

City Profile

London, Ontario



London: When the world is looking for possibilities, they come to London, Canada

Located along the busiest NAFTA (North American Free Trade Agreement) superhighway in North America, London is a globally preferred site that offers something to suit the need of every industry.

Fast facts

London overview

Located strategically along the highway 401-402-403 corridor, London offers unparalleled access to more than 150 million consumers within a one-day drive. London's diverse economic base provides stability and sustainability to the local economy.

Sector Strength

London continues to build on its traditional image of being a manufacturing hub by investing and attracting advanced manufacturing, research and development facilities including the Fraunhofer Project Centre. With its location in the heart of southwestern Ontario, industry leaders in the food processing sector choose London for convenient access to raw materials and abundant water supply. London is home to innovative startups in the digital creative space, many of which have become major players in the national and international market.

Why Canada

According to the World Bank, in 2014, Canadians enjoyed the second highest standard of living in the G-7 countries, as measured by the per capita GDP. Canada is a great place to live and prosper as according to the Organization for Economic Co-operation and Development (OECD), Canada has lower income disparity than most G-7 countries. The OECD's Better Life Index shows Canada as best in the G-7 in terms of overall living conditions and quality of life, based on a variety of indicators including housing, income, jobs, environment, education and health.

London Overview

London has a diverse economic base, which provides stability and sustainability. A preferred choice for advanced manufacturing, London also has one of the largest food and beverage processing clusters in Canada due to easy access to raw materials and transportation options. Companies in the digital creative, life sciences and professional services are thriving in London. Industry leaders including, 3M Canada, Labatt, Nestle Canada, STIHL, Cargill Canada and TD Canada Trust call London home. International companies including Dr. Oetker (Germany) and Natra (Spain) have also recently chosen London as the location of their first North American plants.

Fueling growth in the industry sectors are London's internationally recognized educational institutions. Western University along with its affiliate colleges and Fanshawe College offer an exceptional talent pool, innovation and research as well as unparalleled learning experiences for students.

Why London

Located half-way between Detroit and Toronto, London has unparalleled market access through close proximity to three Canada-US border crossings — Detroit, MI, Port Huron, MI and Buffalo, NY. This location continues to be an important consideration for investment attraction and local business growth. The 400-series highways carry \$1.5 billion in trade every day.

London's strength as a globally preferred site lies in a continued commitment to its world-class infrastructure. London offers something to suit the needs of every industry, including access to 14 Original Equipment Manufacturer (OEM) facilities within a two-hour trucking distance. Innovation Park has over 200 acres of Ontario Certified Investment Lands available and has already attracted multinational companies such as Dr. Oetker and Hanwha. Situated just minutes from the Innovation Park is the London International Airport, which is a hub for general aviation services in Southwestern Ontario. The airport provides access to a cargo terminal with 24-hour Canada Customs and air cargo services.

[more...](#)

London economic indicators

Indicator	2013	2014
GDP Value	\$ 19,915 M	\$ 20,007 M
GDP growth	0.5 %	1.8 %
Unemployment Rate	8.6 %	7.5 %
London Population	502,360	

Source: The Conference Board of Canada



London's digital creative sector is experiencing continuous growth. It has been built on innovative startup ventures that are now recognized as global players. London's educational institutions, including Western University and Fanshawe College, ensure the maintenance strong talent pipeline to fuel future growth throughout the city's diverse economic base.

Sector Strength

Advanced Manufacturing (automotive, aviation, defence) - With close to 30,000 people, advanced manufacturing continues to be a significant employer in London's economy. Leading companies including 3M, Brose, and General Dynamics Land Systems - Canada have manufacturing facilities in London. Recent investments in 401/402 corridor, industrial lands, R&D facilities as well as skills training are some of the ways London is building the right infrastructure for manufacturers. The award-winning industry event, Best Defence Conference provides opportunities for national and international companies in the defence sector. Last year, Best Defence Conference attracted 250 leading defence and security company representatives from across Canada, USA and Europe.

Food and Beverage Processing - London is increasingly being recognized as one of North America's prominent hubs for food and beverage processing. From Labatt's starting a hometown brewery in 1847, to Dr. Oetker opening its first North American frozen pizza plant in 2014, London has had a rich history in agri-food. London's location in the heart of southwestern Ontario provides easy access to Canada's agricultural farm belt. Industrial lands in London have access to water supply from two Great Lakes that meets HACCP and ISO9001 standards and offer high

capacity 12 inch sanitary sewer at lot line, which most useful food and beverage producers.

Digital Creative - London's talented digital creative labour force has more than 8,000 employees representing 300 companies. From computing innovation platforms at Western University to Fanshawe College's new downtown Centre for Digital and Performance Arts, London's education institutes are committed to excellence in technology training. Infrastructure such as affordable downtown office space (including many heritage buildings), access to fibre optic coverage, data center sites, and great entertainment venues (Budweiser Gardens, Grand Theatre, Orchestra London) are some of the reasons why more tech companies are choosing London. Among many London-born success stories is EK3, which was recently acquired by Cineplex and rebranded Cineplex Digital Networks. EK3 spun out of Western University and carved out a successful digital marketing niche in the narrowcasting space.

Future plans

- London is taking advantage of the growing trend towards technology-based advanced manufacturing and is investing in research and development
- Western University and Fanshawe College, London's world-class educational institutions, are poised to benefit from the Campus Linked Accelerator program – a \$ 20 million (over 2 years) investment by the Ontario government to promote on-campus entrepreneurship
- London will be making better use of Canada's busiest highway — the 401-402 corridor — by enhancing four interchanges along these highways with the Province of Ontario committing more than \$100 million to the project



London Economic Development

www.ledc.com
+1 (519)-661-4545 | info@ledc.com
Twitter: @LondonEDC

Visit www.ConsiderCanada.com for more information on Canada's large cities