



invest  
IN  
CANADA

**WHERE WILL  
CANADA  
LEAD YOU?**

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**CHOOSE CANADA TO  
EXPAND YOUR BUSINESS**



**IN AN EVER-CHANGING WORLD,  
THERE IS NO BETTER PLACE TO DO  
BUSINESS THAN CANADA.**



Invest in Canada is your primary contact – bringing industry, community and government partners together to offer seamless services that make it easier to accelerate your expansion to Canada.





## MESSAGE FROM THE BOARD CHAIR: **DISCOVER CANADA'S BUSINESS ADVANTAGES**

Canada is a wonderful place to live, work and invest. As a business leader and strategic advisor who has structured, negotiated, executed and closed critical business transactions in Canada and around the world, I understand what global investors seek and I know that Canada can deliver.

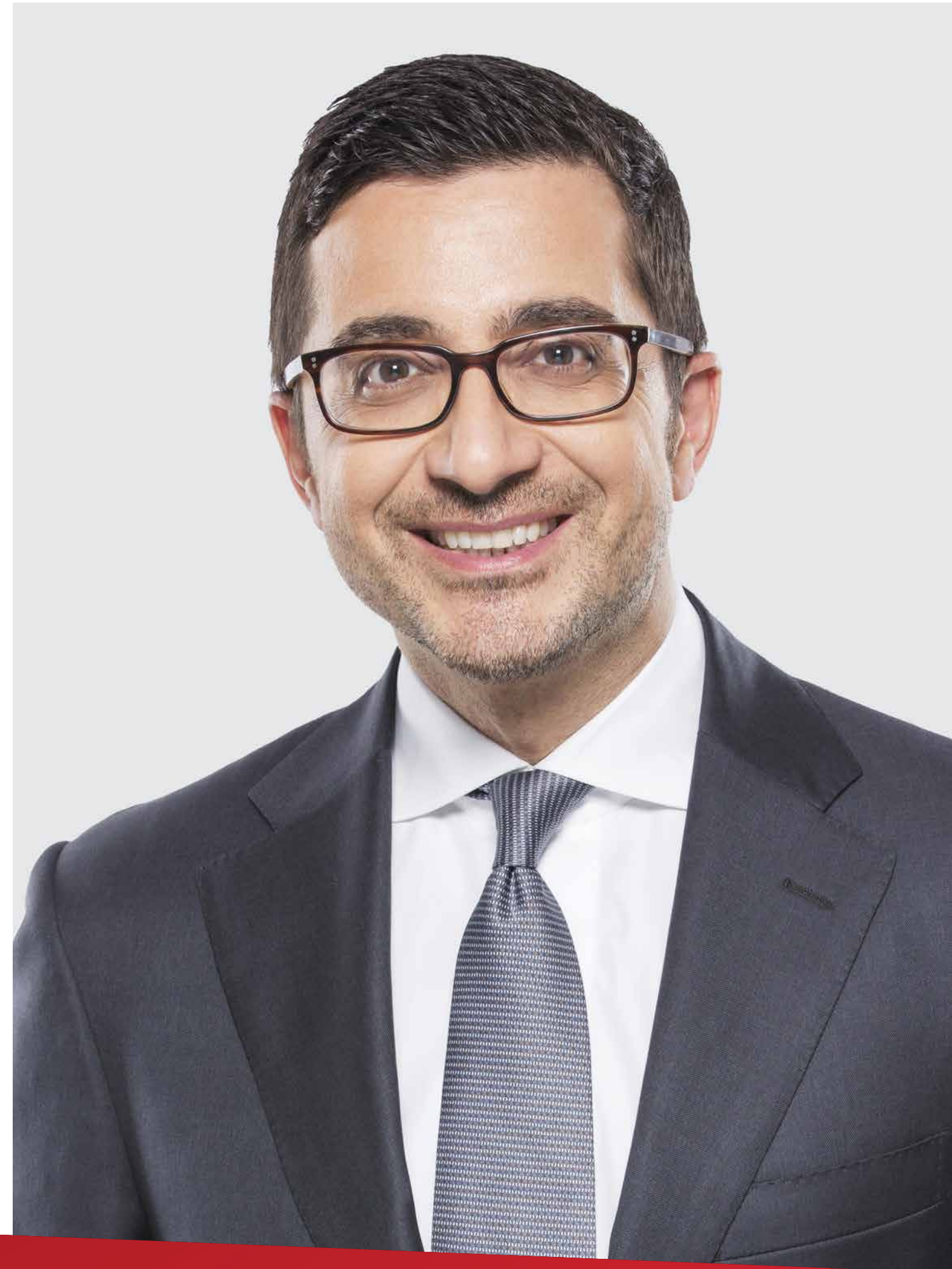
Together with my fellow Board members, I am honoured and excited to be part of Invest in Canada and watch the organization successfully bring together all levels of government, as well as a national network of public and private sector partners to make it easier to expand and build your innovative and global business in Canada.

In a very competitive marketplace, Canada has several compelling advantages that set it apart as an investment destination. In this book, you will discover the talent, innovation and business environment that make our country stand out as truly world class. All this is set in Canada's cultural mosaic, which connects our people with the world in a variety of ways.

Invest in Canada offers customized investor services to connect you with the right people and resources to make Canada your home for global business. By choosing Canada, you will be at the forefront of the innovation and prosperity that gives your company the competitive edge. We look forward to welcoming your business and supporting your success.

**Karl Tabbakh**

Chair of the Board of Directors, Invest in Canada







## MESSAGE FROM THE CEO: **EXPLORE NEW POSSIBILITIES IN CANADA**

In meeting with global companies from around the world, I have found two things to be true: companies are always looking to expand with like-minded partners in exciting jurisdictions, and Canada is the best strategic choice for these companies to make their second home!

Businesses that operate in Canada benefit from: the world's most educated workforce; a diverse and highly skilled talent pool; stable economic, financial and political systems; access to global markets; and competitive government supports and incentives. There are opportunities across Canada from coast to coast to coast in a wide range of sectors – in the energy transition and clean technologies, in zero-emissions transportation, in biomanufacturing and in alternative proteins. Canada offers cutting-edge technologies, innovations and investment opportunities across these industries.

At Invest in Canada, we bring all the key players to the table to support your expansion plans. We work with a network of partners across industry and all levels of government, and we align with investment promotion agencies and industry associations across Canada. We also collaborate with Global Affairs Canada's Trade Commissioner Service in 160 cities around the globe. We can connect you with the right opportunities to help you realize your full investment potential and expansion plans in Canada.

Invest in Canada is committed to supporting the development of a more sustainable economy for the future. Make your best choice – for yourself and for the world – by investing in Canada.

**Laurel Broten**  
Chief Executive Officer, Invest in Canada



# YOUR BUSINESS IS FOCUSED ON SUCCESS. CANADA CAN GET YOU THERE.

In Canada, you will find a welcoming business environment and a strong, stable economy. Canada's highly skilled workforce and strong research and development (R&D) culture drive innovation in all industries. Canadians are also pushing new frontiers in sustainability.

Canada brings the entire world within reach, with a comprehensive portfolio of trade agreements that create new pathways to world markets and global supply chains.

At Invest in Canada, we work directly with global companies to unlock investment opportunities and facilitate expansion in Canada. We bring industry, community and government partners together to offer seamless services that make it easy for companies to grow their operations in Canada.

Discover how connecting with Invest in Canada can set you on the path to success in Canada.

## CANADA'S COMPETITIVE ADVANTAGES



Top 2 in  
overall economic  
competitiveness  
in the G20<sup>1</sup>



World's  
most  
educated  
workforce<sup>2</sup>



One of  
the top 3  
countries for  
FDI inflows<sup>3</sup>





# DIRECT ACCESS TO NEW MARKETS

Canada is the ideal gateway to global consumers and supply chains. Canada offers efficient, secure and preferential access to global markets through its numerous and varied trade deals.

## CANADA'S FREE TRADE PORTFOLIO

- 15 free trade agreements
- 51 countries
- 1.5 billion consumers

## TRANSPORTATION

- 117 Border Crossings to U.S.
- 17 Canada Port Authorities
- 23 International Airports (41 Airports of Entry)
- National Highway System
  - Core Routes ———
  - Feeder Routes ———
- National Railway - - - - -

### KEY FREE TRADE AGREEMENTS

**Canada-United States-Mexico Agreement (CUSMA):**  
3 countries of North America, making a free trade zone of almost half a billion people

**Canada-European Union Comprehensive Economic and Trade Agreement (CETA):**  
27 countries of the European Union

**Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP):**  
11 countries ranging from Japan and Australia to Chile and Peru



**“The role of Canada’s trade agreements is so important. They help companies diversify and open up new revenue.”**

*– Vishal Vijay, CEO at Singapore-based Agropcorp International*



## WORLD-CLASS TALENT

Canada's sophisticated workforce has the skills you need to drive change and meet even the most ambitious business goals.

Canadian-based businesses thrive in global markets because they employ some of the world's best and brightest people. Canada has the world's most educated workforce. In fact, 63% of Canadians aged 25 to 64 hold post-secondary qualifications<sup>4</sup>. Canada is one of the world's top destinations for international students<sup>5</sup>, many of whom choose to live and work in Canada after they complete their studies.

Canada's talent pool is diverse, experienced and motivated to succeed. Canada ranks among the top countries in the G7 for attracting highly educated workers<sup>6</sup>. If you need to recruit globally, Canada's incentives allow you to speed up the process to quickly assemble the right team to meet your expansion goals.

### CANADA'S HIGHLY SKILLED WORKFORCE



**Over 2 million**  
STEM graduates<sup>7</sup>



**Fastest growing**  
country in the G7  
by population<sup>8</sup>



**#3 in the world**  
for attracting  
international students<sup>9</sup>



## STABLE, STEADY GROWTH

Canada's proven track record of political and economic stability delivers peace of mind. Canada is recognized as one of the world's most stable economies<sup>10</sup>, with predictable business costs and one of the lowest corporate income tax rates in the G7.

**Top 6**

safest banks  
in North  
America<sup>11</sup>

**#2**

in the G7  
for political  
stability<sup>12</sup>

**#4**

for  
market  
sophistication<sup>13</sup>

**"Canada is an excellent environment from a political perspective, from a stability perspective – and for us, that long-term thinking is key."**

*– Frank Voss, President, Toyota Motor Manufacturing Canada*

## A SUSTAINABLE FUTURE

Canada is a key global player in the transition to a net-zero future. Canada actively collaborates with other countries to develop socially responsible, sustainable supply chains in industries such as critical minerals and cleantech, among others. As a global powerhouse in renewable energy, Canada has become a top destination for global companies looking for opportunities to expand their green energy projects.

**#2**

globally for green  
energy investment  
attractiveness<sup>14</sup>

**#2**

on the Global  
Cleantech  
Innovation Index<sup>15</sup>

**#16**

out of 150  
most sustainable  
countries<sup>16</sup>

**"There's such a large talent pool in Canada. We've been working on building a diverse workforce for many years. And Canada is certainly the most advanced of all our affiliates around the world."**

*– Pascal Soriot, CEO, AstraZeneca*



## COMPETITIVE BUSINESS ENVIRONMENT

Canada consistently ranks as one of the best places in the world to do business. Competitive operating costs and business-friendly tax incentives have made Canada a top choice for many of the world's largest companies.



**World's most educated workforce**<sup>17</sup>



**#2 in overall economic competitiveness** in the G20<sup>18</sup>



**#3 in the G20** for doing business<sup>19</sup>

## CUTTING-EDGE RESEARCH

Remaining competitive means continuous support for research and development (R&D). Canada's success in R&D is the result of a dedicated strategy to promote cooperation between industry, businesses, research centres and educational institutions. Canada offers one of the most generous R&D tax incentives to businesses in the G7.



**#1 in the G7** for higher education spending on R&D<sup>20</sup>



**Global leader** for the quality of research publications<sup>21</sup>



**Global reputation** for world-leading research infrastructure and programs<sup>22</sup>

## PROMISING OPPORTUNITIES IN CANADA'S PRIORITY INDUSTRIES

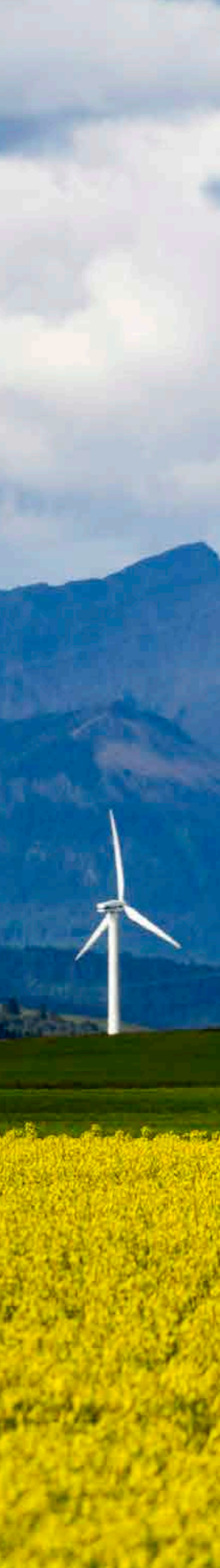
Global companies looking to expand in Canada will find the right combination of world-class technology and expertise to succeed in global markets.

### EV SUPPLY CHAIN

Canada ranks 1<sup>st</sup> in the world for global lithium-ion battery supply chains<sup>23</sup>. Having an end-to-end supply chain for EVs at scale makes Canada a cost-effective, connected partner for global companies. Already a top 10 producer of nickel, cobalt, graphite and aluminum, Canada has ready availability of ethically sourced minerals.

### ENERGY TRANSITION AND CLEANTECH

Canada is a world-leading destination for green energy projects. In addition to abundant natural resources, Canada offers a supportive policy environment and competitive incentives to develop clean energy at scale. Companies investing in a renewable energy project in Canada will see that investment increase more than 50% in value over its lifetime<sup>24</sup>. A supportive ecosystem for low-carbon energy means that Canada ranks in the top two countries for favourable financial conditions for clean energy projects<sup>25</sup>.







## LIFE SCIENCES

Canada has a highly skilled labour force specialized in STEM fields and backed by strengths in R&D. This combination is especially appealing to global companies focused on biosciences, pharmaceuticals and medical technologies. Companies operating in Canada benefit from first-rate academic institutions, vast research networks and opportunities for collaboration in research and skills development.

## VALUE-ADDED AGRICULTURE

Canada is one of the world's top exporters of agricultural commodities. Canadian agribusiness has earned a global reputation for its sustainable practices and wide range of high-quality outputs. Government initiatives support cutting-edge technologies in agri-tech and agri-food to improve production and processing.

**"The exceptional farming standards and investment into plant protein research really drew us to the Canadian market for this opportunity."**

*- Chris Shields, President, Lovingly Made Ingredients, a subsidiary of U.K.-based Meatless Farm*

## ADVANCED MANUFACTURING

Canada offers country-wide duty and tax relief for global investors in industrial manufacturing. Advanced manufacturing in Canada is also backed by government support, a world-leading education system and one of the best R&D environments in the world. Canada ranks among the world's top vehicle producing countries and is a global player in aerospace.

## NATURAL RESOURCES

Canada is a world leader in mining, energy and forestry and a prime location for forward-thinking global companies. Natural resource businesses in Canada share a commitment to environmental, social and governance (ESG) initiatives. They also benefit from a reliable transportation infrastructure that connects them to markets around the world.

## TECHNOLOGY

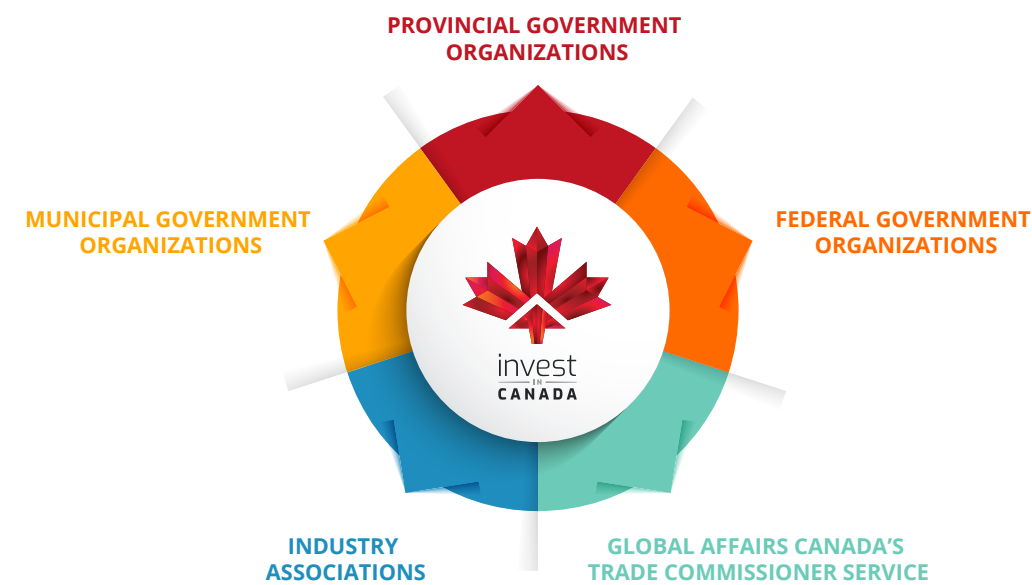
Many of the world's largest tech companies operate in Canada, with several major Canadian cities home to tech hubs. Government supports include talent attraction initiatives that fast-track visas for international talent in fields such as artificial intelligence, cybersecurity, software and ocean technology.



# ABOUT INVEST IN CANADA

At Invest in Canada, we connect multinational corporations with opportunities to invest, expand and succeed in Canada. We offer customized information, insights and services you need to make informed business investment and expansion decisions.

## OUR NETWORK:



Together, we help global companies put investment plans into action. We will connect you with the right people, programs and information. We highlight opportunities, remove barriers, identify potential sites, plan visits and respond to issues as you advance your investment project.

## SOURCES

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