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# THINK CANADA

## February 2016

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Global Affairs Canada

 Government of Canada  
Gouvernement du Canada

Canada



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## I Excellent Economic Fundamentals



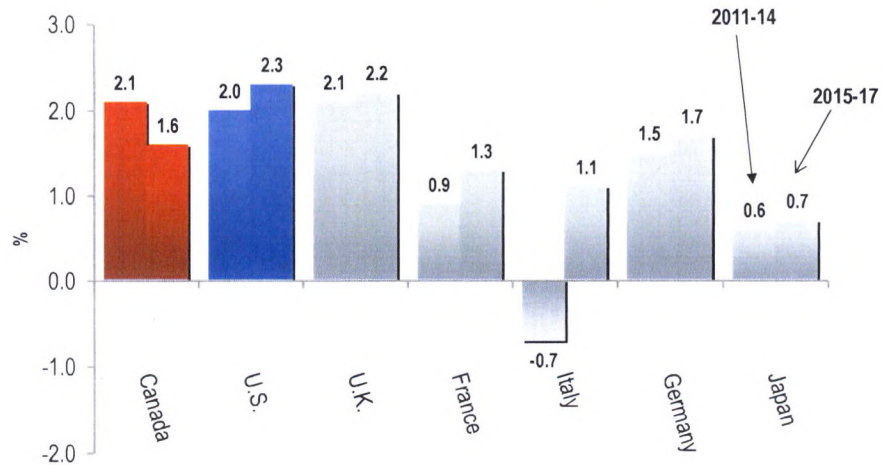
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## Despite the Global Slowdown, Canada's Economic Prospects are Relatively Strong Based on a Consensus of Forecasts....

- According to Consensus Economics, Canada has been a strong performer among the G-7 in GDP growth over the 2011-14 period and is expected to remain so through 2015-17.

Real GDP Growth and Projections (%)



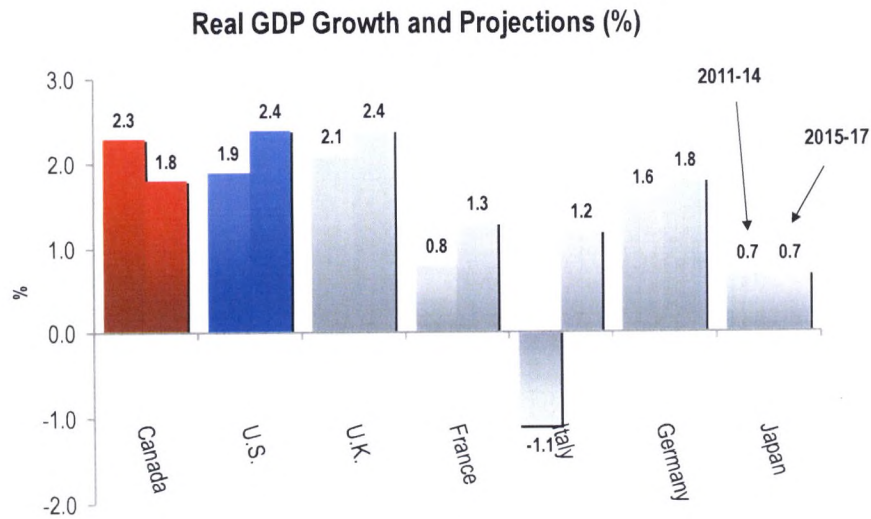
Source: Consensus Forecasts, February 2016, Consensus Economics Inc.

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## Other Forecasts also Highlight Canada's Relatively Strong Economy....

- Similarly, recent OECD statistics rank Canada as a strong performer among G-7 countries in terms of GDP growth from 2011-14 and during the 2015-17 forecast period.



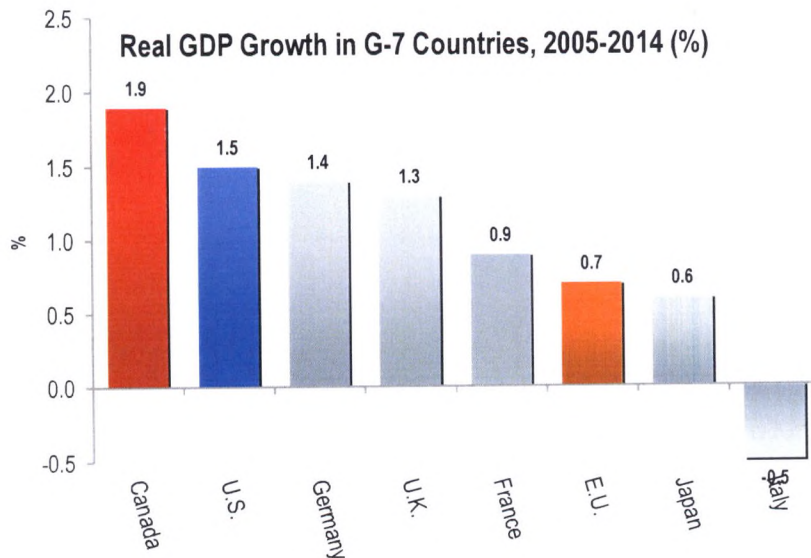
Source: OECD Economic Outlook, No. 98, November 2015.

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## ... and Canada leads the G-7 in Long-Term GDP Growth

- Long-term GDP growth statistics from the OECD place Canada at the top of the G-7 over the last decade.



Source: OECD Economic Outlook, No.98, November 2015.

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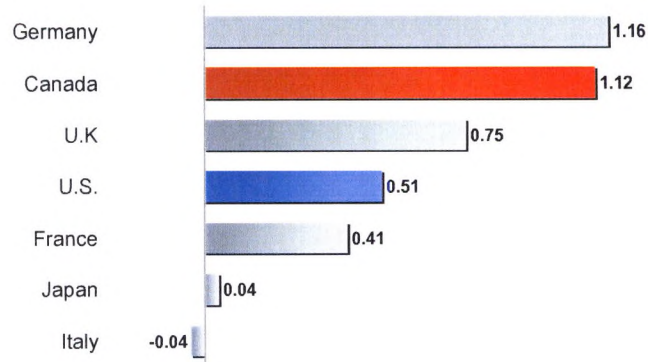




## Canada also has Strong Employment Growth....

- Canada has recovered both more than all of the output and all of the jobs lost during the 2008-2009 recession.
- Almost 1,331,100 more Canadians are working today than when this recession ended in June 2009 and employment is about 904,600 above its pre-recession peak in October 2008. Over 80% of the positions created since June 2009 have been in full-time positions and high-wage industries, with over 80% in the private sector.

Employment Growth (%)  
2005-2014



Source: OECD Economic Outlook, No.98, November 2015.

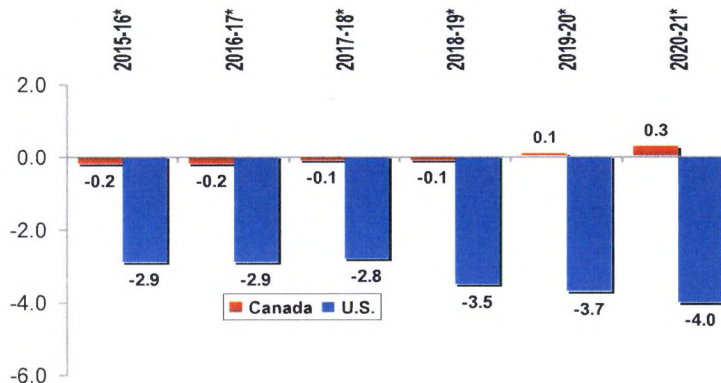
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## ...a Track Record of Fiscal Responsibility...

- Canada's small federal deficit, as a percentage of GDP, is projected to improve to surpluses by 2019-20.
- In comparison, as a percentage of GDP, the budget deficit of the United States is projected to increase from -2.9% to -4.0%.

Federal Government Budgetary Balance  
(% of GDP)



\* Forecasts for both countries

Source Canada: Finance Canada: Update of Economic and Fiscal Projections, November 20, 2015

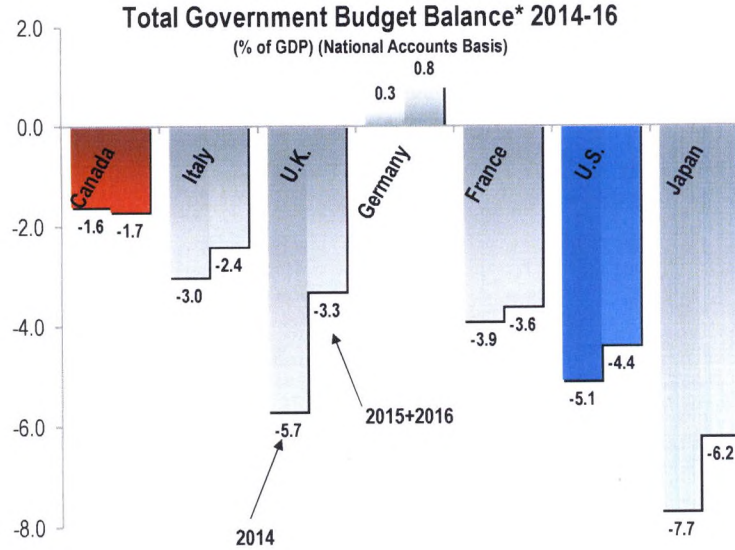
Source United States: United States Congressional Budget Office, January 25, 2016.

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## ...Leading Most Other G-7 Countries...

- Despite posting a deficit of 1.6% of its GDP in 2014, Canada's fiscal position will still be better than most G-7 countries during the two-year 2015-2016 forecast period with an overall deficit of 1.7% of GDP.



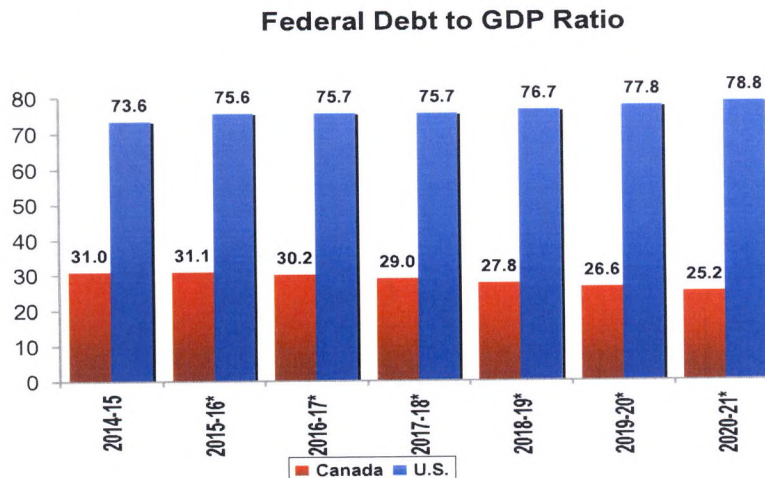
\* Total government budget includes federal, provincial/state and municipal budgets.  
Source: OECD Economic Outlook, No.98, November 2015.

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## ...a Declining Federal Debt...

- Since its peak of 68.4% of GDP in 1995-96, Canada's federal debt to GDP ratio has decreased to 31.0% in 2014-15 and is expected to fall further to 25.2% in 2020-21.
- By comparison, the debt to GDP ratio of the United States continues to increase to more than three times Canada's debt to GDP ratio by 2020-21.



\* Forecasts for both countries  
Source Canada: Finance Canada: Update of Economic and Fiscal Projections, November 20, 2015  
Source United States: United States Congressional Budget Office, January 25, 2016.

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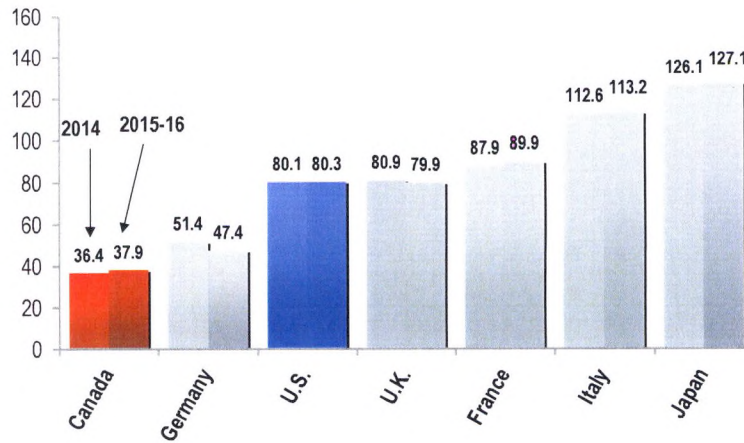




## ...the Lowest in the G-7...

- Canada had the lowest net debt-to-GDP ratio in the G-7 in 2014 and will continue to hold this standing during the 2015-2016 forecast period.

**General Government Net Debt 2014-16**  
(% of GDP)



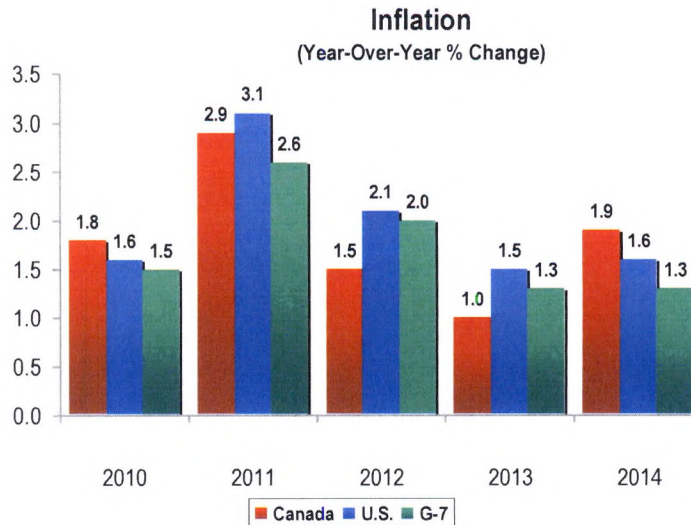
Source: IMF Fiscal Monitor, October 2015.

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## ...a Low Inflation Rate Regime...

- A low inflation environment provides business certainty for investors. Canada's targeted inflation rate range between 1% and 3% has been extended until 2016.
  - Over the past five years, Canada has enjoyed relatively low inflation – averaging 1.8% compared to 2.0% for the U.S. and 1.7% for the G-7 as a whole.



Source: OECD Economic Outlook, No. 98, November 2015

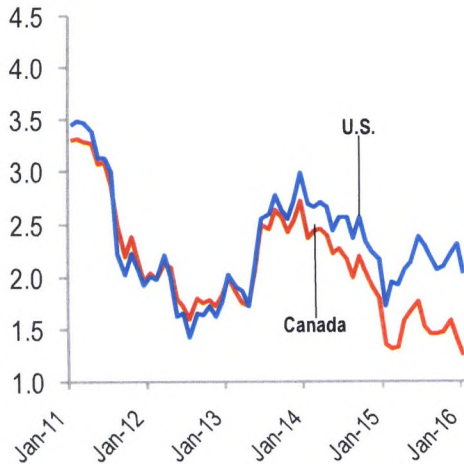
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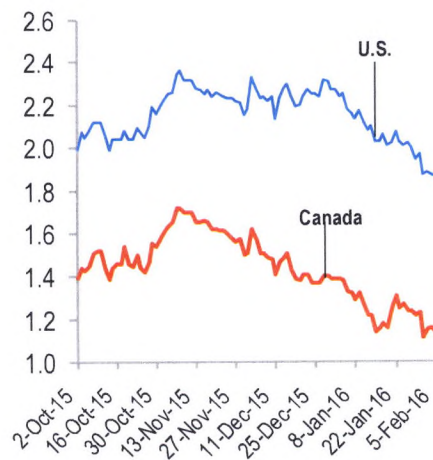
## ...Low Interest Rates...

- Canada's solid fiscal situation and low inflation has led to lower interest rates.

### Long-Term Bond Yields (%)



### Daily Yields (%)



Source Canada: Government of Canada 10-Year Bond: February 5, 2016

Source U.S.: U.S. Treasury, Constant Maturity 10-Year Bond: February 5, 2016

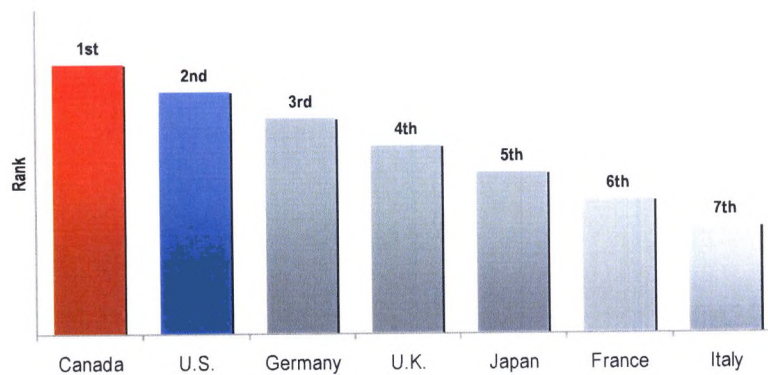
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## ...an Overall Environment of Prosperity

- According to the Legatum Prosperity Index\*, Canada ranks 1<sup>st</sup> in the G-7 and 6<sup>th</sup> among 142 countries in terms of overall prosperity based on material wealth and personal wellbeing.

### Legatum Prosperity Index\* G-7 Ranking



\* The Legatum Prosperity Index ranks countries based on 89 variables grouped into 8 sub-indices which are averaged using equal weights. The sub-indices are: economy; entrepreneurship & opportunity; governance; education; health; safety & freedom; personal freedom and social capital. Source: Legatum Institute, London, November 2015

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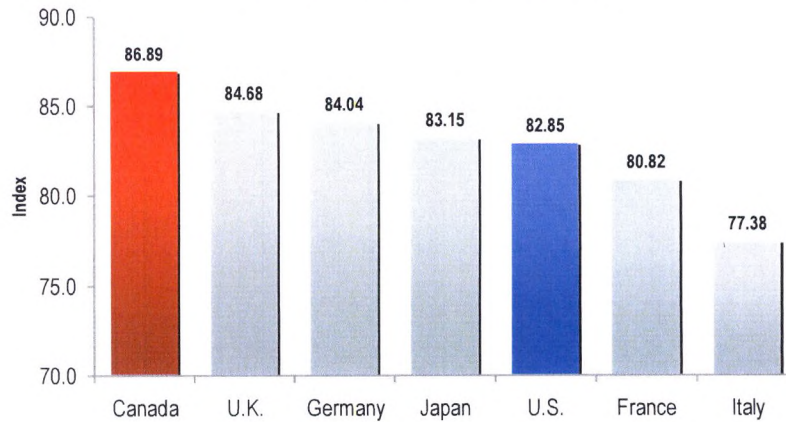




## ...and a High Degree of Social Progress

- Canada ranked first in the G-7 and sixth overall in a 133-country study measuring social progress – defined as a society’s capacity to meet the basic human needs of its citizens, establish the foundations that allow citizens and communities to enhance and sustain the quality of their lives, and create the conditions for all individuals to reach their full potential.

Social Progress Index\* G-7 Ranking



Source: The Social Progress Imperative, April 2015. \* The Index is the sum of three dimensions: Basic Human Needs, Foundations of Wellbeing, and Opportunity. Each dimension is made up of four equally weighted individual components scored on an objective scale from 0–100. This scale is determined by identifying the best and worst global performance on each indicator by any country in the last 10 years, and using these to set the maximum (100) and minimum (0) bounds.



## II A Highly Competitive Business Environment

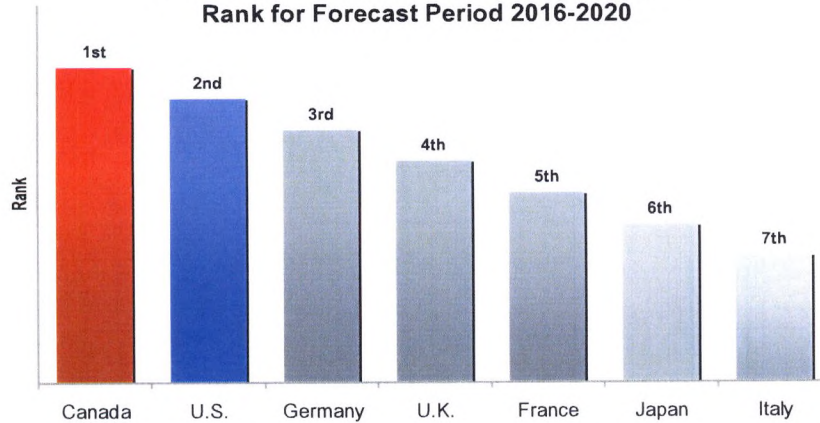




## Canada is Acclaimed by the EIU for its Superior Business Climate...

- Canada understands the importance of its business community and has created an environment to encourage its success.
- Canada is the best place for doing business among the G-7 over the next five years according to the Economist Intelligence Unit (EIU) and it ranked third overall out of 82 countries in the Economist Intelligence Unit's global business rankings for the forecast period (2016-20).
- The country also ranks well for its infrastructure, market opportunities, low taxes, and foreign trade and exchange controls.

**Business Environment of the G-7 Countries,  
Rank for Forecast Period 2016-2020**



Source: The Economist Intelligence Unit, February 2016

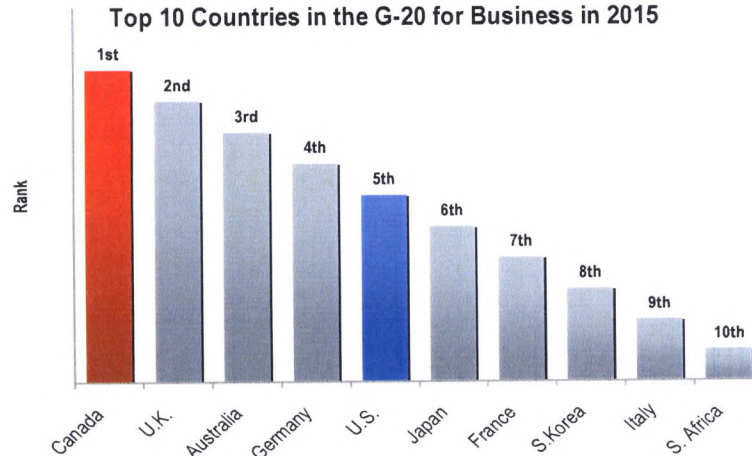
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## ... and More Recently by Forbes

- Canada led the G-20 and stood seventh overall in Forbes latest 144-country annual study on the Best Countries for Business.
- Canada ranked particularly well on a number of sub-elements, including the degree of personal freedom (1<sup>st</sup> overall) and red tape involved in starting a business (2<sup>nd</sup> overall).

**Top 10 Countries in the G-20 for Business in 2015**



\*Standing among G-20 countries. Rankings based on the following eleven categories of quantitative and qualitative indicators: trade freedom, monetary freedom, property rights, innovation, technology, red tape, investor protection, corruption, personal freedom, tax burden and market performance.  
Source: Forbes Publishing, December 2015.

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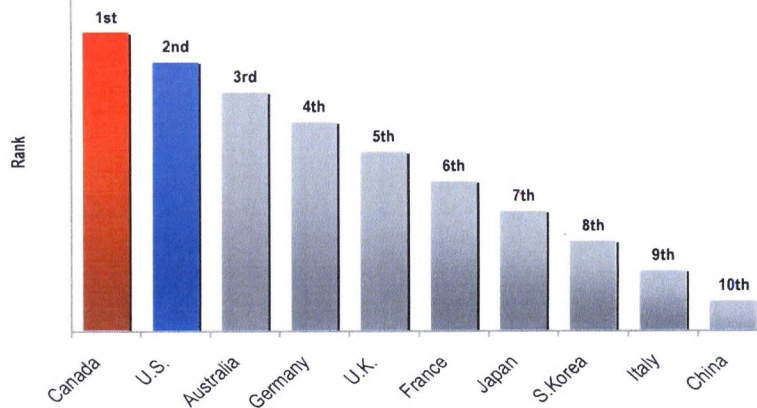




## ... and Bloomberg Rankings

- Canada led the G-20 and stood second overall in Bloomberg Rankings' latest 157-country annual study on the Best Countries for Business.
- Canada ranked high on all six categories of the study, in particular the readiness of the local consumer base (1<sup>st</sup> overall), less tangible costs (1<sup>st</sup> overall) and the degree of economic integration (3<sup>rd</sup> overall).

Top 10 Countries in the G-20 for Business in 2013



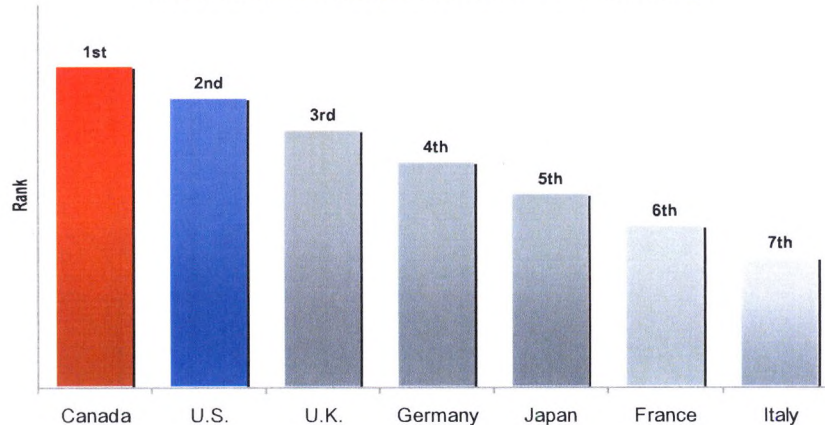
\*Standing among G-20 countries. Rankings based on the following six categories of quantitative and qualitative indicators: degree of economic integration, business startup costs, labour and material costs, transport costs, less tangible costs and readiness of the local consumer base.  
Source: Bloomberg Rankings, January 2014.



## Canada has a High Potential for Investment and Growth in Infrastructure

- Canada ranks 1<sup>st</sup> in the G-7 and 4<sup>th</sup> overall in a recent study measuring a country's potential for investment and growth in its economic infrastructure.\*

Infrastructure Investment Index - G-7 Ranking



Source: Global Infrastructure Investment Index, ARCADIS NV Consulting, September 2014.

\* Standing among 41 countries. Economic infrastructure is the core internal facility of a country that makes business activity possible, such as communication, transportation, distribution, finance and energy supply. These assets are fundamental to society and economic growth.

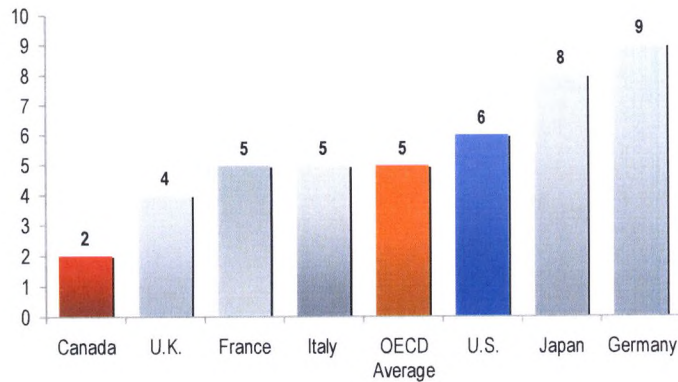




## Establishing a Business in Canada Involves Relatively Few Steps...

- Regulations pertaining to the creation of new businesses are considerably more flexible in Canada than those in the rest of the G-7.
- Canada ranks first among the G-7 and OECD countries for the lowest number of procedures required to establish a new business.

Number of Procedures\*



Source: Doing Business in 2016 - The World Bank Group, 2015. \*A "procedure" is defined as any interaction of the company founder with external parties (government agencies, lawyers, auditors, notaries, etc). Interactions between company founders or company officers and employees are not considered as separate procedures. For example, an inauguration meeting where shareholders elect the directors and secretary of the company is not considered a procedure, as there are no outside parties involved.

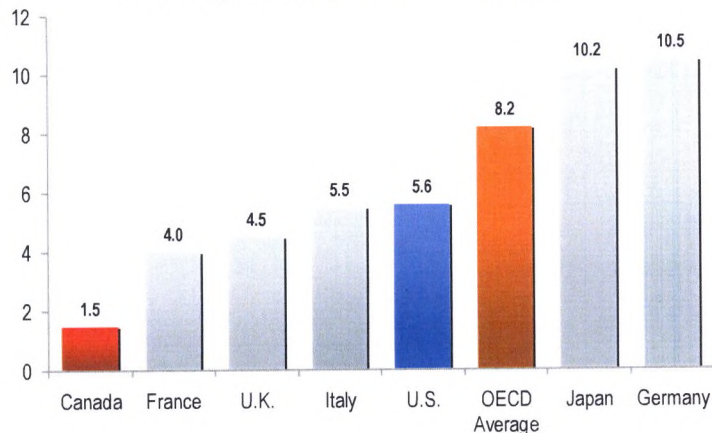
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## ...and Takes Relatively Less Time

- Canada is a G-7 leader for the fewest number of days required for establishing a new business.

Time Required to Start a Business (days)



Source: Doing Business in 2016 - The World Bank Group, 2015

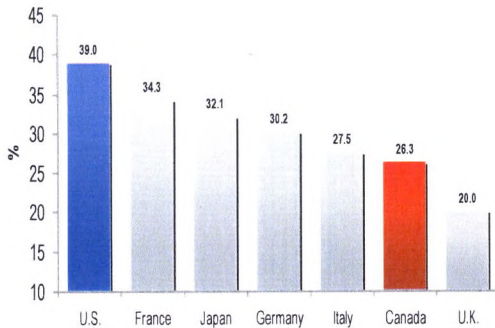
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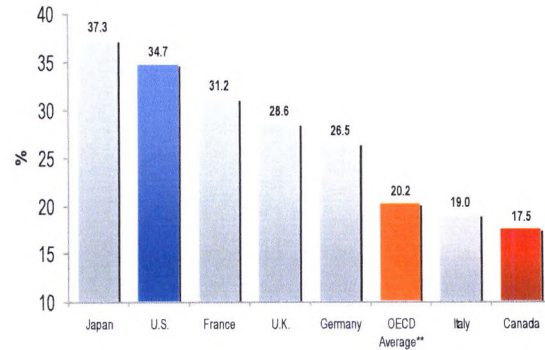
## Canada Offers an Overall Tax Advantage for Firms to Expand....

- Canada has the second lowest statutory corporate tax rate in the G-7 as of 2015.
- In addition, Canada's overall tax rate\* on new business investment is substantially lower than all G-7 countries.

International Comparison of Statutory General Corporate Tax Rates in 2015



Marginal Effective Tax Rate\* on New Business Investment, 2015



\*The tax rate on new business investment is the marginal effective tax rate (METR) that takes into account federal, provincial and territorial statutory corporate income tax rates, deductions and credits available in the corporate tax system and other taxes paid by corporations, including provincial capital taxes and retail sales taxes on business inputs.

\*\*OECD average excludes Canada.

Source: Finance Canada, April 2015

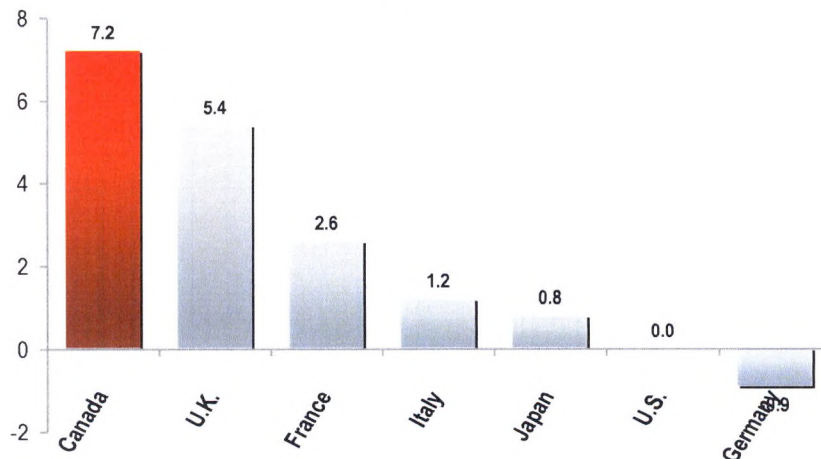
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## ...with the Lowest Business Costs among the G-7...

- KPMG's Competitive Alternatives study finds Canada as having the lowest business costs among G-7 countries and a 7.2 percentage cost advantage relative to the United States.

Percentage Cost Advantage (Disadvantage) Relative to the United States



Source: KPMG Competitive Alternatives 2014

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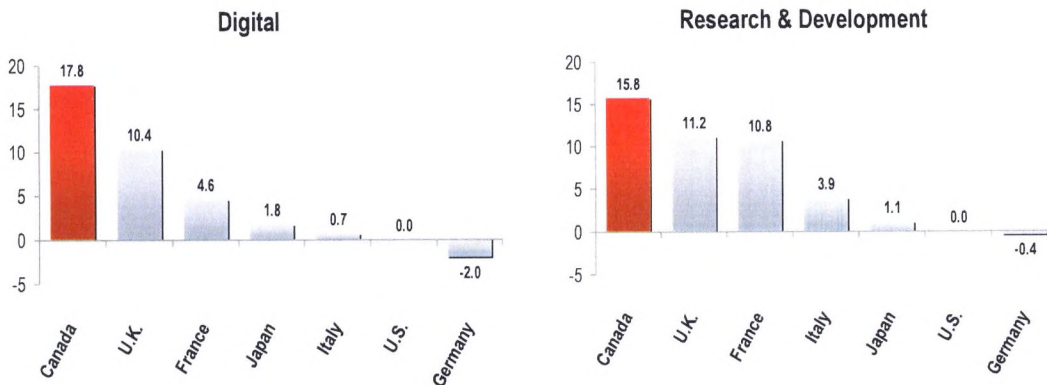




## ...especially in the Digital and Research & Development Sectors

- Canada is the lowest cost G-7 country in the Digital and Research & Development sectors.
- Of the 2 industries in the Digital sector, Canada is the lowest-cost G-7 country in both the Digital Entertainment and Software Design industries.
- Among the 3 industries comprising the Research & Development sector, Canada is the lowest-cost G-7 country in the Biotechnology and Product Testing industries and second lowest in the Clinical Trials industry.

### Percentage Cost Advantage (Disadvantage) Relative to the United States



Source: KPMG Competitive Alternatives 2014

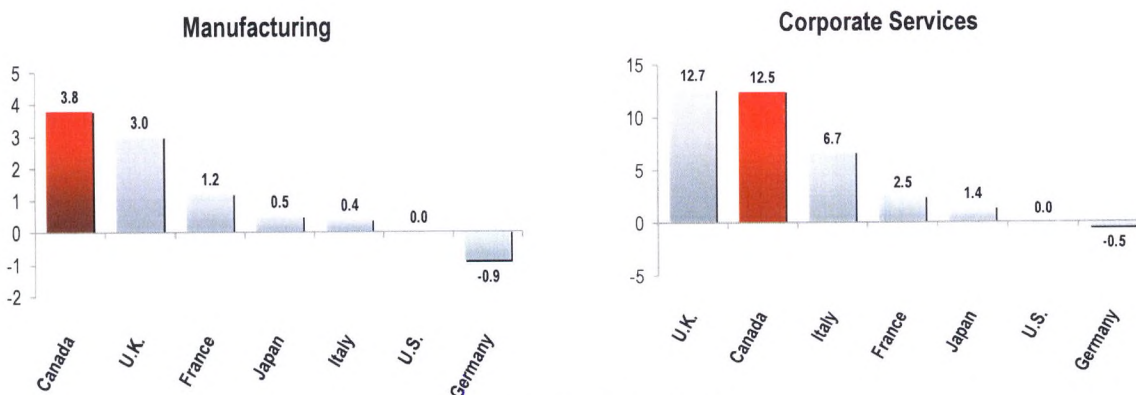
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## Canada is also highly cost-competitive among the G-7 in the Manufacturing and Corporate Services sectors

- Canada is the lowest-cost G-7 country in the Manufacturing sector and second lowest in the Corporate Services sector.
- Of the 12 industries within the Manufacturing sector, Canada is the lowest-cost G-7 country in the Aerospace, Automotive, Electronics, Green Energy, Medical Devices, Metal Components, Pharmaceuticals, Plastics and Telecommunications industries. Canada is the second lowest in the Agri-Food, Chemicals and Precision Manufacturing industries.
- Of the 2 industries in the Corporate Services sector, Canada is the lowest-cost G-7 country in the Professional Services industry.

### Percentage Cost Advantage (Disadvantage) Relative to the United States



Source: KPMG Competitive Alternatives 2014

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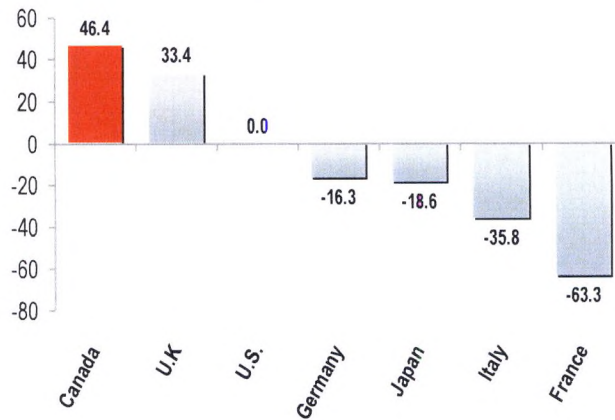




## ... and is the most Tax Competitive G-7 Country

- Canada leads the G-7 in tax competitiveness as measured by the relative Total Tax Index\* with total taxes 46.4% less than the U.S.

### Percentage Advantage (Disadvantage) Relative to the United States Tax Competitiveness



Source: KPMG Competitive Alternatives 2014: Focus on Tax

\* A measure of the total taxes paid by corporations in a particular location expressed as a percentage of total taxes paid by corporations in the US.

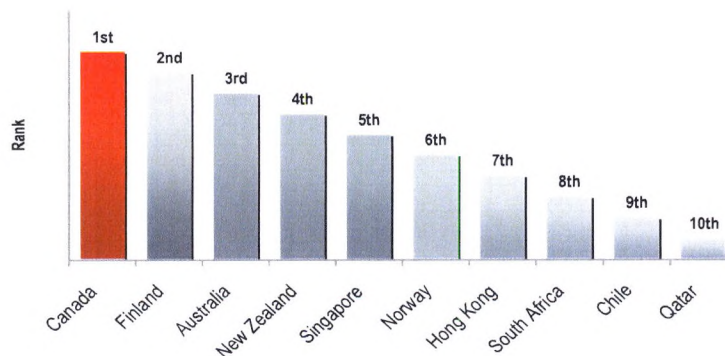
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## ... with Sound Financial Institutions

- Investors can take comfort in the fact that Canada has the soundest banking system in the G-7.
- Six of the world's 50 safest banks are in Canada, according to a recent study: Toronto Dominion Bank (10<sup>th</sup>), Royal Bank of Canada (16<sup>th</sup>), Scotiabank (27<sup>th</sup>), Caisse Centrale Desjardins (31<sup>st</sup>), Bank of Montreal (35<sup>th</sup>) and CIBC (38<sup>th</sup>).\*\*

### Soundness of Banks\* World Rank



\*Standing among 148 countries. Ranking based on the degree of soundness of financial institutions. Source: Global Competitiveness Report, 2015-2016

\*\* Standing among 500 world banks based on total assets and long-term credit ratings. Source: Global Finance Magazine, September 2015

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### III A Dynamic Workforce

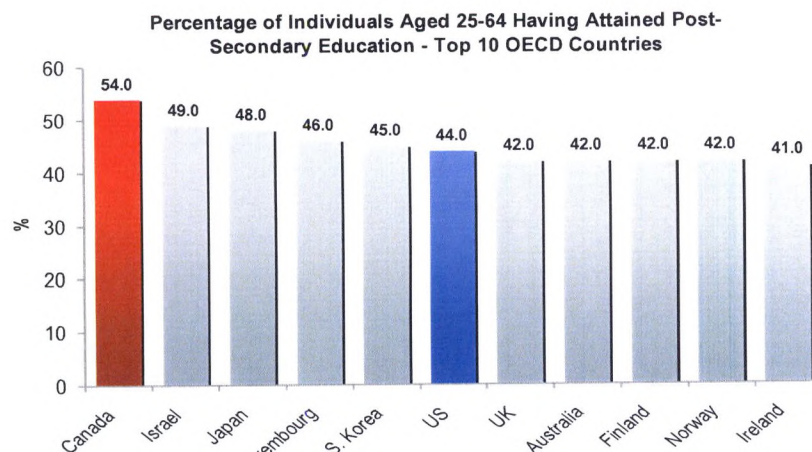


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### Canada has one of the World's Best Educated Talent Pools...

- Canada's talent pool is the most highly educated among OECD member countries, with over half of its population aged 25-64 having attained tertiary level education.
- Four Canadian universities are ranked among the top 100 in the world according to the UK-based *Quacquarelli Symonds (QS) World University* rankings for 2015-16: McGill University 24<sup>th</sup>; University of Toronto 34<sup>th</sup>; University of British Columbia (UBC) 50<sup>th</sup> and the University of Alberta 96<sup>th</sup>.



Source: OECD, Education at a Glance, November 2015

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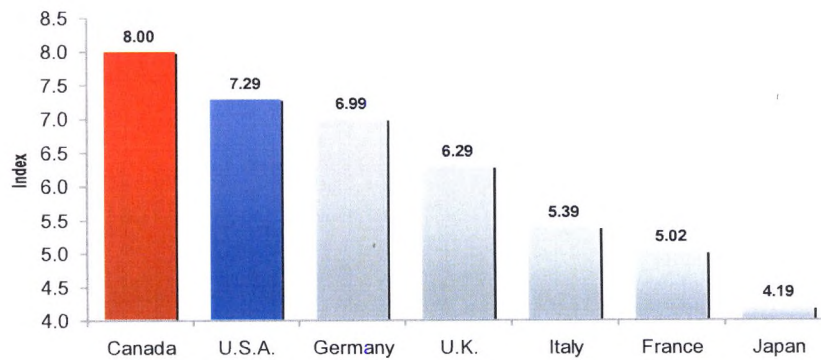




## ...Superior Management Training...

- Five Canadian schools of management are ranked among the top 100 in the world according to the *Financial Times* (UK) Global MBA rankings for 2016: University of Toronto (Rotman) 60<sup>th</sup>, McGill University (Desautels) 85<sup>th</sup>, Western University (Ivey) 88<sup>th</sup>, Queen's University 93<sup>rd</sup> and University of British Columbia (Sauder) 96<sup>th</sup>.
- In addition, Canada stood first in the G-7 in a study measuring the extent to which management education meets the needs of the business community. (see chart below)

### Management Education Quality Index\*



Source: IMD, \* Rank among 61 economies considered in the World Competitiveness Yearbook 2015.

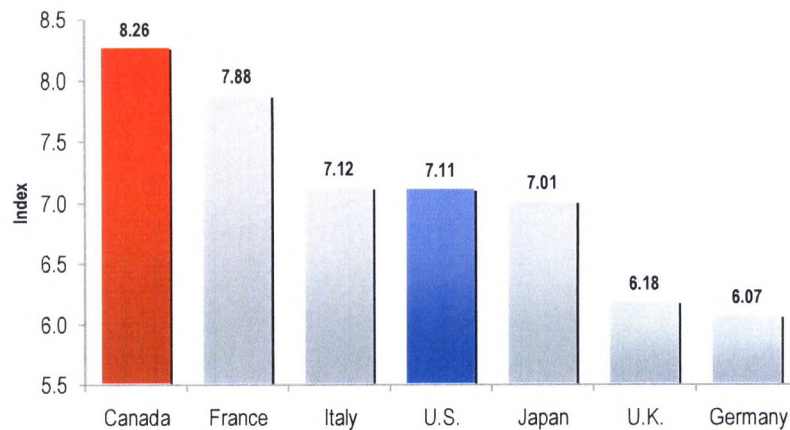
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## ...and a Readily Available Army of Qualified Engineers

- The availability of qualified engineers in the labour force in Canada is the highest in the G-7 according to a survey conducted by the Institute for Management Development (IMD).

### Qualified Engineers Availability Index\*



Source: IMD, \* Rank among 61 economies considered in the World Competitiveness Yearbook 2015.

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## Canada is also a World Leader in Youth Academic Performance...

- Canadian schoolchildren ranked second in the G-7 in each of three subject areas (Reading, Science and Mathematics) surveyed in the OECD Program for International Student Assessment (PISA).
- Among the 65 countries and economies that participated in PISA 2012, Canadian schoolchildren ranked 9<sup>th</sup> in Reading, 10<sup>th</sup> in Science and 13<sup>th</sup> in Mathematics.
- The PISA survey is conducted annually involving over 500,000 school pupils across 65 countries, and evaluates the capacity of 15-year old schoolchildren to understand and solve academic problems.

### PISA Score (points – Standing Among G-7 Countries)

	Reading		Science		Mathematics
Japan	538	Japan	547	Japan	536
<b>Canada</b>	<b>523</b>	<b>Canada</b>	<b>525</b>	<b>Canada</b>	<b>518</b>
Germany	508	Germany	524	Germany	514
France	505	United Kingdom	514	France	495
United Kingdom	499	France	499	United Kingdom	494
<b>United States</b>	<b>498</b>	<b>United States</b>	<b>497</b>	Italy	485
Italy	490	Italy	494	<b>United States</b>	<b>481</b>

Source: OECD 2012

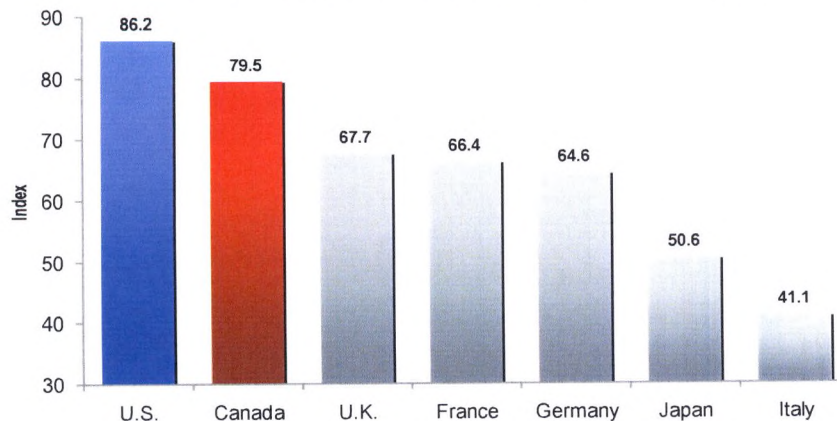
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## ...with one of the World's Best Business Climates for Entrepreneurs to Thrive...

- According to the Global Entrepreneurship Index\* - a measure of the health of a country's entrepreneurship ecosystem, Canada ranks 2<sup>nd</sup> in the G-7 and 2<sup>nd</sup> among 132 countries.
- Canadian policymakers are thus better equipped than most economies to implement policies leading to a productive entrepreneurial environment that will have a positive impact on innovation, productivity and job growth.

### Global Entrepreneurship Index\* G-7 Ranking



\*The Global Entrepreneurship Index ranks countries based on 3 sub-indices: entrepreneurial attitudes, entrepreneurial abilities and entrepreneurial aspirations standing on 14 pillars: opportunity perception, start-up skills, risk acceptance, networking, cultural support, opportunity start-up, technology absorption, human capital, competition, product innovation, process innovation, high growth, internationalization and risk capital.  
Source: Global Entrepreneurship Index 2016 – The Global Entrepreneurship and Development Institute, November 12, 2015

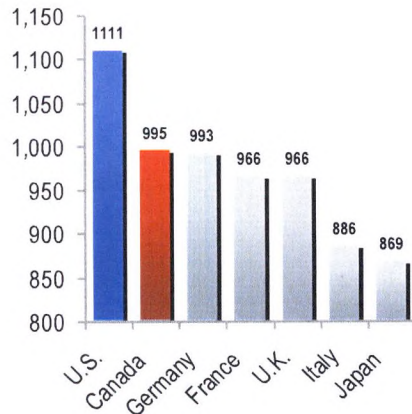
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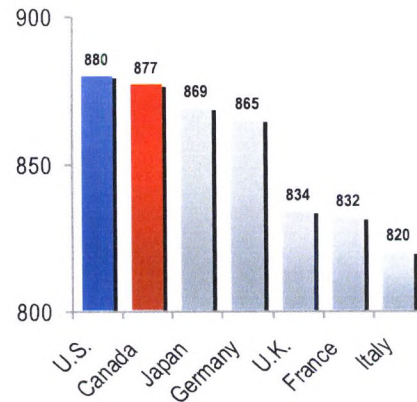
## ...and a leader in PC and Internet Users

- Canada has a technology savvy population and workforce. It ranks second in the G-7 with respect to Internet users per capita and is second to the U.S. among the G-7 in terms of personal computers per capita.

**Personal Computers  
Per 1,000 Inhabitants**



**Internet Users  
Per 1,000 Inhabitants**



Source: IMD, \* Rank among 61 economies considered in the World Competitiveness Yearbook 2015.

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## IV A Solid Venue for Innovation & Investment



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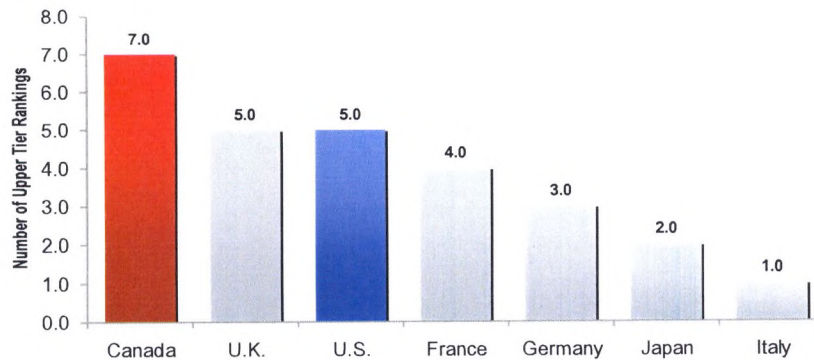




## Canada Ranks High on Innovation Policies

- Canada ranks highest among G-7 countries in terms of the number of upper tier rankings across seven core innovation policy areas: Science/R&D; Domestic Competition; Intellectual Property; Information and Communication Technology (ICT); Government Procurement and High-Skill Migration.

Core Innovation Policy Ranking\*



Source: The Global Innovation Policy Index – Information Technology and Innovation Foundation and the Kauffman Foundation – United States – March 2012.

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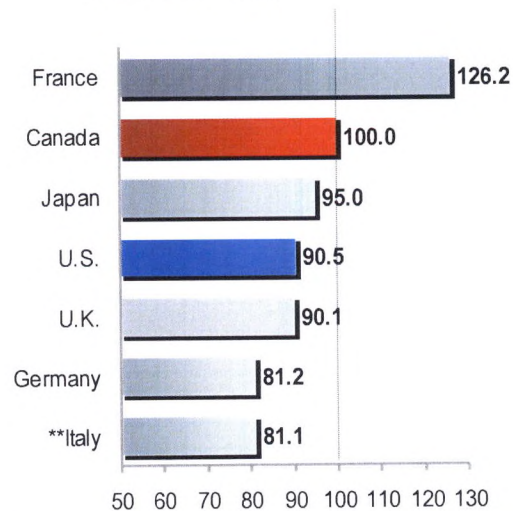


## Canada Benefits by Having One of the Best R&D Tax Treatments in the G-7

- Canada currently offers one of the most favorable tax treatments for R&D among the G-7.
  - Canada provides a system of tax credits and accelerated tax deductions for a wide-variety of R&D expenditures.
  - Eligible costs include: salaries, overhead, capital equipment, and materials.
- These tax-based treatments permit firms to significantly reduce R&D costs through direct investment or sub-contracting in Canada.

Relative Generosity of R&D Tax Treatments\*

(Index: Canada = 100.0)



Source: Warda, Jacek, *Assessing changes to SR&ED and related policy instruments on Canada's competitiveness for Foreign Direct Investment*: November 22, 2013.  
 Note: Relative generosity is determined by dividing the after tax cost of performing \$1.00 of R&D by 1 less the corporate tax rate. Results are indexed to the relative generosity of Canada's system of tax-based support for R&D. The higher the ratio the more competitive the tax system.  
 \* Calculations based on large firms, \*\* Pending new legislation proposal.

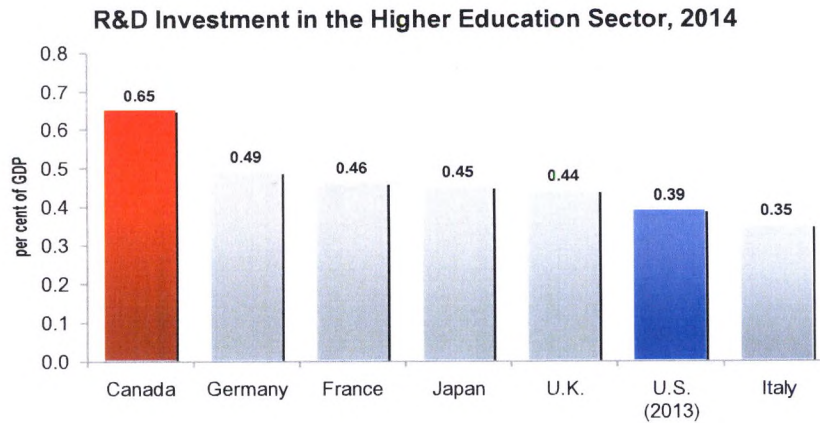
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## ...and a High Level of R&D Investment in Higher Education

- Canada is a world leader in post-secondary research, outpacing other G-7 countries on higher education investment.



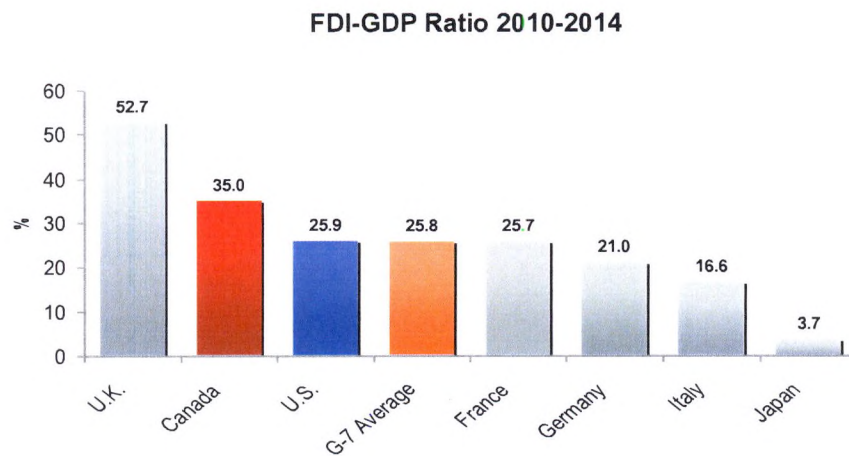
Source: OECD Main Science and Technology Indicators, 2015, Volume 2, February 2016.

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## in an Above Average Investment Environment

- Canada is a leading G-7 nation in foreign direct investment performance when measured in terms of its GDP.



Source: UNCTAD Stat Database, October 2015

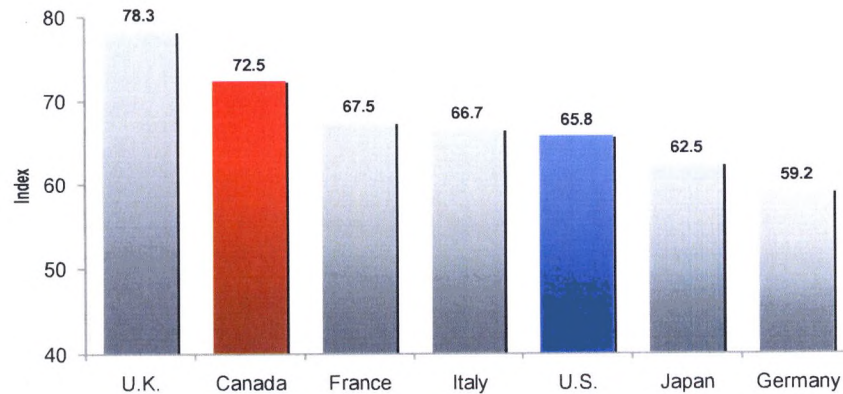
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## with Solid Investor Protection

- Canada ranks second in the G-7 and seventh in a 142-country study measuring the ease in investor protection.

### Ease of Investor Protection\* G-7 Ranking



\* Standing based on three dimensions of investor protection: transparency of related party transactions, liability for self dealing, and shareholders' ability to sue officers and directors for misconduct.

Source: Global Innovation Index 2015, Cornell University, INSEAD Business School, and World Intellectual Property Organization (WIPO)

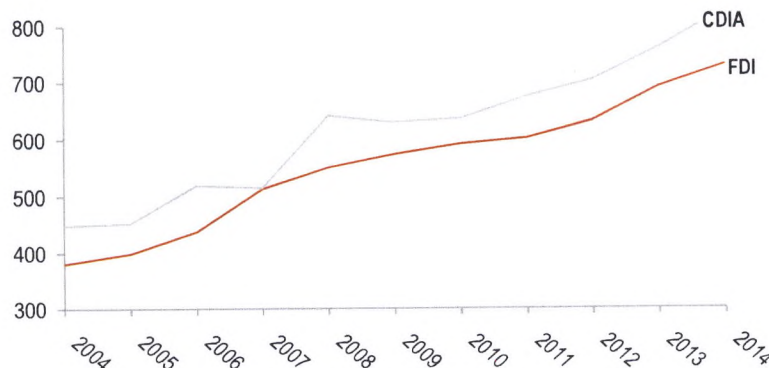
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## Canada's Globalized Economy is Driven by a Dynamic Two-Way Investment Process...

- Over the past decade, Canada has witnessed a substantial growth in both inward and outward FDI reflecting its strong connection to global supply chains.
- Canada's inward FDI stock reached C\$732 billion in 2014, an almost 2-fold increase from C\$379 billion in 2004.
- As for Canada's outbound FDI, the expansion of Canadian direct investment abroad (CDIA) has been equally spectacular, rising from C\$449 billion in 2004 to C\$829 billion in 2014.

### Canada's Inward and Outward FDI Stock (\$Billion)



Source: Statistics Canada, April 24, 2015

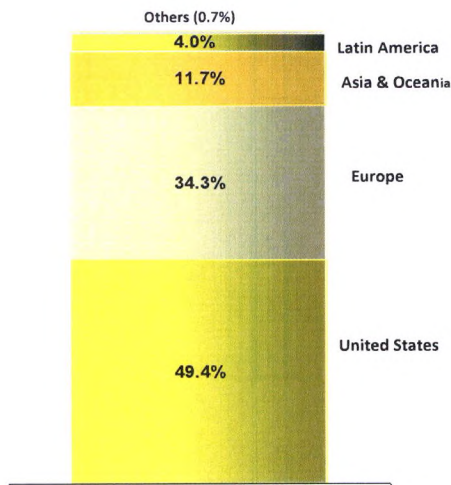
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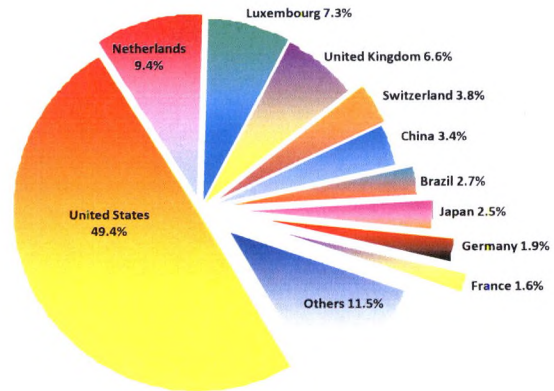
## ... with the United States as Canada's Largest Source of FDI

- In 2014, the U.S. share of foreign direct investment (FDI) in Canada stood at 49.4%, demonstrating its confidence in Canada's business climate.

Distribution of Canada's FDI Stock by Major Regions, 2014 (%)



Share of Top 10 sources of FDI Stock in Canada, 2014, (%)



Source: Statistics Canada, April 24, 2015

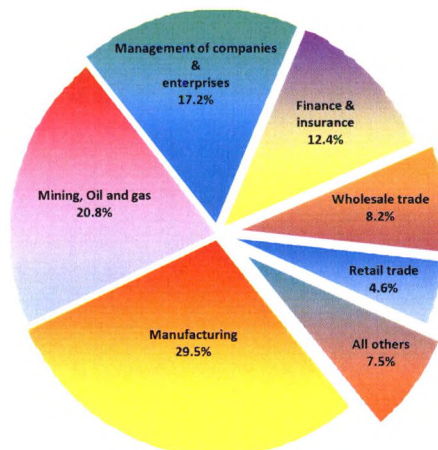
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## ... and Overall FDI Geared Toward Industries with Strong Competitive Advantages

- Almost 80% of foreign investment is in four main industries: manufacturing, mining and oil and gas extraction, management of companies and enterprises, and finance and insurance.

Share of Top 6 Industries in Canada's FDI Stock, 2014, (%)



Source: Statistics Canada, April 24, 2015, \* North American Industry Classification System (NAICS)

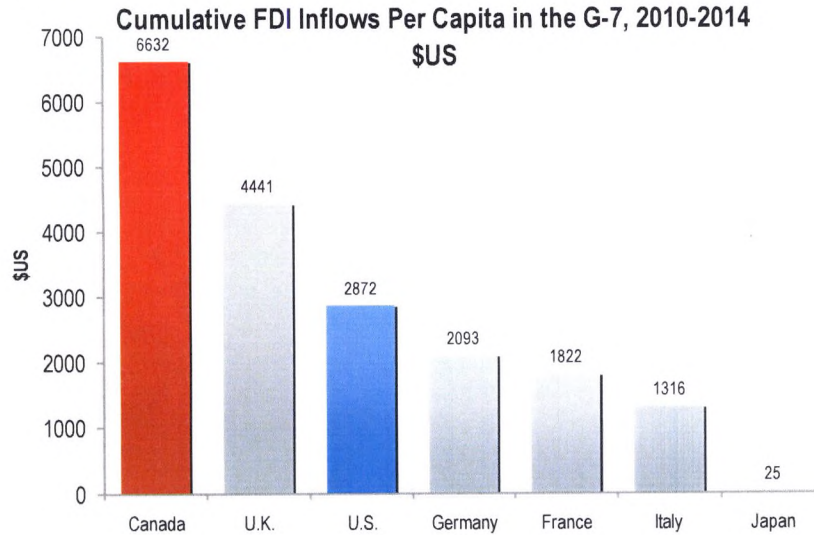
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## Canada is Also a Leader in FDI Attraction

- Since the financial crisis and ensuing global downturn, Canada has outperformed major global economies in attracting FDI: From 2010-2014, Canada was the largest recipient of per capita inflows among G-7 countries and the second largest in the G-20 following Australia.



Source: UNCTAD Stat Database, October 2015

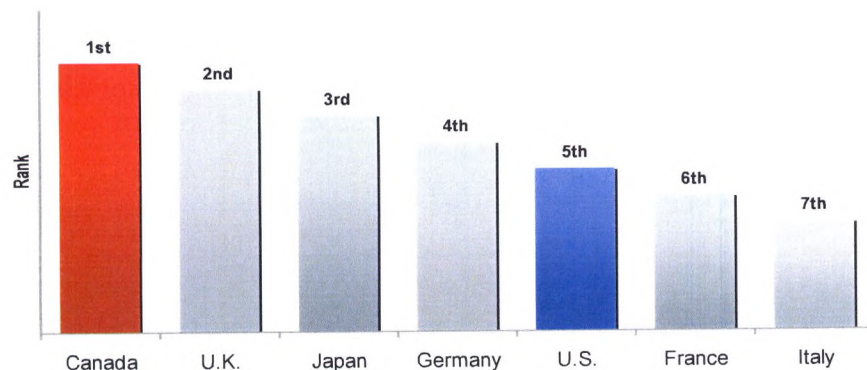
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## ...based on its Strong Economic and Institutional Environment for FDI

- The Global Opportunity Index\* ranks Canada's economic and institutional factors for attracting foreign direct investment (FDI) as first in the G-7, first in the G-20 and sixth among all 136 countries surveyed.

### Economic and Institutional factors for attracting FDI: G-7 Ranking



\*The 2015 index ranks 136 countries on 61 variables aggregated among four categories: Doing Business, Economic Fundamentals, Quality of Regulations, and the Rule of Law. Each of the 4 categories measures an economic or institutional factor affecting the attraction of foreign direct investment.

Source: Milken Institute, July 2015

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## V Easy Access to Markets

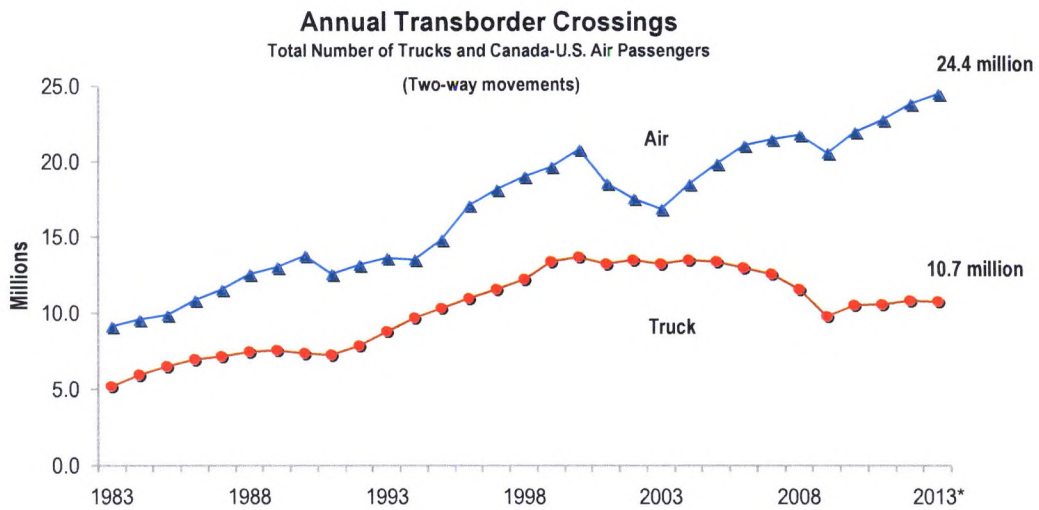


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## Canada has a Streamlined Trans-Border Transportation System...

- The North American market is served by a well-integrated transportation system, which is among the world's best.
  - Automated permit ports, transponder identification systems and joint processing centres are being tested and deployed for easy movement of goods.
  - Bottom line – the border system is one of the world's most efficient.

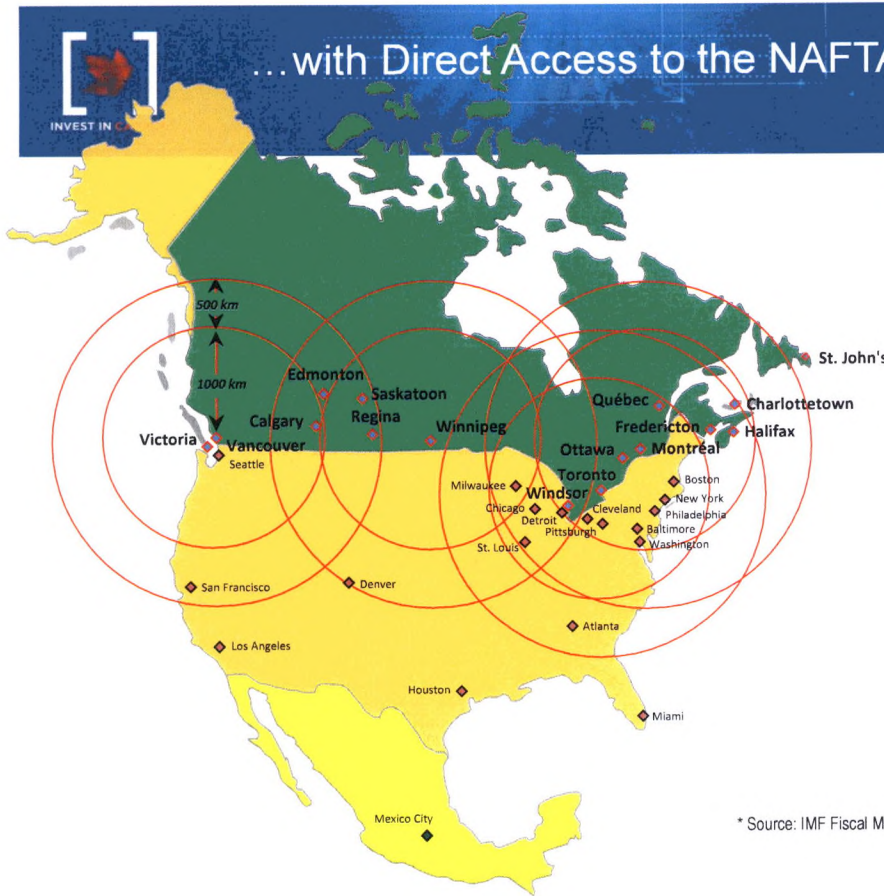


Source: Statistics Canada and Transport Canada, 2013 (\* Preliminary data for 2013)

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**INVEST IN CANADA** ... with Direct Access to the NAFTA Market



- Canadian-based businesses have access to one market of 474 million consumers with a combined GDP of over US\$20 trillion.\*
- Many Canadian production hubs are actually closer to U.S. markets than American production sites — of Canada's 20 largest cities, 16 are within an hour and a half drive of the U.S.

\* Source: IMF Fiscal Monitor, October 2015

**INVEST IN CANADA** ... and Efficient Transport Linkages Tying North America with Asia and Europe



- A reliable and efficient transportation system is key to effective participation in global supply chains.
- Canada's Gateways offer an integrated and efficient transport network that spans from coast to coast, reaching deep into North America's economic heartland. The Gateways' strategic locations offer the most direct routes to and from Asia and Europe.
- Sailing times from Canada's Atlantic and Pacific deep-water ports are up to two days shorter than other North American ports.





## VI An Excellent Place to Live



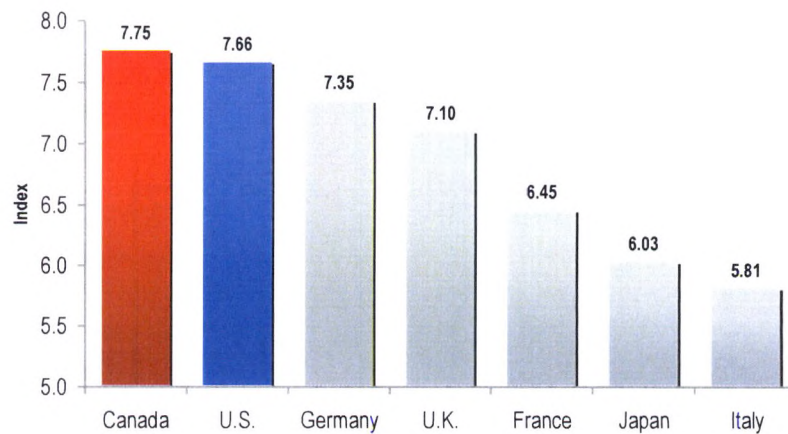
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## Canada's Overall Quality of Life is One of the World's Best...

- Canada ranked first in the G-7 and sixth among the 34 OECD countries in terms of overall living conditions and quality of life.

**Better Life Index\* G-7 Ranking**



Source: OECD June 2015\* Index based on weighted average of 11 topics (housing, income, jobs, community, education, environment, civic engagement, health, life satisfaction, safety and work-life balance) identified as essential by the OECD in the areas of material living conditions and quality of life.

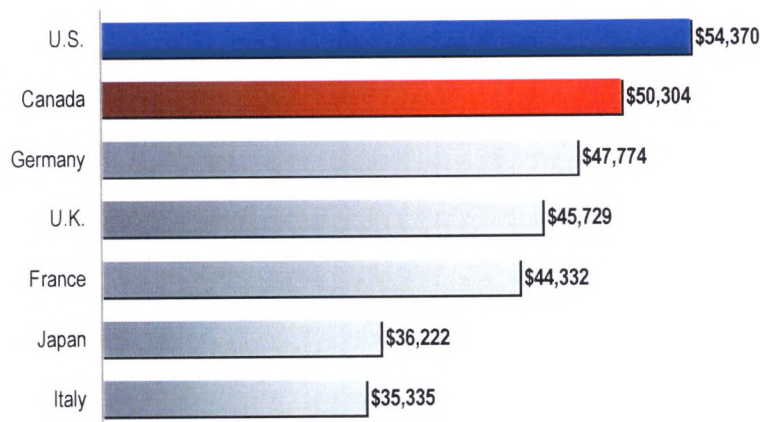
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## ...with a High Standard of Living among the G-7...

- Canada has the second highest standard of living in the G-7 as measured by the Gross Domestic Product (GDP) per Capita.

### Gross Domestic Product per Capita of G-7 Countries 2014 (US\$ Market Exchange Rates)



Source: IMF Fiscal Monitor, October 2015.

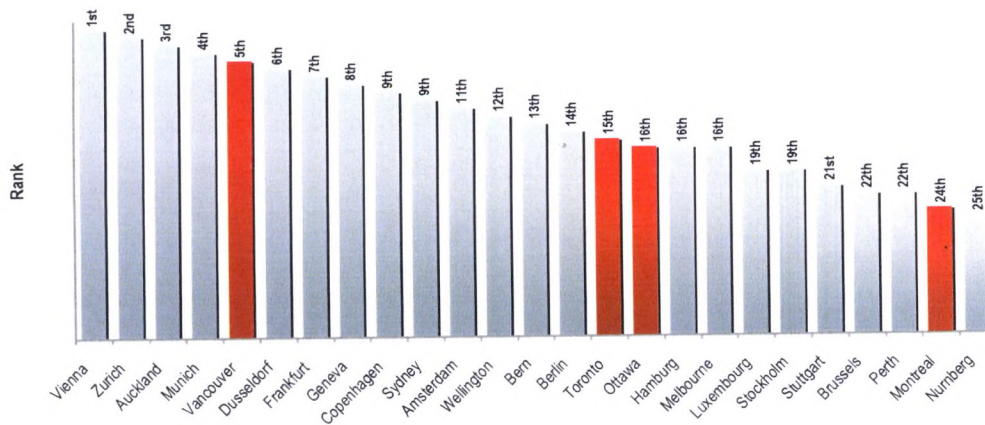
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## ...Exceptional Quality of Life in Cities...

- According to a recent annual quality-of-life ranking of 230 world cities, four Canadian cities ranked among the top 25.

### Overall Quality of Life Ranking (Top 25 Cities)



Source: Mercer Human Resources Consulting: March 2015

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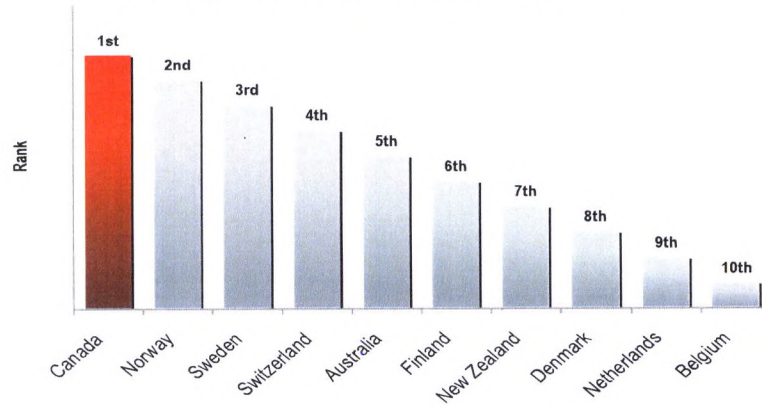




## ...and the Best Overall Reputation on the Global Stage

- The Reputation Institute ranks Canada as having the highest reputation ranking among 55 countries based on several indicators, including a good quality of life, a safe place to live, an advanced economy, an effective government and an appealing environment.

### Global Reputation\* - Ranking of Top Ten Countries



Ranking based on the Reputation Institute's 2015 Country RepTrak(TM), an annual study measuring the public perceptions of 55 countries around the world. The study measures the overall Trust, Esteem, Admiration and Good Feelings the public holds towards these countries, as well as their perceptions across 16 different attributes, including a good quality of life, a safe place to live and a strong attention to their environment. Source: Reputation Institute, New York, July 2015

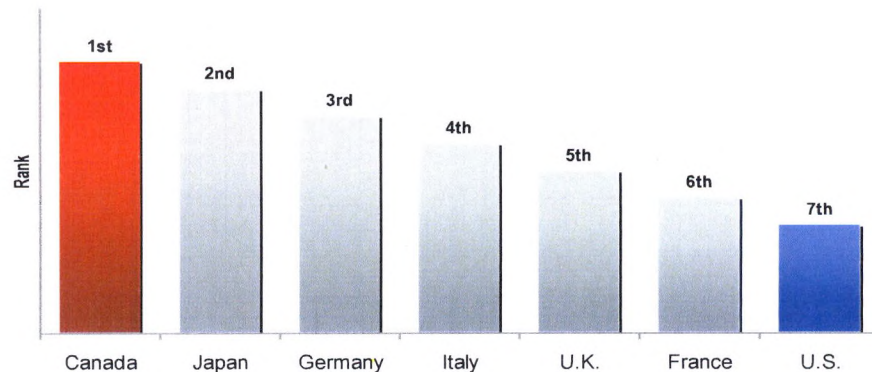
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## Canada Ranks High Among Model Nations of Peace...

- According to the Global Peace Index, a recently released measure by the Economist Intelligence Unit, Canada stood 1<sup>st</sup> in both the G-7 and the G-20 and ranked seventh among 162 countries surveyed.

### Global Peace Index\* G-7 Ranking



\*Standing among 162 countries. Index ranking countries based on peacefulness, both domestically and abroad using 22 indicators, including the number of soldiers killed overseas, the level of violent domestic crimes and relations with neighbouring countries. Source: Economist Intelligence Unit, June 2015

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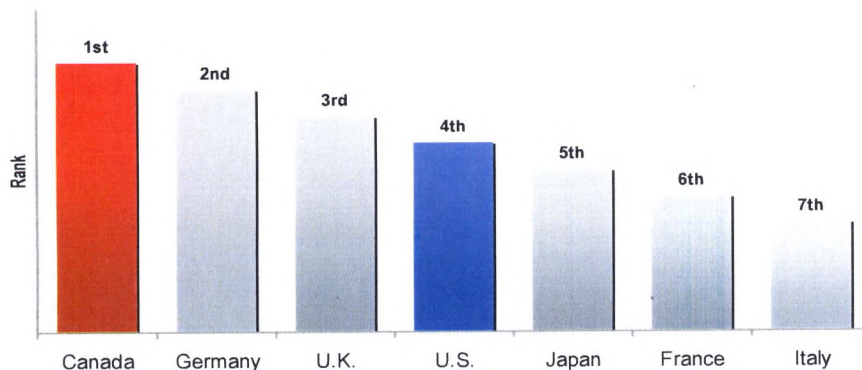




## ...and Vibrant Democracies

- According to the Economist Intelligence Unit's Democracy Index, Canada stood first in the G-7, first in the G-20 and seventh among 167 countries surveyed.

### Democracy Index\* G-7 Ranking



\*Standing among 167 countries. Index ranking countries based 60 indicators grouped in five different categories: electoral process and pluralism, civil liberties, functioning of government, political participation and political culture.  
Source: Economist Intelligence Unit, April 2015

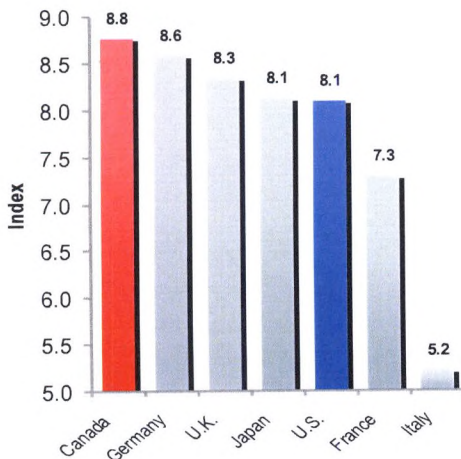
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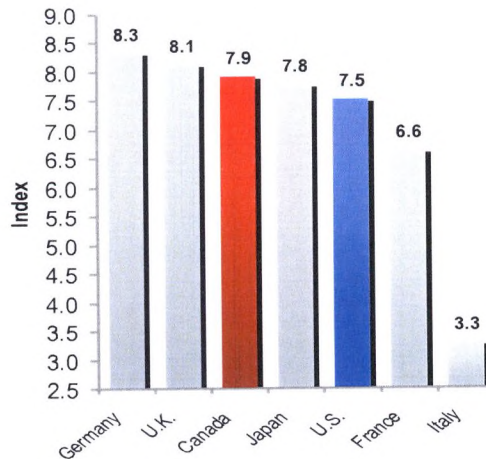
## Canada is also a Safe and Just Society...

- Canada is a G-7 leader in terms of the safest place to live and to conduct business under a fairly administered judicial system.

### Security\* — World Rank



### Justice\*\* — World Rank



Source: IMD \* Confidence that person and property is protected. Rank among 61 economies considered in the 2015 World Competitiveness Yearbook.  
\*\*Degree of fairness of the judicial system in Society. Rank among 61 economies considered in the 2015 World Competitiveness Yearbook.

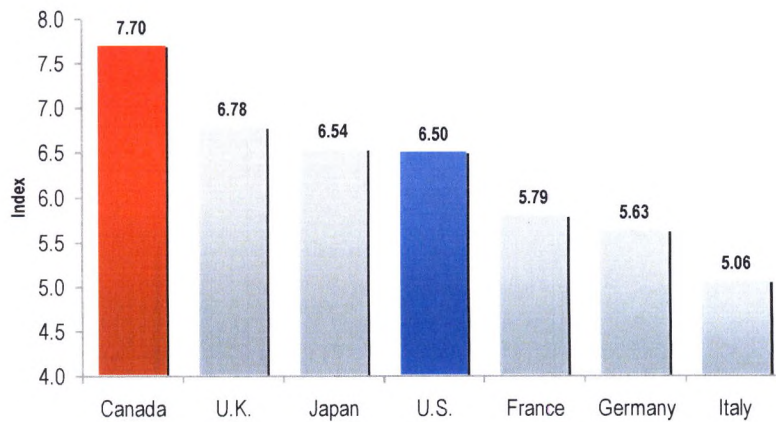
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## ...a Land of Equal Opportunity...

- Canada ranks first among the G-7 in providing equal opportunities for individuals.

### Equal Opportunity\* — World Rank



Source: IMD \* Race, gender, family background does not pose a handicap for competitiveness.  
Rank among 61 economies considered in the 2015 World Competitiveness Yearbook.

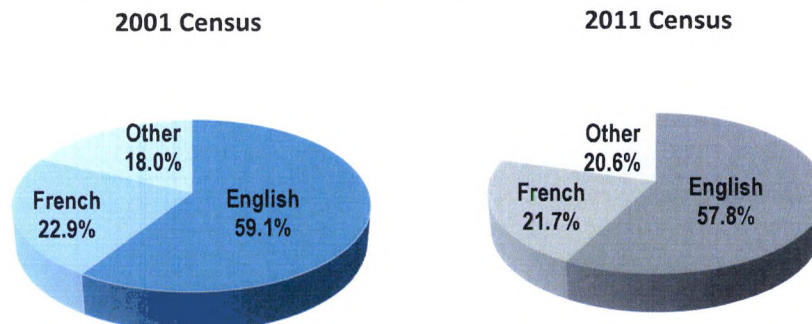
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## ...and a Society Rich in Multiculturalism

- Canada has one of the world's most multilingual societies with over 200 languages identified as the mother tongue.
- There has been an overall increase in the proportion of the population whose mother tongue is neither English or French from 18.0% in 2001 to 20.6% in 2011.

### Language Distribution in Canada\* (% of Population)



Source: Statistics Canada, 2001 and 2011 Census \* based on mother tongue.

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## Canada – Solid Reasons to Invest

Canada's economic fundamentals and relative cost advantages provide a first-rate business environment. Canada offers:

### Excellent Economic Fundamentals

- Low inflation and low interest rates
- One of the strongest economies in the G-7

### A Highly Competitive Business Environment

- Ease in establishing and conducting a new business
- Competitive business costs
- Competitive tax system
- Strong financial and technological environment

### A Dynamic Workforce

- One of the world's best-educated internationally-oriented workforces
- Quality management training
- Technology savvy workers

### A Solid Venue for Innovation and Investment

- Quality R&D Tax Treatments
- Superior innovation policies
- World leader in post-secondary research

### Easy Access to Markets

- Geography and NAFTA provide easy access to the world's most prosperous market
- Highly efficient transportation linkages with Asia and Europe

### An Excellent Place to Live

- Superb overall quality of life
- A society rich in multiculturalism

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## Invest in Canada

- Through Canadian diplomatic missions around the world, and with direct access to investment contacts at national, provincial and municipal levels within Canada, the Invest in Canada Bureau of the Department of Foreign Affairs, Trade and Development is well positioned to assist you with your investment in Canada. We invite you to start exploring all that Canada has to offer at:

[www.investincanada.com](http://www.investincanada.com)

- For further information, please contact our investment specialists at your local Canadian Embassy, High Commission or Consulate:

[www.tradecommissioner.gc.ca/](http://www.tradecommissioner.gc.ca/)

or write to us at:

[investincanada@international.gc.ca](mailto:investincanada@international.gc.ca)

**Think Canada!** is prepared by Arif Mahmud,  
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