

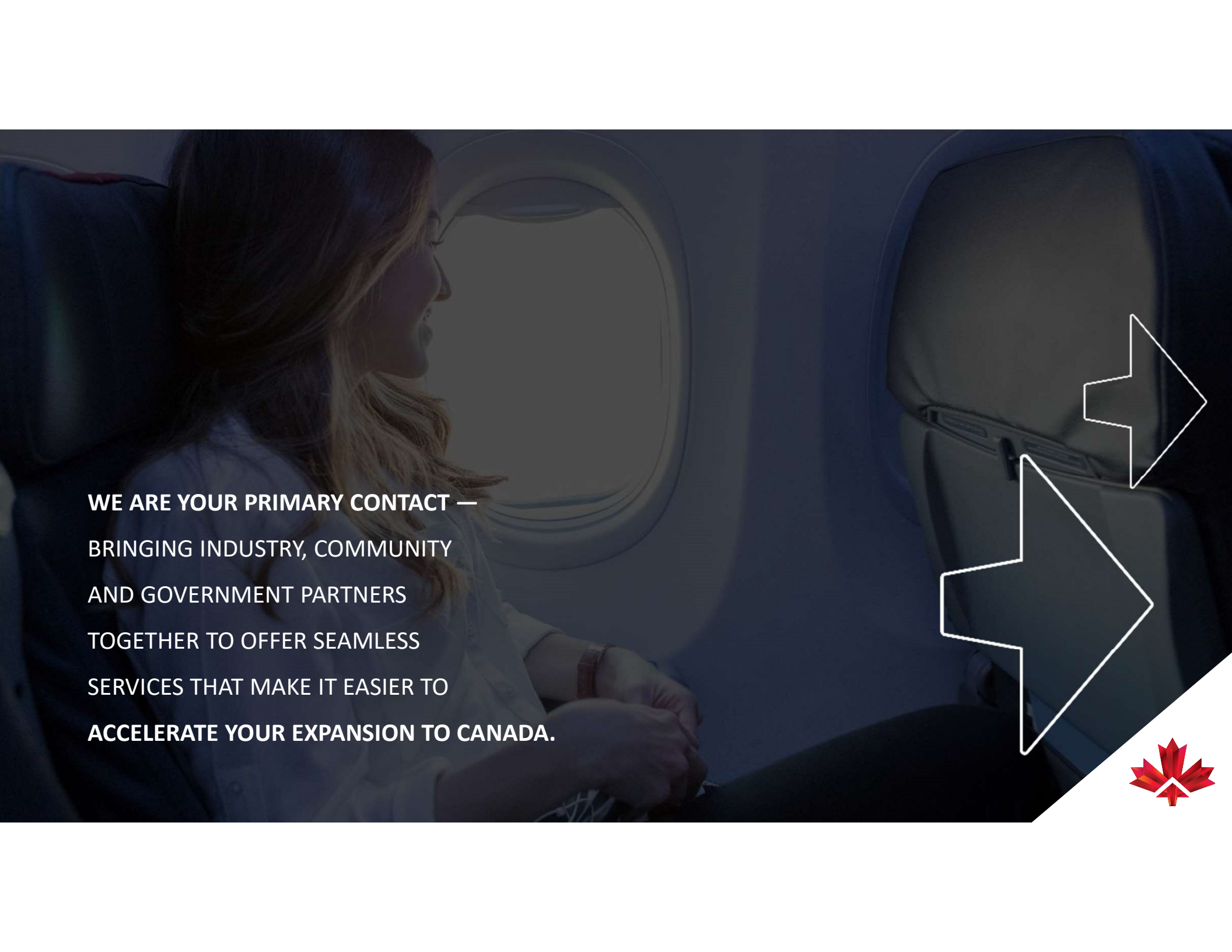


invest
IN
CANADA

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Presentation Prepared for:

JETRO Seminar – June 2019



WE ARE YOUR PRIMARY CONTACT —
BRINGING INDUSTRY, COMMUNITY
AND GOVERNMENT PARTNERS
TOGETHER TO OFFER SEAMLESS
SERVICES THAT MAKE IT EASIER TO
ACCELERATE YOUR EXPANSION TO CANADA.



Invest in Canada

Our 4 Pillars:

1. Branding

Position Canada as a premier destination for foreign direct investment.

2. Services

Providing tailored and confidential services to meet global investors needs – connecting them with the right people in the right places across Canada.

3. Strategy

Coordinating/prioritizing efforts with federal, provincial and municipal partners, including informing Government of Canada policy impacting FDI.

4. Data

Providing the business intelligence that will make it easier for investors to build innovative and global businesses in Canada.

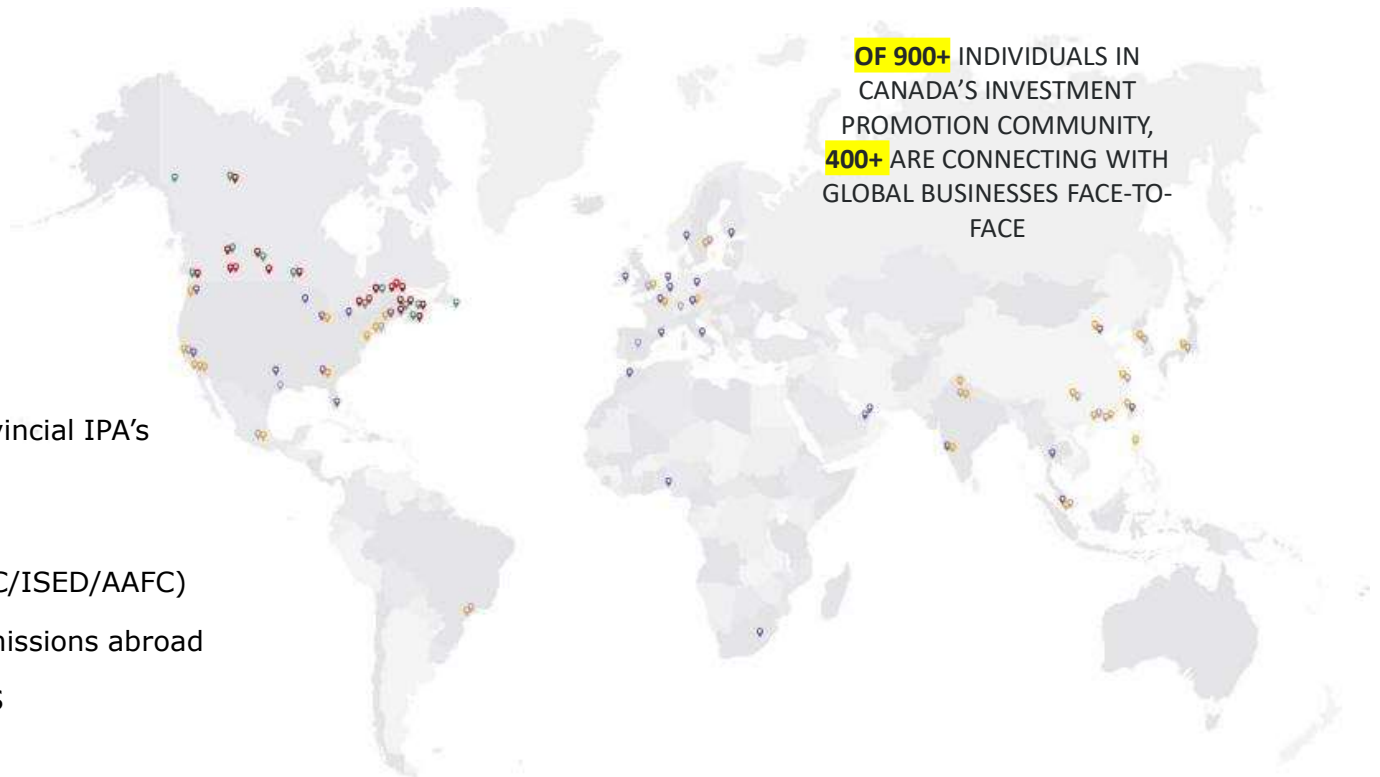
	Investment Attraction	Incentives	Regulatory	Knowledge	Financing
Invest in Canada	X			X	
TCS	X			X	
Provincial/Territorial	X	X	X	X	X
Municipal	X	X	X	X	
ISED	X	X	X	X	
EDC/BDC	X			X	X
Political Engagement	X				
AAFC	X	X		X	
NRCan	X	X		X	
IRCC / ESDC				X	
Canada Infrastructure Bank				X	X
Private / NGO				X	
Other	AAFC, FIN etc.		CEAA, IRCC, HC, TC, ECCC, FIN, CFIA, ICA etc.	Industry Associations & StatsCan, NRC etc	



Canadian Investment Promotion Community

OF 900+ INDIVIDUALS IN CANADA'S INVESTMENT PROMOTION COMMUNITY, **400+** ARE CONNECTING WITH GLOBAL BUSINESSES FACE-TO-FACE

- 📍 12 Provincial IPAs — 5 Provincial IPA's have international offices
- 📍 18 city level IPAs
- 📍 3 government entities (GAC/ISED/AAFC)
- 📍 100 Global Affairs offices/missions abroad
- 📍 25 Investment focused TCS



We Make it Easy

Invest in Canada is a **one-stop shop** — bringing together industry, community partners, and all levels of government — to provide a seamless service business expansion in Canada. Our team offers tailored, confidential and dedicated support to foreign companies considering Canada for high impact investments.

Investigation Phase

- **Government Liaison:** Barriers are removed, information collected and efforts coordinated across federal, provincial and municipal departments to support your investment needs.
- **Proposals & Information Gathering:** We equip the company with the business case for expanding in Canada. Unique business offerings based on their needs are conveyed. Insights and data on specific sectors are shared.
- **Advice and Support:** With a pan-Canadian network, we identify public-private partnerships including linkages to education, government and businesses. Everything from assistance in pooling talent to strategic alliances.

Decision Phase

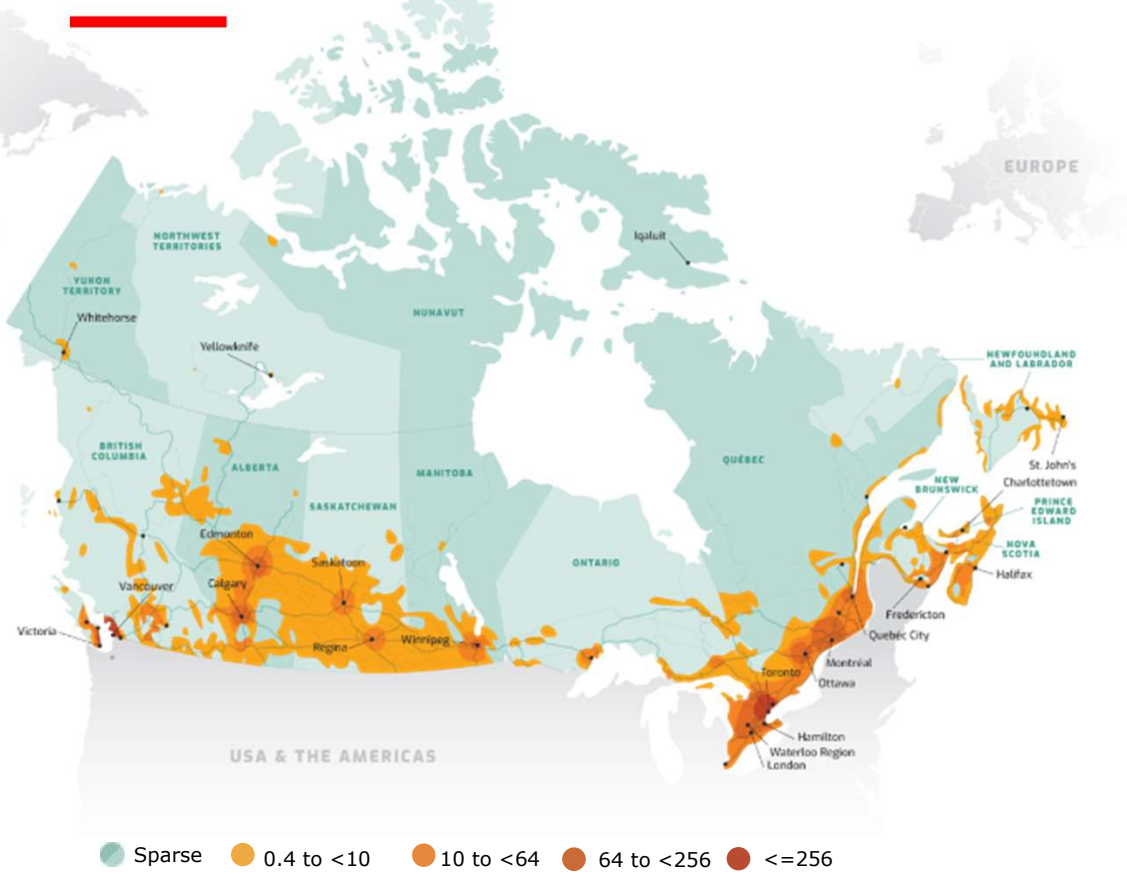
- **Strategic Engagement Plan:** Positioning the company for success, we propose key connections across sectors, government stakeholders, customers and service providers.
- **Design Site Visits:** Face to face connections make the difference, with custom site visits to help their executives tour the ecosystem and meet industry partners, potential customers and government stakeholders.
- **Local Events:** We find and monitor business events of relevance or interest to the company and reach out to ensure they are aware of opportunities.

Implementation Phase

- **Ribbon Cutting:** Open an office with ease. Our team will help each step of the way, from real estate referrals to media advisories to executive presence.
- **Ongoing Support:** We are here to help champion the company's success in Canada. From the talent they secure to the innovation they create, Investor Services Advisors will help them convey positive results and enhance their experience in Canada.
- **Feedback:** Serving as a channel through which they can share your experiences in Canada, we collect their feedback, submit it to relevant government departments and use it to inform our own decision-making.



Central Hub for Global Trade and Innovation



Preferential Market Access

- 14 Trade agreements
- 51 countries
- 1.5 Billion consumers
- \$49.3 Trillion USD combined GDP

Supercluster Initiative

- +450 Businesses
- +60 post-secondary institutions
- +180 participants in sectors covering 78% of Canada's economy
- \$950 Million from the Canadian government to support business-led innovation superclusters



DIGITAL TECHNOLOGY
British Columbia



PROTEIN INDUSTRIES
Prairies



ADVANCED MANUFACTURING
Ontario

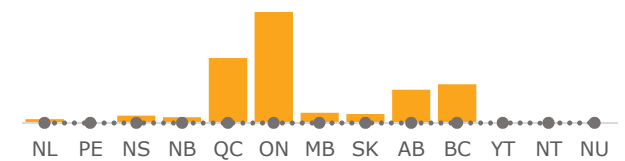


SCALE.AI
Quebec-Windsor Corridor



OCEAN SCIENCES
Atlantic Canada

Provincial Population Density



Source: StatsCan Table 17-10-0005-01, Population estimates Canada, Province and Territories

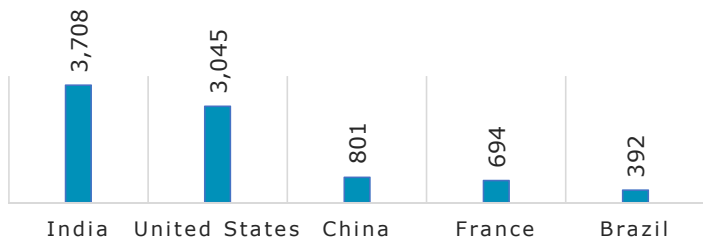
Accessing Global Talent

The **Global Skills Strategy** brings eligible foreign workers with employer-approved applications swiftly through the immigration system, receiving work permits **within two weeks**. To expedite this immigration process Invest in Canada can refer companies to a dedicated Account Manager.

To access the program Employers must meet the following:

- ✓ Innovative high-growth company with strong revenues and/or is creating jobs in Canada
- ✓ The annual wage for the additional position requested is at/or above \$150,000 (for certain applications)

From June 2017 to July 2018 - **12,415 work** permit applications were received under the Global Skills Strategy with an **approval rate of 95%**. Top countries where **talent was sourced** in 2017- 2018 include:



The following chart presents eligible job titles within the Global Skills Strategy:

National Occupation Classification (NOC code)	OCCUPATION TITLES ELIGIBLE FOR ACQUIRING GLOBAL TALENT
0211	Engineering managers
0212	Architecture and science managers
0213	Computer and information systems managers
2147	Computer engineers
2161	Mathematicians and statisticians
2171	Information systems analysts and consultants
2172	Database analysts and data administrators
2173	Software engineers and designers
2174	Computer programmers and interactive media developers
2175	Web designers and developers
2283	Information systems testing technicians
Sub-set of 5241	Digital media designers
Sub-set of 5131	Producer, technical, creative and artistic director and project manager: visual effects/video games



U.S. to Canada Talent Transfer

Intra-Company Transfer Program permits international companies to temporarily transfer qualified employees to Canada. It was created to improve management effectiveness, expanding Canadian exports, and enhancing competitiveness.

Canada Training Benefit

Will give Canadians between the ages of 25-64, \$250 every year to put toward the cost of future training up to a maximum of \$5000. This underscores Canada's commitment to building a skilled workforce that has the capacity to meet the demands of a rapidly evolving labour market.

"The Global Skills Strategy has made the [talent acquisition] process more approachable, translating to faster results and positive business impact."

— WILLIAM ZHOU, C EO, CHALK

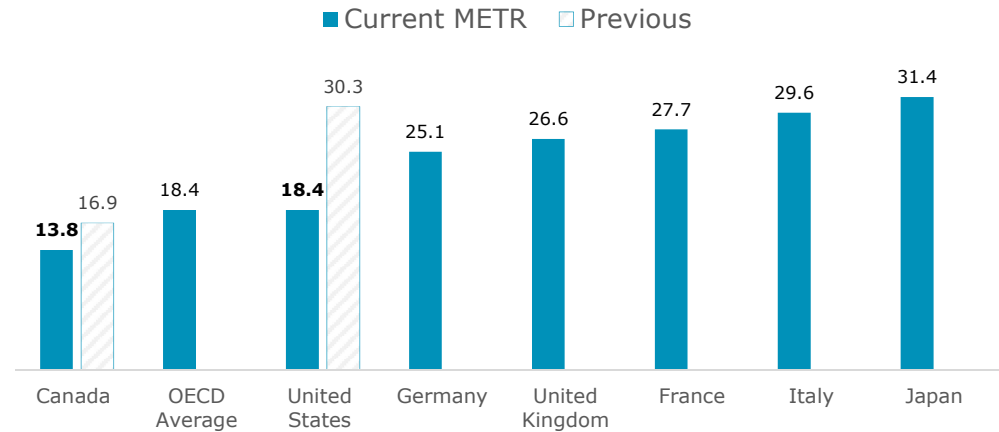
Tax Competitiveness

The **Marginal Effective Tax Rate (METR)** metric provides a broad indication of overall tax competitiveness. It measures how taxes increase the required minimum rate of return on a marginal investment. It measures how tax rates, tax deductions, credits and other taxes on capital affect the level of corporate investment.

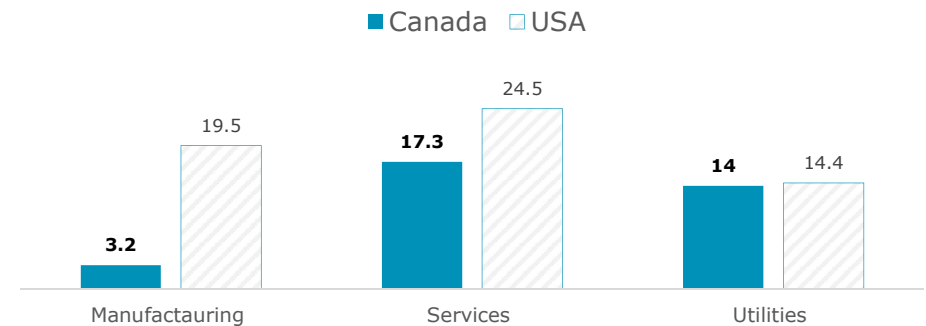
The METR in Canada has fallen from 16.9% to 13.8%. This makes new business investment in Canada even more attractive, now that the **METR is lower than that of the US** and all other G7 nations.

Of note, Canada's marginal tax rate for an average earner with no children was **39.5%** in 2017, compared to the US figure of **43.6%**.

METRs on New Investments, Canada and the G7 - 2019



METRs by Sector





Contact information

With its inviting business climate, access to large and growing markets and its diverse, entrepreneurial and well-educated workforce, Canada is a great place for global business to invest and grow. Its sound banking systems, low business tax rate and strong geographical and sectoral clusters provide the foundation for innovation, growth and success.

From innovation hubs, strategic partnerships and valued introductions, Invest in Canada is available to support corporate expansion decisions. Should you need additional information, we would be pleased to hear from you!

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Thank you!

6/13/2019 | Presented By: Kosuke Abe