



CHAPTER 4: *The Canadian Market*

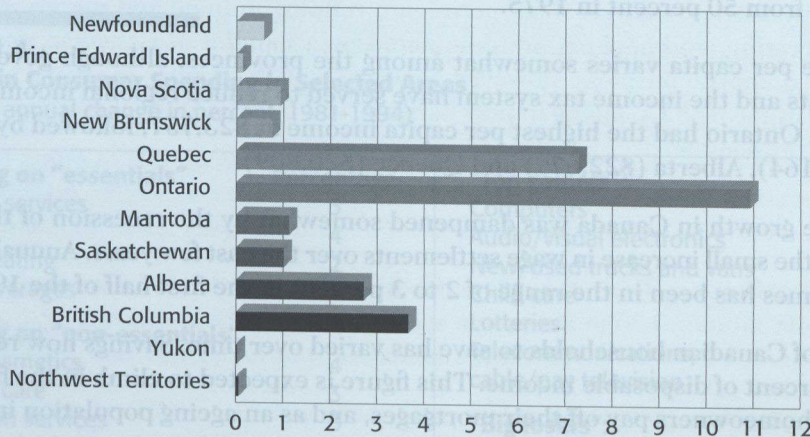
MANY FOREIGN INVESTORS are attracted to Canada because it is an excellent base from which to export to the U.S., Mexico and other markets. Others, however, have located in Canada because they wanted to secure access to the Canadian market. They have come to appreciate the many opportunities to be found in the country's rich, dynamic and receptive consumer and business markets.

POPULATION

Canada is composed of ten provinces and two northern territories, with a population fast approaching 30 million. The overwhelming majority of Canadians live within 100 kilometres of the U.S. border. Central Canada (Ontario and Quebec) account for over 60 percent of Canada's population, with the western provinces of British Columbia and Alberta having the highest population growth.

Over the past 15 years, Canada's population has been increasing, on average, by a little over 1 percent annually. Immigration has been the principal source of growth.

Figure 1.6: Population by Province and Territory, 1994
(millions of persons)



Source: Statistics Canada.

Canada's Multicultural Reality

Canada's history and two main cultures and languages, English and French, provide the country with important international links. For example, Canada is a predominant member of both the Commonwealth and the Francophonie.

Another of Canada's distinguishing characteristics, which provides direct ties to many other parts of the world, is its ethnic diversity. Through continued immigration, the country is becoming increasingly multicultural. Between 1981 and 1991, more than 1.4 million immi-