Ottawa, Waterloo, Winnipeg, Calgary, Montréal, and Vancouver. By establishing themselves in these milieus, companies realize immediate strategic advantages, including ready access to a well-educated workforce, research innovation synergies, and leading-edge educational institutions.

NOKIA: THE RIGHT PRODUCT, THE RIGHT PLACE



William Sermon
Vice President Multimedia Design,
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The history of Nokia in Canada goes back to 1979, and it would surprise most people to know that the Finnish conglomerate's first products upon arrival in North America included tires and footwear. The world has changed a lot since then, and so has Nokia; the company is now recognized as a world leader in wireless communications technologies.

One thing that hasn't changed, however, is its faith in Canada. Canada's enthusiastic embrace of cutting-edge communications technologies has established it as both a market and a location for wireless technologies research and development, thanks in large part to clusters of excellence located across the country. In addition to facilities in Ajax and Ottawa, in Ontario, Nokia operates a Product Creation Center in Vancouver, British Columbia, that is responsible for designing next-generation wireless devices and services. It stands as the only mobile terminal R&D facility in Canada and one of only 12 worldwide.

"Nokia chose Vancouver for its Product Creation Center because of the deep pool of talent in the multimedia and gaming segments of the market", says William Sermon, Vice President Multimedia Design at Nokia. "Vancouver was also a great place to locate Nokia's multimedia group given its location on the Pacific west coast between our offices in Tokyo and Helsinki. From Vancouver, we also have complete access to content developers across the U.S. west coast," says Mr. Sermon.