

# City Profile

Waterloo Region, Ontario



## Waterloo Region: Innovation & Entrepreneurialism at its core

*Waterloo Region has one of the most diverse and dynamic economies in North America, supported by globally renowned talent and a vibrant startup ecosystem. Waterloo Region is inventing the future.*

### Fast facts

#### Waterloo Region overview

Waterloo Region is inventing the future. The Region is internationally recognized for its leading-edge innovative endeavours and highly educated labour pool – both key drivers for global companies to establish or relocate their business to Waterloo Region.

#### Sector Strength

The fabric of the Waterloo Region's dynamic, engaged and innovative business climate, is woven from the threads of more traditional industry employing advanced technology in their product development and manufacturing process and using advanced technology as a key driver of continuing business competitiveness.

#### Why Canada

Canada provides a top performing economy for businesses to innovate, grow and succeed. It ranks 1st in the G20 for doing business over the five-year period 2016-2020. Canada has posted the third highest employment growth in the G20 from 2005-2014. Its economy has fully recouped more than all of the output and jobs lost during the recession. Since June 2009, over 1.3 million jobs have been created in Canada, an increase of almost 8.0% with over 80% of the new jobs being in the private sector and full-time.

### Waterloo Region Overview

Waterloo Region is one of the best places in the world for business to innovate and thrive. A unique innovation ecosystem with world-class talent, we produce bleeding-edge research and products. From Toyota to Christie Digital Systems to Ricoh and Maplesoft, our strengths in Automotive, Digital Solutions, Advanced Manufacturing and ICT are prevalent. The Region is one of Canada's fastest growing regions with almost 600,000 residents and forecasted to grow by 36% over the next 20 years.

- Highest rate of post-secondary education among the OECD countries.
- 65,000 post-secondary students including over 24,000 co-operative education students at the University of Waterloo, Wilfrid Laurier University and Conestoga College.
- University of Waterloo offers 13 different, 5 year co-op engineering programs with core disciplines such as; chemical, electrical and software engineering, systems design, nanotechnology and mechatronics.
- Conestoga College's School of Trades and Apprenticeship outputs annually approximately 1,000 on-the-job trained and experienced labour pool.
- Waterloo Region averages 15 patents registered per 10,000 people, 11 times the Canadian national average.

### Why Waterloo Region

The Waterloo Region has become a "go-to" location for businesses looking for a new site that has the right mix of ingredients for unparalleled success: an educated, highly skilled workforce; globally competitive industry clusters; available labour supply; competitive business costs; and strategic location. Located only 100km from Toronto, North America's fourth largest city, and close to six Canada-U.S. border crossings, companies have access to 158 million consumers within one day's drive.

### Sector Strength

**ICT** - Waterloo Region is an Information Communication Technology powerhouse and is home to an ecosystem of over 30,000 ICT professionals. As part of the Toronto - Waterloo Corridor, some of the **more...**

## Waterloo Region economic indicators

Indicator	2014	2015
GDP Value	25,408 M	26,070 M
GDP growth	2.2 %	3.8 %
Unemployment Rate	6.4%	5.9%
Waterloo Region Population	511,319 (2015)	

Source: The Statistics Canada



world's largest technology companies, with combined revenue over \$15 billion are located here– Google, EA, Square, NetSuite, Honeywell, Canon, OpenText Corporation, Maplesoft, Ricoh, SAP among others.

Alongside this well-established technology sector, there has been an explosion in the startup ecosystem over the last six years, producing 1,845 new startups and attracting over \$700M in investment.

**Advanced Manufacturing** - The evolution and shift away from a traditional manufacturing to a highly advanced, clean and automated advanced manufacturing is predominant in Waterloo Region. This industry is supported by access to a highly skilled workforce of technicians, trades workers and engineers. Our manufacturing sector employs the highest percentage of the workforce within the region and includes well recognized firms like Mazak, Viessmann, Topcon, ATS Automation and Rockwell. In addition, Waterloo Region manufacturers benefit from its proximity to the US market state-of-the-art transportation and logistics infrastructure.

**AutoTech** - The last decade has seen major disruptions in the automotive sector and has changed the way we interact with automotive vehicles. Waterloo Region is uniquely positioned to lead the disruptive innovation in this sector with a strong base in developing and perfecting technology that will be used in the next generation of vehicles. The Waterloo Centre for Automotive Research (WatCAR) has over a 100 professors researching how to make cars more connected to human interaction including; infrastructure, smartphones, secure data verification and storage, light weighting, product development, and lowering emissions to tackle climate change. With this strong sector ecosystem, firms like Toyota, Sanyo, Trim Masters and General Motors are located here in Waterloo Region.

## Fast facts

- The auto industry employs over 10,900 people in Waterloo Region (2015), 19.4% of the labour force is employed in manufacturing.
- University of Waterloo has Canada's largest engineering school offering the largest co-operative program of its kind in the world, graduating "workplace ready" individuals.
- Conestoga College's School of Trades and Apprenticeship is the centre of skills training in Waterloo Region, offering a comprehensive array of hands-on trades programs in machining, welding, electrical technology, motive power and metal fabrication.
- Wilfrid Laurier University is known for their business, economics, accounting and finance programs offering the largest business co-op program in Canada.
- Waterloo Region manufacturers benefit from its proximity to the US market with 158 million people within one day's drive through 6 border crossings, and are supported by state-of-the-art transportation and logistics infrastructure.

The Waterloo Region is known for its quality manufacturing as demonstrated through the J.D. Power and Associates Quality Awards [program](#). TMMC (Toyota Motor Manufacturing Canada) is consistently recognized as a top performing operation through receiving the North American Plant Quality Awards winning the Platinum, Gold, Silver and Bronze awards.



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