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**A Guide to Nova Scotia's  
Business Advantages and  
Conversation Starters**

## STRATEGIC LOCATION: CANADA'S GATEWAY TO THE WORLD

**Global access makes it easy for you to operate internationally.**

### **Time zone advantage:**

Nova Scotia is situated halfway between the United Kingdom (UK) and California. Our Atlantic Time Zone links us to international markets in the United States (US) and Europe on the same workday – a strategic business advantage.

**Reduced travel time:** Halifax, Nova Scotia, is two hours closer geographically by air to Europe than any other North American destination, and closer to New York and Boston than it is to any other major Canadian city. By ship, businesses using our ports take advantage of being only a day's sail to New York, which means Nova Scotia is an entire day's sail closer to major markets in northern Europe than any other mainland North American port.

### **Convenient harbour access:**

Nova Scotia features an abundance of natural, year round, ice-free harbours with depths ranging from 65 feet draft on Halifax Harbour to 200 feet draft on the Strait of Canso, giving it the deepest cargo berths on Canada's east coast.

### **Shorter customs wait times:**

Nova Scotia is home to the only US preclearance facility in Atlantic Canada, and offers 24/7 Canada Customs services – plus NEXUS and CANPASS programs for frequent travelers.

### **Reliable transportation**

**infrastructure:** Our transportation system is an efficient and reliable combination of air, road, rail, and marine infrastructure, meeting supply chain management and logistics needs. This allows businesses to move people and products in and out of North America faster than any other gateway on the East Coast.

## THE NOVA SCOTIA GATEWAY INCLUDES:

- The award-winning Halifax Stanfield International Airport
- The Port of Halifax (including two super post-Panamax container terminals)
- Canadian National Railway (CN Rail)
- A strong logistics and warehousing sector
- An excellent Class 1 Highway infrastructure (Trans-Canada Highway)
- A comprehensive air route network serving virtually any location around the globe in one stop – and easy transport of perishable and non-perishable products worldwide

## EDUCATED WORKFORCE

**Our skilled, accessible, and well-educated workforce is one of Nova Scotia's greatest assets.**

### Canada's education capital:

With 10 universities and 13 community college campuses, Nova Scotia boasts more university students and graduates per capita each year than anywhere else in Canada. In fact, more than two thirds of Halifax's working age population has a trade, college, or university designation.

**Talented graduates:** Each year, thousands of students graduate from our nationally-acclaimed business and computer science programs, joining the loyal, talented workforce that makes Nova Scotia a great place to do business.

**Top-ranked universities:** Nova Scotia's universities have been awarded top honours by Maclean's Magazine Guide to Canadian Universities – ranking three of our universities in the top 10 for undergraduate universities in Canada.

**Workforce training:** Nova Scotia Business Inc. (NSBI) works closely with industry, academic, and government partners, to provide education programs designed to meet specific industry needs.

### Research and innovation:

- Dalhousie University is one of Canada's leading research universities with 50 Canada Research Chairs.
- Nova Scotia has the highest concentration of PhDs in marine science in the world, and is home to the Bedford Institute of Oceanography.
- Over 1,000 public and many private sector scientists are undertaking exciting R&D in industries like renewable energy, aerospace and defence, life sciences, and environmental studies.

## BUSINESS DEVELOPMENT INCENTIVES

**Whether starting, relocating, or expanding a business, Nova Scotia has incentives to help businesses go further.**

### Workforce incentives:

- **Payroll Rebate:** This is a performance-based, financial incentive offered to qualified companies expanding or locating in Nova Scotia. The Payroll Rebate offers a return on a company's eligible gross payroll, helping to save on eligible payroll expenses.

### Innovate to Opportunity:

The Innovate to Opportunity Program helps businesses hire recent graduates with advanced (masters or doctoral) degrees for permanent, full-time jobs that are focused on innovation and exports, by providing a salary incentive for the first three years of employment. Employers receive 35% of the graduate's annual salary in year 1, 20% in year 2, and 12.5% in year 3.

- **Workplace Innovation and Productivity Skills Incentive (WIPSI):** This program provides eligible employers with a funding incentive to invest in employee skills through workforce training.
- **Graduate to Opportunity (GTO):** The GTO is a two-year program that provides salary contributions to employers to offset the cost of hiring a recent graduate. As an eligible employer, you could receive 25% of the graduate's annual salary in year one, and 12.5% of the graduate's annual salary in year two.
- **Strategic Co-op Education Incentive:** This incentive provides wage assistance to private-sector, government-funded, and non-profit organizations offering career-related work experiences for university and community college co-operative students.

## BUSINESS DEVELOPMENT INCENTIVES

### Research and innovation incentives:

- **Innovation Rebate Program:**

The Innovation Rebate Program works as a rebate against a company's direct capital costs. The program provides a 25% rebate of eligible project costs for investments ranging between CAD\$2,000,000 - \$15,000,000.

- **Productivity and Innovation Voucher Program:**

The Productivity and Innovation Voucher Program connects small and medium sized businesses with university or college level expertise to conduct research, solve problems, improve productivity or to develop a new product, service or process. The program provides vouchers up to CAD\$15,000 for new projects and up to CAD\$25,000 to build on work already done.

- **Scientific Research and Experimental Development (SR&ED) Program:**

This program provides tax incentives to encourage research and development in Canada. Administered by the Canada Revenue Agency (CRA), it is the largest single source of federal government support for industrial research and development.

- **Nova Scotia Research and Development Tax Credit:** This incentive mirrors the federal program, and provides an additional 15% tax credit to Nova Scotia corporations that incur qualified SR&ED expenditures made in Nova Scotia, as defined by the federal Income Tax Act.

- **Atlantic Innovation Fund:**

This program aims to increase Atlantic Canada's innovation capacity by funding R&D projects linked to the commercialization of technology-based products, processes, or services.

## COMPETITIVE BUSINESS COSTS

### Nova Scotia is a cost-competitive location for business.

#### Canada is cost-competitive:

According to KPMG's Competitive Alternatives 2016, a guide to international business location costs, overall business costs in Canada are the lowest in the G7 and come in at 14.6% below those in the United States.

#### Competitive labour costs:

Salaries in Nova Scotia tend to be lower than in other provinces and US states – a real competitive advantage for companies located here.

#### Inexpensive office space:

According to the CBRE Q4 2017 Office Marketview, the average rental rate for class-A office space in downtown Halifax is well below that of other major cities across North America, at just 19.43/sq. ft.

**Top 10:** According to the 2016 KPMG Competitive Alternatives Report, Halifax ranks in the top 10 of North American cities for lowest overall business operating costs.

## QUALITY OF LIFE

Where people want to live and work.

**Best overall living conditions:**

According to the Canadian Trade Commissioner, the Organisation for Economic Co-operation and Development (OECD) Better Life Index shows Canada as the best in the G7 in terms of overall living conditions and quality of life.

**Beautiful natural environment:**

Nova Scotia's mix of urban rural landscapes and communities result in a province that balances work and play with city and nature.

**Canada's ocean city:**

The commercial heart of Halifax is on the water and there is no shortage of beautiful beaches, scenic coastal villages like Peggy's Cove, and water sports like sailing, deep-sea fishing, and some of the best winter surfing in the world.

**Cost of living:**

- **Affordable living:** The average home price in Halifax is \$315,723, 44% less than the national average of \$494,309.
- **Short commutes:** Our average commuting distance is just 6.5 km – almost 2 km shorter than other provincial averages.

**Oceans industry is big business for Nova Scotia:**

- One-in-five jobs in Nova Scotia are connected to the ocean. Over 300 companies are doing oceans-sector business in Nova Scotia, including more than 60 innovators of new, high-tech products and services.
- The oceans industry in Nova Scotia is diverse, providing goods and services including oceans technology, fisheries and aquaculture, tourism, shipbuilding, offshore oil and gas, ocean observation, transportation, marine-centric defence and security, life sciences, and energy.
- Nova Scotia's ocean tech products are in demand in more than 90 countries around the world, demonstrating the global recognition of our expertise in this sector.

**Leading technologies:**

Within the industry, there's a strong technological sector with a broad and diverse range of products and services. Many of these companies are pioneers in:

- Underwater acoustics, sensing and imaging
- Marine communication and navigation
- Enhanced engineering and environmental services

**Growth technologies:**

Converging of multiple technologies are driving innovative oceans companies to new depths including:

- Wireless networks and sensors
- Robotics and autonomous vehicles
- Informatics and artificial intelligence

## Knowledge clusters:

- Nova Scotia has one of the highest concentrations of oceans-related PhDs in the world.
- Bedford Institute of Oceanography is Canada's largest centre for oceans, with 600 scientists, engineers, and technicians.
- Dalhousie University has Canada's first and only multidisciplinary bachelor's degree program – ocean sciences – as well as a marine biology major at the bachelor's level. It also offers master's and doctoral programs in oceanography, marine biology, marine management, and marine law.
- Nova Scotia Community College (NSCC) offers an advanced diploma in ocean technology.

## Fast facts

- The ocean technology industry accounts for about one-third of total research and development among Nova Scotia businesses.
- The Centre for Ocean Ventures and Entrepreneurship (COVE) is Nova Scotia's hub for ocean innovation and commercialization, offering deep water access, opportunities for collaboration, and a research vessel for Atlantic Ocean testing.
- Oceans accounts for 15% of provincial GDP.
- Dalhousie University has 25% of all federal Natural Sciences and Engineering Research Council of Canada (NSERC) oceans research grants.
- The Ocean Frontier Institute (OFI) is a \$220-million dollar project and an international hub for ocean science, bringing together researchers and institutes from across the globe to understand our changing ocean and create safe, sustainable solutions for development.

## Fast facts

- The \$25-billion naval defence contract with Irving Shipbuilding is the province's most significant new economic opportunity, bringing more than 25 years of activity to the Halifax Shipyard.
- The Institute for Ocean Research Enterprise is a coordinating body between industry, government, research facilities, and post-secondary institutions.

## Supercluster:

- The Ocean Supercluster is a private sector-led partnership that brings companies together in a new collaboration to boost innovation and modernization in Canada's ocean industry. It will also invest to develop talent, improve supply chain opportunities, and foster more ocean start-ups.

## You'll be in good company:

Acadian Seaplants Ltd.  
Ascenta Health  
CartNav Solutions  
DSM  
Geospectrum Technologies Inc.  
Hawboldt Industries Ltd.  
Irving Shipbuilding Inc.  
MAN Diesel & Turbo Canada Ltd.  
MacArtney Canada Ltd.  
MetOcean Data Systems Ltd.

Nature's Way Canada  
Nautel Limited  
Ocean Sonics  
Pro-Oceanus Systems Inc.  
Sea-Bird Scientific  
Turbulent Research  
UltraElectronics Marine Systems  
Vemco Ltd.  
Xeos  
4Deep

**Nova Scotia is a leading data analytics hub in Canada, supported by both globally competitive companies and world-renowned academic institutions.**

**A strong workforce:**

Nova Scotia's Information Communications Technology (ICT) industry is focused on producing innovative products and services in:

- Interactive media
- IT services
- Transatlantic telecommunications
- Enterprise solutions
- E-health applications
- Data analytics
- Niche-oriented software products and solutions

**Specialty degrees:**

Nova Scotia offers degrees that relate directly to industry needs, including: graphics, gaming and media, artificial intelligence and intelligent systems, communications technologies, SAP software expertise, and cyber security.

- Acadia University boasts the Acadia Institute for Data Analytics.
- Dalhousie University's Institute for Big Data Analytics was the first of its kind in Canada.
- Saint Mary's University was one of the first universities in Canada to offer an applied Master of Science degree in Computing & Data Analytics.
- Nova Scotia currently has 69 Canada Research Chairs. This includes one Tier 1 Chair and three Tier 2 Chairs related to ICT.

**Vibrant eco-system:**

Nova Scotia has the right mix of post-secondary education, established multinational firms, and an active startup community, which results in a well-connected, global cluster.

- The Nova Scotia ICT industry is 1000 establishments strong, accounting for 8.2% of Nova Scotia's business sector output.
- The ICT sector accounts for more than 35% of all private sector R&D spending in Nova Scotia.
- IBM chose Nova Scotia for their first Canadian Customer Innovation Centre.
- EY launched their Canadian Centre for Advanced Analytics in Nova Scotia.
- The Collaboration for Analytics Research Education & Technology (CARET) is a unique partnership between seven post-secondary institutions and the private sector in Nova Scotia.

**Infrastructure:** In addition to world-class tech-talent, Nova Scotia also has some of the best ICT infrastructure.

- Nova Scotia offers a world-class fibre optic network with gigabit connections available across the province, a digital communications system, and a self-generating power grid.
- Lowest operating costs for companies working in the digital services industry in North America.
- One of the highest digital media tax credits offered in Canada (offering up to 50%).
- Collaborative environment that brings together industry, government, and education.
- Some of the world's best internet connections to both Europe and the eastern US, thanks to Hibernia Atlantic's network of subsea cables.

**You'll be in good company:**

Bell Canada	Eastlink	Oracle Canada
CGI	Hibernia Atlantic	Salesforce
EY (Centres for Advanced Analytics and RPA)	IBM	Xerox
	NTT Data	Ubisoft

# SEAFOOD

**Nova Scotia fish harvesters and processors offer the highest quality fish and shellfish, pulled responsibly and sustainably from the icy waters of the North Atlantic.**

**Canada's #1 seafood exporter:** In 2017, Nova Scotia exported nearly \$2 billion in seafood to more than 85 countries.

## **Supercluster:**

The Ocean Supercluster is a private sector-led partnership that brings companies together in a new collaboration to boost innovation and modernization in Canada's ocean industry. It will also invest to develop talent, improve supply chain opportunities, and foster more ocean start-ups.

**Always fresh:** It's easy to export large quantities of fresh products with ports that are ice-free year-round, with convenient road, rail, and air connections. Daily air service operates to Asia, Europe, and North America.

## **Reliable and efficient:**

The province's seafood industry also benefits from reliable, efficient supply chains that support everything from harvest to processing to distribution.

**Highest standards:** Nova Scotia's sustainable fishing industry is driven by a commitment to quality at every step along the value chain. Our partners include governments, industry associations, harvesters, processors, and supply chain service providers. Together, we work hard to deliver **the highest quality fish and shellfish.**

## **Home to a wide range of species:**

Nova Scotia's seafood industry includes 178 processing companies that provide year-round access to more than 50 species of premium quality fish and seafood, including:

- Canadian lobster
- Snow crab
- Sea scallop
- Oysters
- Coldwater shrimp
- Tuna
- Swordfish
- Haddock
- Atlantic halibut
- Herring
- Silver hake
- Atlantic sea cucumber

## **Our world famous brands:**

Acadian Seaplants Ltd.  
Cedar Bay Grilling Company  
Cheticamp Fisheries  
Clearwater Seafoods  
Eel Lake Oyster Farm  
Fisher King Seafoods  
Gidney Fisheries Limited  
Highliner Seafoods  
Louisbourg Seafoods  
Ocean Leader Fisheries Ltd.  
Ocean Pride Fisheries  
St. Mary's River Smokehouses  
Sea Star Seafoods  
Sober Island Oysters  
United Trans Ltd. (Rosalyn)  
Victoria Co-operative Fisheries Ltd.



**Nova Scotia has nearly 3,500 farms, and approximately 10,000 jobs linked to the agriculture and the agri-food and beverage industry. Our modern transportation infrastructure delivers our products quickly and efficiently to customers all over the world.**

## **Food:**

- Nova Scotia produces one of Canada's most popular exports – maple syrup, and also harvests strawberries, cranberries, field vegetables, and apples.
- The province is home to the world's largest supplier of frozen wild blueberries, North America's largest processor of frozen carrot products, and the largest supplier of OMEGA-3 EPA/DHA to the global food and beverage industry.

## **Beverage:**

- Nova Scotia's flourishing beverage industry exports wines, spirits, beers (including craft beers and ales), juices, ciders, and bottled water.
- Our internationally recognized wineries are producing award-winning sparkling, white, red, rosé, fruit, and ice wines.

## **Climate advantage:**

- Almost completely surrounded by water, Nova Scotia enjoys a moderate climate and a growing season that can stretch well into November.
- The climate of Nova Scotia's wine region in the Annapolis Valley "*bears an uncanny affinity with the Champagne Region in France*," according to one local winemaker whose traditional-method sparkling wines are garnering international accolades.

## **Research and investment:**

- University, private research, and teaching facilities
- Agri-food incubation centres
- Business acceleration centres
- Entrepreneurs producing world-leading products

## **Quality:**

In Nova Scotia, the daily delivery of fresh and frozen products is made easy, thanks to excellent cold chain logistics, with fresh and frozen controlled-atmosphere storage, bulk shipping, and convenient international access via air, water, rail, and road.

## **Industry support:**

Nova Scotia's agri-business has strong support from industry organizations and government regulators in the production and marketing of food and beverages.

## **Our world famous brands:**

Cape Breton Fudge Co.  
Classic Fine Foods  
Benjamin Bridge  
Grand Pre Wines Ltd.  
JusNova Agriculture Inc.  
Made with Local  
Nova Agri Inc.  
Oxford Frozen Foods  
Randsland Farms  
Scotian Gold Cooperative  
Terra Beata  
Van Dyk's Blueberry Juice

**Nova Scotia's clean technology industry attracts considerable international attention, making it easier for us to engage in significant research and development activities and large-scale projects.**

## **Wind energy:**

With some of the highest average wind speeds in Canada, ranging up to speeds of + 9.51m/s, a wind turbine placed in Nova Scotia can produce large amounts of cost-effective power.

## **Tidal energy:**

The Bay of Fundy pushes over 100 billion tonnes of water every tide – more than all the freshwater rivers and streams in the world combined. Canada's leading research centre for in-stream tidal energy is located in Nova Scotia –the Fundy Ocean Research Centre for Energy.

Cape Sharp's tidal turbine is the first to be connected to the grid in North America, generating two megawatts – enough to power 500 homes.

## **Energy storage research:**

- Tesla, the world leader in electric vehicles and energy storage products, signed an exclusive 5-year partnership with world-leading battery researcher Dr. Jeff Dahn to develop longer lasting, lower cost lithium-ion battery cells.
- This is the first partnership of its kind between Tesla and a Canadian university.
- Dr. Dahn has been awarded the Herzberg Gold Medal, Canada's most prestigious science prize, in recognition of his long and impressive track record in the field of battery research.

## **Solar energy:**

A great location to use solar energy, Solar Nova Scotia has indicated the growth rate in solar PV installed capacity in Nova Scotia has averaged 80% per year for the past five years.

## **You'll be in good company:**

Green Power Labs  
CarbonCure  
Technologies  
Fundy Tidal Inc.

LED Roadway  
Lighting Ltd.  
Nu-Air Ventilation  
Seaforth Energy

Solartron Energy  
Systems Inc.  
Surrette Battery  
Company  
Thermo Dynamics Ltd.

# NATURAL RESOURCES

Nova Scotia provides access to a wealth of minerals and resources, and researchers that are attracting global attention.

## MINING

**Experience:** Nova Scotia has over 300 years of in-depth experience in the mining sector and employs close to 5,000 highly-skilled people in this industry.

**Process:** Nova Scotia has a streamlined environmental assessment process and proven success with aboriginal consultation.

**Accessibility:** The province provides a Department of Natural Resources with accessible, free geoscience expertise, regulatory coordination, and a state-of-the-art, map-based internet mineral rights registry.

**Incentives:** Nova Scotia offers attractive payroll generating incentives, and the Nova Scotia Mineral Incentive Program (NSMIP).

**Collaboration:** Nova Scotia fosters an environment that is dedicated to success and facilitating long-term partnerships between industry, academia, and government.

## ENERGY

There is currently \$2 billion committed in offshore oil and gas projects in Nova Scotia with internationally recognized investors, such as Shell and BP.

## FOREST PRODUCTS

Nova Scotia is rich in forests. It has a long history of sustainable forest management balancing the economic, environmental, and social benefits of our natural resources. Our forest sector is a major employer producing, pulp, paper, lumber, wood products, and energy biomass. This allows for opportunities to build on our competitiveness by employing our highly skilled workforce to produce products for world markets.

## HEAVY INDUSTRIAL MANUFACTURING

Nova Scotia's manufacturing infrastructure connectivity and logistics facilities make it the ideal choice to service Europe and North America. This is just one of the reasons industrial manufacturing products like tires, forest and other industrial products (such as plastics and metal fabrication) are leading exports, behind seafood, in Nova Scotia.

## You'll be in good company:

BP  
K+S Group  
Great Northern Timber  
J.D. Irving Ltd.

Louisiana Pacific Corp.  
Michelin Tires Canada  
National Gypsum  
Canada

Port Hawkesbury Paper  
Shaw Resources  
Shell Canada

# AEROSPACE & DEFENCE

**Nova Scotia attracts globally recognized companies working in naval defence, shipbuilding, sonar and sensing, in-service support, cyber security, and training and simulation.**

## Expertise:

- Nova Scotia has the highest concentration of national defence spending in Canada.
- Nova Scotia is home to the East Coast Navy and the largest air force base in eastern Canada.
- More than 30% of Canada's top defence companies are in Nova Scotia.
- Canada's next generation of combat vessels are being built in Nova Scotia - thanks to a contract valued at over \$25 billion over the next 25 years.

## Research and commercialization:

- **Supercluster:** The Ocean Supercluster is a private sector-led partnership that brings companies together in a new collaboration to boost innovation and modernization in Canada's ocean industry. It will also invest to develop talent, improve supply chain opportunities, and foster more ocean start-ups.
- **Defence R&D Canada (DRDC):** DRDC offers world-leading expertise in a range of areas including:
  - » Sonar and sensing
  - » Anti-submarine
  - » Mine and torpedo defence
  - » Modelling and simulation of ship and combat systems
- **Bedford Institute of Oceanography** is Canada's largest centre for oceans, with 600 scientists, engineers, and technicians.
- **The Centre for Ocean Ventures and Entrepreneurship (COVE)** is Nova Scotia's hub for ocean innovation and commercialization, offering deep water access, opportunities for collaboration, and a research vessel for Atlantic Ocean testing.

## Nova Scotia's high performing clusters:

**Shipbuilding:** Nova Scotia's marine industry, rooted in 17th century shipbuilding, now leads in fields such as:

- Acoustic hull design
- System electronics
- Sonar technologies
- Computer-aided manufacturing

**Sonar and sensing:** Nova Scotia specializes in the area of acoustics, sensors, and instrumentation. This sub-sector develops and deploys surveillance equipment that collects and processes data for a variety of marine-related applications.

**In-service support:** Nova Scotia is an established hub for In-Service Support (ISS), including

maintenance, repair, and overhaul. Three of the four largest Canadian ISS procurement contracts are being completed in Nova Scotia.

**Cyber security:** Nova Scotia's vibrant ICT sector has a talented labour force supported by respected academic institutions.

- University programs like the computer science degree specializing in cyber security offered by Dalhousie University.

**Training and simulation:** Nova Scotia hosts world-leading training and simulation companies, and is well-equipped to support integrated training solutions including:

- Training needs analysis
- Instructional design
- Content development
- Integrated learning environments
- Training simulation products

## You'll be in good company:

Bludrop  
Bronswerk  
CarteNav  
Cherubini  
General Dynamics

IMP Group  
Irving Shipbuilding Inc.  
L-3 Communications  
Lockheed Martin Canada  
MDA

MTI  
Nautek  
Pratt & Whitney Canada  
Stelia North America  
Ultra Electronics  
Wartsila

## DIGITAL MEDIA

**Interactive digital media has exploded out of Nova Scotia's creative community in recent years.**

### **Diverse field:**

- Console video games (Xbox One, and PS4)
- Mobile games (iOS & Android)
- VR & AR interactive experiences
- VR Cinematography
- Military simulations
- Animated movies and TV shows

### **Partnerships and associations:**

Nova Scotia's video game industry currently employs approximately 400 people in more than 20 studios, and the **Interactive Society of Nova Scotia** plays a major part in its growth. Not only do they advocate for video game development and foster collaboration within the industry, they also hire graduates from local universities and colleges, and work to promote high standards of relevant education.

**Specialty degrees:** Nova Scotia has the highest number of ICT related graduates in Canada from industry recognized degrees related to digital media.

- Nova Scotia College of Art and Design (NSCAD): NSCAD is one of Canada's oldest independent cultural institutions, and remains a principal national centre of excellence dedicated to the visual arts.
- Dalhousie University: With a specialized degree in graphics, gaming, and media, Dalhousie University introduces students to the critical study of video games and gaming culture, with a particular emphasis on how video games combine interactive gameplay, world making, and storytelling.
- Acadia University: Acadia University offers a BSc with a specialization in game development applying the latest techniques in artificial intelligence, computer graphics, human computer interaction, and other important areas of computer science.

- Nova Scotia Community College (NSCC): NSCC designed a Diploma in Game Development to blend the creative disciplines of graphic design, video, photography, animation, type, and sound, with technical and problem-solving skills required for game development.
- daVinci College: daVinci's animation program immerses students in a real production studio setting, to experience a hands-on education and instruction by industry professionals in 3D animation and visual effects.

**Cost-competitive:** According to KPMG's Competitive Analysis (2016), Halifax, Nova Scotia ranks in the top 10 cities worldwide, among recognized video game clusters, for having the lowest operating costs.

### **You'll be in good company:**

Alpha Dog Games  
Current Studios  
DHX Media Ltd.  
Gogii Games  
Hard Chill Games

HB Studios  
Hutch  
Hothead Games  
Humminah Humminah  
Interactive

Orpheus Interactive  
Red Meat Games  
REDSpace  
Ubisoft  
Xona Games

- **Digital Media Tax Credit:** Qualifying companies can claim the lesser of 50% of the qualifying expenditures or 25% of total expenditures. Qualifying expenditures could include:
  - » 100% of eligible salaries in Nova Scotia
  - » 65% of third party labour remuneration
  - » up to \$100,000 in marketing and distribution expenditures
- **Digital Animation Tax Credit (DATC):** The DATC is a refundable tax credit for costs directly related to the development of digital animation in Nova Scotia. This tax credit provides an incentive of up to 60% on labour associated with the project, and a labour bonus of 17.5% on animation-specific activities. The labour bonus is in addition to the base credit available.

## FILM & TELEVISION PRODUCTION

Nova Scotia is Atlantic Canada's center for film and television production. Whether your film or television project requires urban sophistication, small town ambiance, or miles of unspoiled coastline, Nova Scotia has it all. Nova Scotia has been an in-demand location for regional and international filmmakers for decades.

### Location and talent:

- Direct flights to Europe and select US cities make Nova Scotia a location of choice.
- Nova Scotia offers stunning locations that include picturesque fishing villages, majestic highlands, modern cities, small towns, farmlands, and more.
- Nova Scotia has the talent, crews, resources and support, to facilitate a wide range of film and television productions.

### Funding programs:

In addition to breath-taking landscapes, Nova Scotia offers several funding programs that make Nova Scotia a competitive location for local and international filmmakers.

#### • Nova Scotia Film & Television Production Incentive Fund:

The Nova Scotia Film & Television Production Incentive Fund provides funding for screen-based content creation. Worth up to 32% of eligible costs, the Nova Scotia Film & Television Production Incentive Fund can be combined with federal tax credits. To be eligible, organizations must have a permanent establishment in the province and be engaged primarily in the creation of film/video productions for public viewing.

#### • Digital Media Tax Credit:

See Digital Media sector on page 24 for details.

#### • Digital Animation Tax Credit

(DATC): See Digital Media sector on page 24 for details.

#### • Eastlink TV Independent Production Fund

**Program:** The Nova Scotia Independent Production Fund, through The Eastlink TV Independent Production Fund Program, is designed to finance Nova Scotian animated and/or live-action television productions. Eligible productions could receive an equity investment of up to \$300,000 to a maximum of 20% of the project's total budget.

### You'll be in good company:

With over a century of history in filmmaking, the province has been home to a wide variety of productions, including popular TV shows, documentaries, and feature films like:

Haven

Hobo With a Shotgun

Jesse Stone

K 19 The Widow Maker

Margaret's Museum

Mr. D

Outlander

Bag of Bones

The Book of Negroes

The Mist

The Shipping News

Titanic

Trailer Park Boys

This Hour Has 22 Minutes

The Lizzie Borden Chronicles

### FEDERAL FUNDING PROGRAMS:

#### • Canadian Film or Video Production Tax Credit (CPTC):

The CPTC encourages Canadian programming and the development of an active domestic production sector. This fully refundable tax credit is available at a rate of 25% of the qualified labour expenditures for an eligible production.

#### • Film or Video Production Services Tax Credit (PSTC):

The PSTC enhances Canada as a location of choice for film and video productions that employ Canadians. It is available at a rate of 16% for qualified Canadian labour expenditures on an accredited production.

## FINANCIAL SERVICES

**The financial capital of Atlantic Canada, Nova Scotia is a premiere global destination for shared services, middle/back office operations in banking, fund administration, insurance, and reinsurance.**

### **Competitive business cost:**

Nova Scotia offers some of the lowest costs for salary wages and both statutory and fringe benefits – and has the lowest average costs for facility and infrastructure leases. According to a recent study by KPMG, Halifax offers the 4th lowest Corporate Services operating costs of 94 North American cities.

**History of growth:** Two of Canada's largest banks were founded in Halifax dating back to the early 1800s: Bank of Nova Scotia and Royal Bank of Canada. Now, Nova Scotia offers an established and talented workforce in finance, insurance, and technology sectors.

**Continued growth:** According to KPMG, Halifax, Nova Scotia is the fastest growing hedge fund administration centre in Canada.

**Reliable infrastructure:** Nova Scotia is a landing station for Hibernia Atlantic's Global Financial Network. This trans-Atlantic network is specifically designed to meet two major demands of the global financial industry – increased bandwidth capacity and security.

### **Large diverse workforce:**

Nova Scotia offers an established and talented workforce in finance, insurance, and technology sectors:

- Close to 20,000 people employed in financial services sector.
- More than 20,000 people employed in the information and communications technology.
- 13,000 additional people working in contact centres.

**Educated workforce:** Nova Scotia's universities and colleges continue to partner with our global financial services firms to ensure program curriculum delivers on the needs of their industry.

- **Dalhousie University:** The Master of Business Administration (MBA) Financial Services Program at Dalhousie University was designed to enhance the skills and business leadership qualities of Canada's finest financial services professionals, improving performance, and increasing career opportunities. This program is the result of a partnership between Dalhousie University and the financial services community, including the Institute for Canadian Bankers Canadian Securities Institute and Life Office Management Association.

- **Nova Scotia Community College (NSCC):** NSCC offers an Investment Management concentration as a second year option of the Business Administration Diploma Program. Students acquire competency in the essentials of: risk management, personal financial planning, portfolio development and security analysis, securities products, compliance, settlement and distribution, general insurance contracts, business ethics, contractual and civil law.
- **Saint Mary's University:** Saint Mary's University worked with local financial services industry associations and companies to develop a Certificate in Financial Instrument Analysis. The certificate can be completed in conjunction with a Bachelor of Commerce degree or as a standalone certification for those seeking professional development.

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