



**CONSIDER
CANADA.COM**

INVEST. TRADE. PROSPER.



Why Choose Canada First?

10+ reasons why Canada is the ideal business entry point to North America



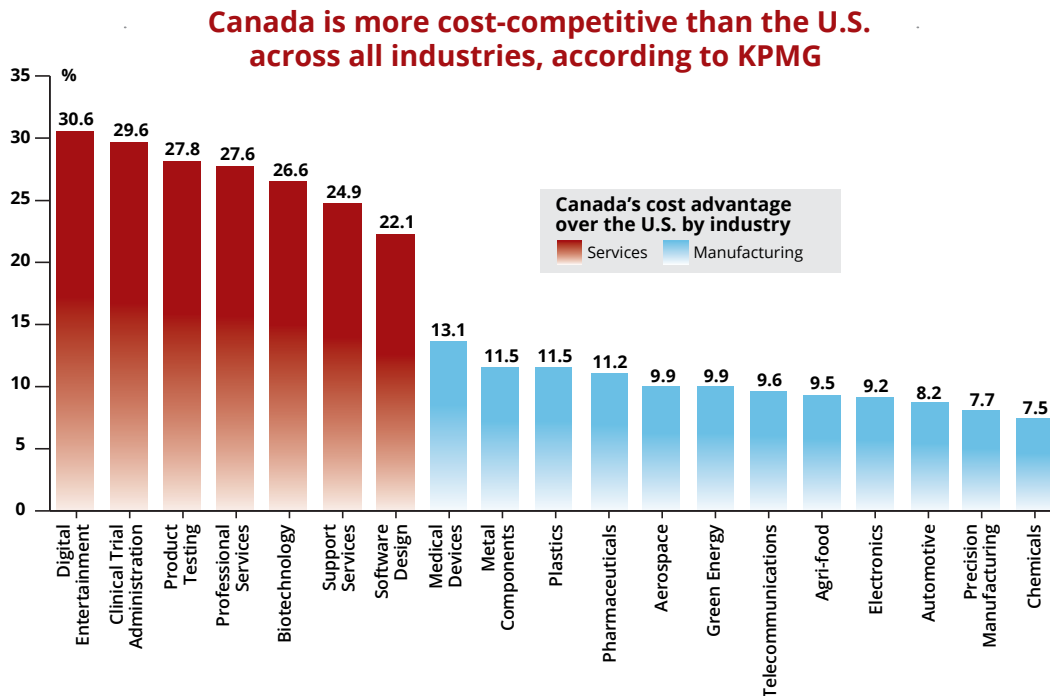
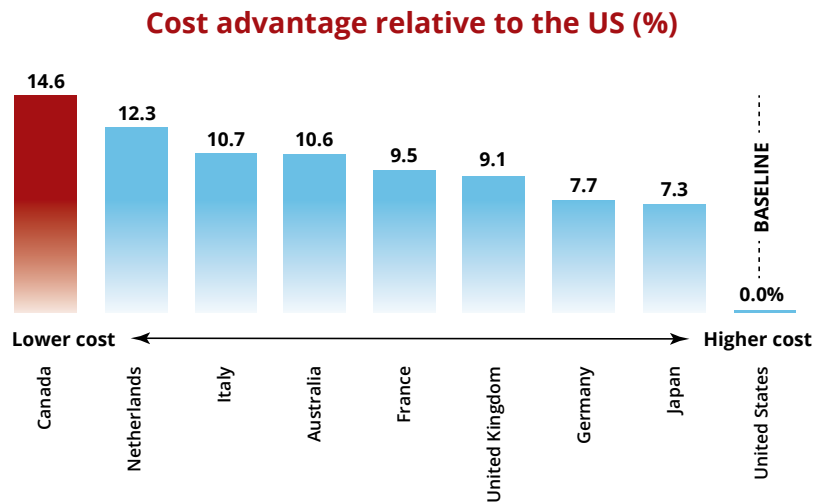
Why Choose Canada First?

1. Welcoming Business Environment

In 2015, [Forbes Magazine](#) ranked Canada #1 in their list of Best Countries for Business among the G-20 countries and 7th overall among 144 countries, with the United States slipping to #22. ([Bloomberg's](#) 2014 list places Canada at #2, ahead of the United States at #3.)

2. Competitive Business Cost

According to the KPMG [2016 Competitiveness Alternatives report](#), Canada retains its position as having the lowest comparative business costs amongst the mature economies, with an overall cost index 14.6% below that of the United States, the baseline country. For key sectors that include software development, video game production, and financial services, the cost differential rises to 26%.

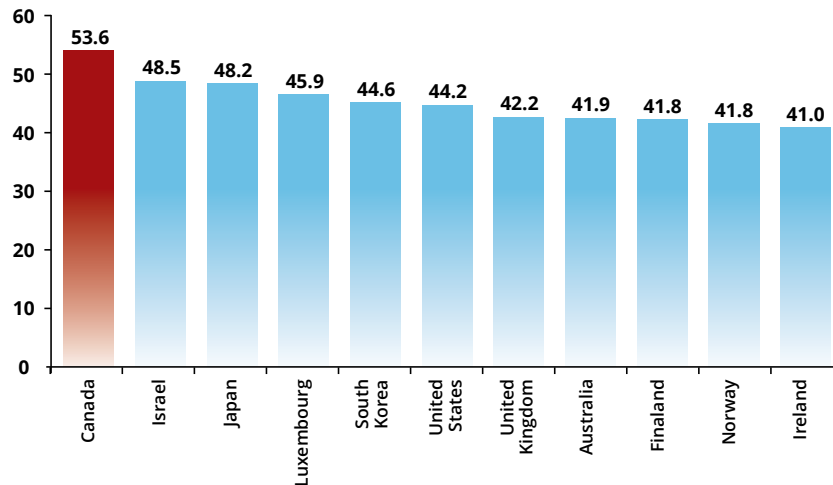


Source: KPMG 2016 Competitiveness Alternative

3. Highly-Educated Talent

Canada is a leader in higher education, with a proven ability to produce a skilled workforce with good labour-market outcomes. According to the [Organisation for Economic Co-operation and Development \(OECD\)](#) Canada ranks first among OECD countries in the proportion of adults with a college (tertiary-type 5B) education (24%) and ranks eighth in the proportion of adults with a university (tertiary-type 5A) education (26%). Canadian women have the highest tertiary education attainment rate (55%) for women or men among OECD countries.

Percentage of individuals aged 25-64 having attained tertiary level education – Top 10 OECD countries



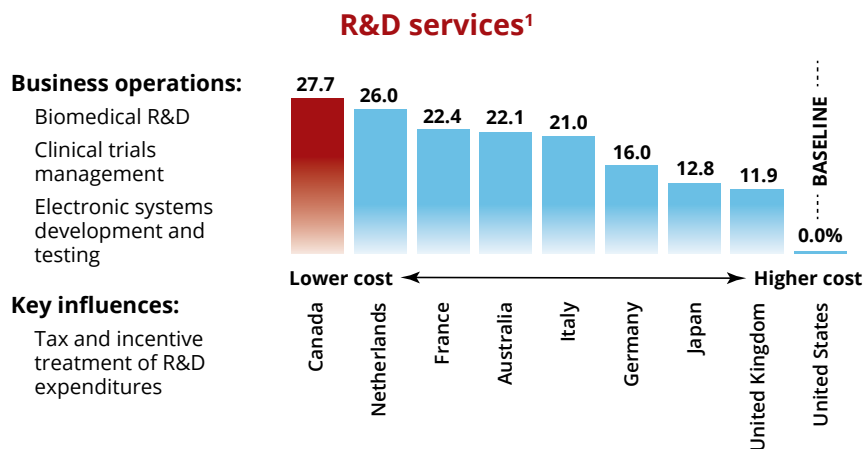
Source: OECD, *Education at a Glance*, November 2015; *Think Canada, Invest in Canada*, March 2016

4. Unparalleled Market Access

[Canada's 15 trade agreements](#) offer excellent access to global markets. NAFTA grants Canadian market participants tariff-free access to the United States and Mexico, while the free trade Comprehensive Economic and Trade Agreement (CETA), signed in principle, will grant preferential access to both NAFTA and the EU — a market with a combined GDP of US\$40 trillion.

5. Competitive R&D Environment

Canada offers the greatest cost advantage in R&D Services among the G-7 countries, with total costs 27.7% below the US baseline, according to KPMG's 2016 Competitiveness Alternative report.



Source: KPMG's 2016 Competitiveness Alternative

6. Financial Stability

In 2015, the World Economic Forum declared Canada's banking system to be the soundest in the world for the eighth year in a row. (The United States is in 39th place.)

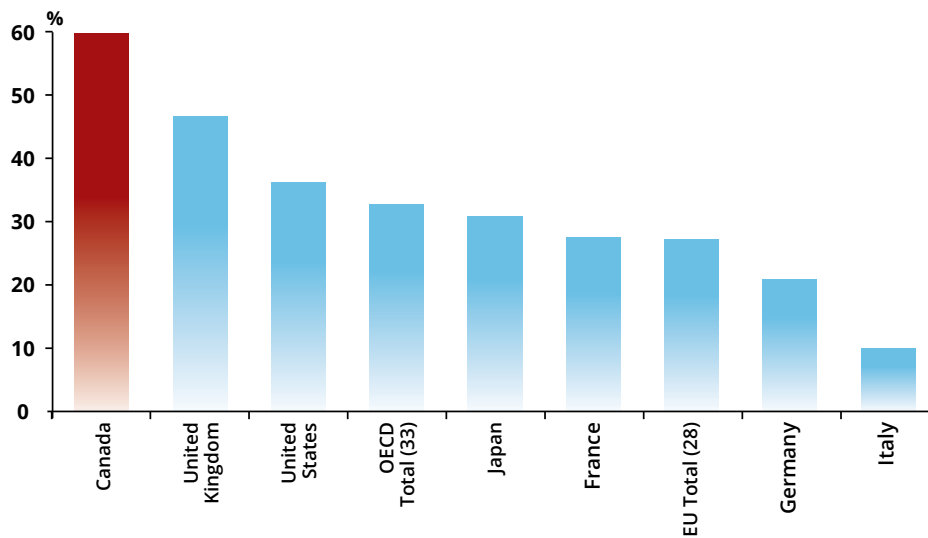
7. Universal, Single-Payer Healthcare

Under Canadian law, all Canadians have access to basic publicly-funded healthcare. This is very different from the American Affordable Care Act, which has an "Employer Mandate" requiring large employers (50+ employees) to pay for a portion of employees' plans.

8. Welcoming Immigration System for Skilled Workforce

Canada has one of the most open immigration systems in the world, as evidenced by the share of the population born outside the country (22%). Its policies favour skilled immigration and entrepreneurs, with over 60% of immigrants having post-secondary education. Its investment and trade agreements facilitate the temporary international transfer of managerial and technical staff to ensure that investors can be fully operational quickly. Foreign companies have minimal problems in using their Canadian location for tasks involving attendance by their worldwide staff including training, conferences and project meetings.

Canada: Immigrant workforce is highly educated Share of foreign born population with tertiary education



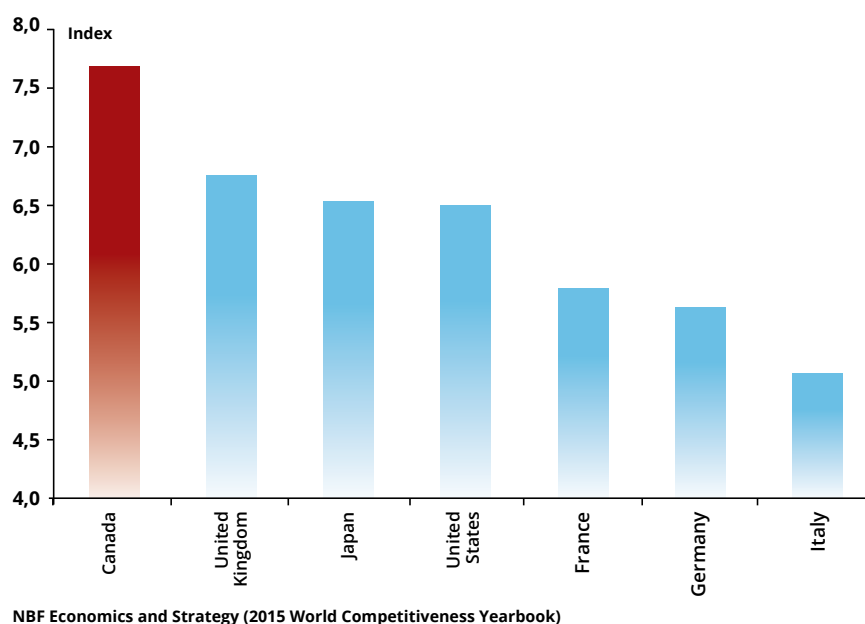
NBF Economics and Strategy (OECD data via <http://www.oecd.org/els/mig/indicators-of-immigrant-integration-2015.pdf>)

Source: National Bank of Canada, March 2016

9. High Level of Social Cohesion

Canada is a country that has been built on diversity, stability and globalization. The result is an outward looking tolerant society, attuned to diverse cultures. The diversity has built a cohesive society with ties to all parts of the globe. The Canadian business culture is accepting of foreign business models, and with the United States as its major trading partner and the free trade advantages of NAFTA, a natural bridge into understanding, adapting and being successful in the US market.

Canada: Social cohesion not really an issue Equal opportunity index (race, gender, family background)



Source: National Bank of Canada, March 2015

10. Superior Quality of Life

Canada ranks above the US in 8 out of 11 categories in the OECD's [Better Life Index](#), including metrics in education, health, and safety. In general, Canadians are more satisfied with their lives than Americans, and the entire OECD average.

11. White-glove Treatment from Consider Canada City Alliance

The Consider Canada City Alliance provides “white-glove treatment” to investors in Canada’s largest cities, providing ground-level support to help companies find the best communities in which to begin a Canadian-based business. Start learning more at considercanada.com

About Consider Canada City Alliance

Consider Canada City Alliance represents a partnership between 11 economic development agencies from Canada’s largest cities to promote Canada as an ideal destination for global trade and investment. Its members represent 52.5% of Canada’s population, 56.8% of its GDP and 63.8% of GDP growth in Canada between 2010 and 2015.