

YOUR REGION FOR BUSINESS

IEDC

September 18, 2017



We understand our clients' needs and deliver innovative solutions that will set the stage for their success.



TORONTO REGION AT A GLANCE

135 million people within a 500-mile radius



250 miles

Population / 30,000,000

500 miles

Population / 135,000,000

750 miles

Population / 180,000,000



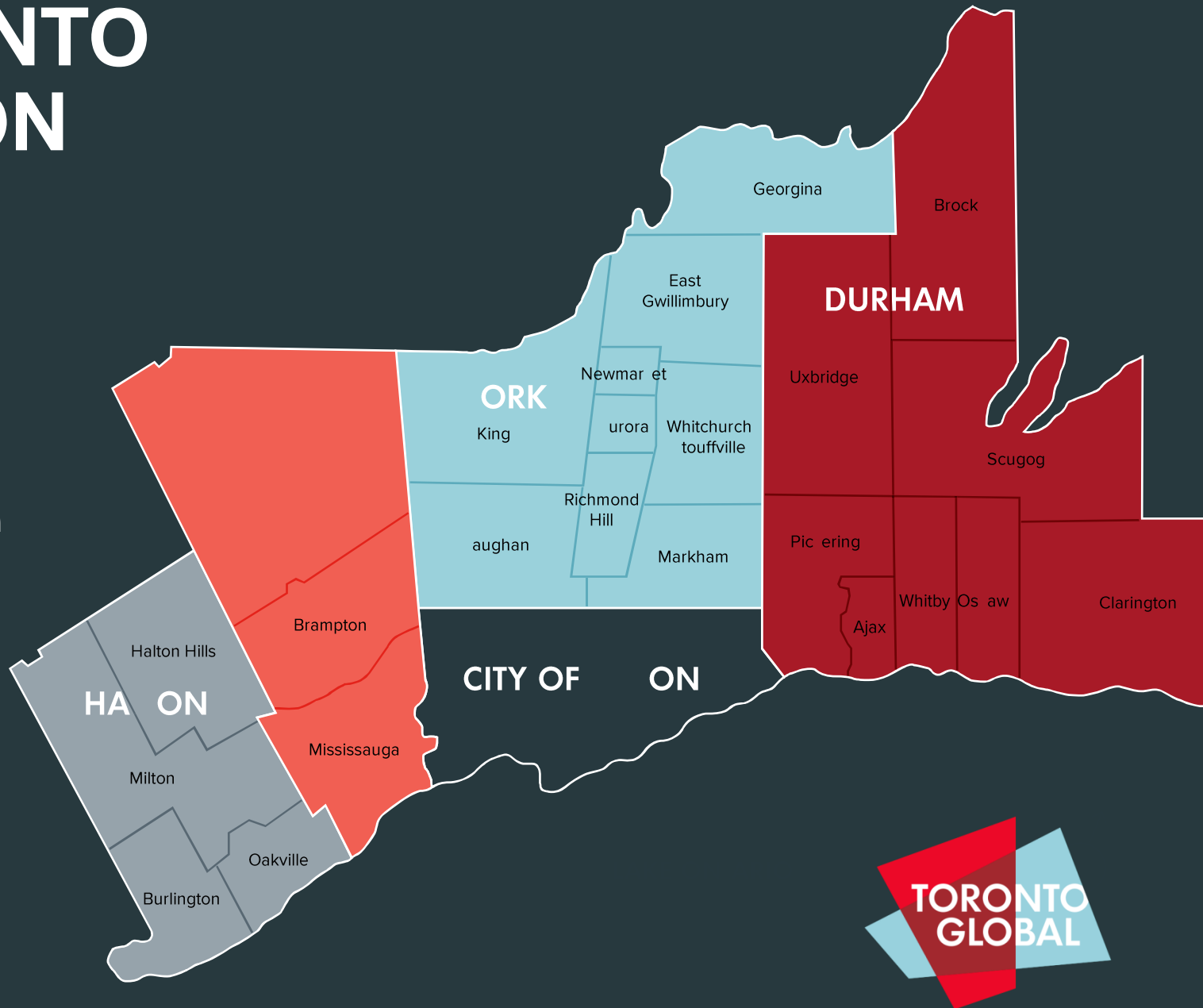
TORONTO REGION

4th

Largest City in North America

6.4M

Regional Population



TARGET MARKETS

- + United States (East and West)
- + United Kingdom
- + European Union (emphasis on Western Europe)
- + Asia (China, Japan, Taiwan, South Korea)

TORONTO
GLOBAL

STRONG AND RESILIENT REGIONAL ECONOMY

Canada's banking system, ranked in the Top 3 by the *World Economic Forum*, remains **one of the soundest in the world** following eight consecutive first place standings.



CANADA'S ECONOMIC ENGINE

800k +

businesses

\$317B

economy

20%

of Canada's GDP

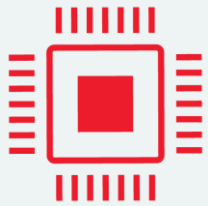
MILLIONS

of consumers accessible to
North American businesses



NORTH AMERICA'S MOST DIVERSE ECONOMY

Top Sectors include:



TECHNOLOGY



FOOD &
BEVERAGE



FINANCIAL
SERVICES



LIFE
SCIENCES



CLEANTECH



ADVANCED
MANUFACTURING



TWO AIRPORTS CONNECTING BUSINESS

2000

Global destinations in 55 Countries

For You. The World. Pour vous. Le monde.

Toronto Pearson
International Airport | Aéroport International



**MARKET
ACCESS**

**1.7 Billion
consumers**

\$62T combined

GDP

**NAFTA (North American
Free Trade Agreement)**

**CETA (Canada-European Union
Comprehensive Economic and
Trade Agreement)**



LOW OPERATING COSTS

18.5% more cost
competitive than
NYC

14.6% lower than
the U.S.



WORLD CLASS INSTITUTIONS

Internationally-recognized colleges

6

5

World-renowned universities



WE ARE BUSINESS FRIENDLY

- + Low corporate taxes
- + Little red tape
- + Low risk, educated workforce
- + Economic, social and political stability
- + Strong government support



GETTING HERE

味多小吃

Menu 价目表

奶茶 Bubble Tea 中 Medium \$4.49 大 Large \$4.99	烧烤 B.B.Q \$5.50/4 \$12.00/10
原味 Original 香草 Vanilla 芒果 Mango 牛油果 Avocado 巧克力 Chocolate 咖啡 Coffee 红豆 Bean 珍珠 Pearl	牛肉串 Lamb 牛肉串 Beef 鸡肉串 Chicken 鱿鱼串 Squid Skewer 猪肉串 Pork 牛肉串 Beef 菲律宾香肠 Philippine Sausage
煎饼果子 Savory Chinese Crepes	
一个鸡蛋 + 薄脆 + 生菜 + 葱 + 香菜 + 甜酱 Egg + Crispy cracker + Lettuce + Cucumber + Sweet sauce + Spring onion	
火腿 \$6.99	
香肠 \$8.99	
火腿 \$1.00	

HAPPY CANADA DAY!


煎饼果子
Savory Chinese Crepes

一个鸡蛋 薄脆 生菜 葱 香菜 辣酱 甜酱
Egg Crispy cracker Lettuce Green onion
Cilantro Sweet sauce

50% off
for the 2nd cup
第二杯半價



- + Welcoming region for immigrants to work and live
- + Home to 100,000+ new immigrants every year

BEST PLACE TO LIVE

- + The most dynamic, cosmopolitan place in the world
- + Consistently ranked in the Top 5 places in the world to live and work
- + One of the lowest crime rates of any city of comparable size in North America



A CENTRE FOR CULTURE AND THE ARTS

- + Home to the Toronto International Film Festival (TIFF)
- + TIFF has been described as "the most important film festival in the world — the largest, the most influential, the most inclusive."
(Liam Lacey, The Globe and Mail)



TORONTO GLOBAL SERVICES

- + Benchmarking analysis to compare the operational costs for your business in the Toronto Region to other global centres
- + Advice and guidance on the steps required to set up a business
- + Site selection and real estate advice
- + Connections to industry expertise, local resources and professional services
- + Industry and market research



MAIN TAKEAWAYS

- + Be enthusiastic! Global expansion is a big deal to any company.
- + Build your local networks: These need to be mutually beneficial relationships.
- + Be resourceful: every little bit that you can help a company is much appreciated.
- + Find ways to consistently raise points that support your region's value proposition vis-à-vis the firm you are dealing with.
- + Remember that the little guys can grow into bigger ones and if you help them get a good start there is a better chance that they will.



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