

# Nova Scotia – Japan Opportunities

Presented by:  
Laurel Broten, President & CEO

# Who we are

At Nova Scotia Business Inc., we are committed to working towards a strong, thriving and globally competitive Nova Scotia by attracting global investment to create new jobs across the province, and working with companies in all Nova Scotia communities to be more successful exporters.

- Accelerate Nova Scotia firms to go global by:
  - Exploring new markets and engaging with regional or global value chains;
  - Identifying partners, investors, suppliers and customers abroad;
  - Identifying business partnership opportunities; and
  - Providing business advice, solutions, and financing.
- Work with partners to grow and sustain businesses and key sectors within the province.
- Attract foreign investment.



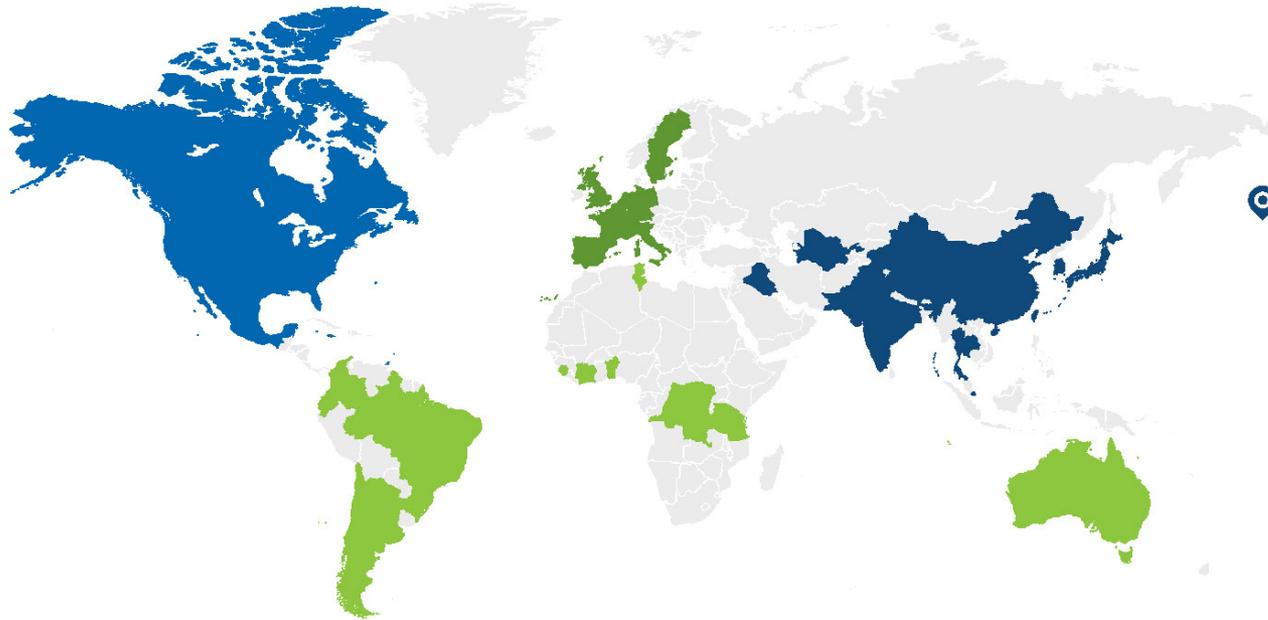


# WE'VE GOT MOMENTUM. NOVA SCOTIA, CANADA.

[www.novascotiabusiness.com/momentum](http://www.novascotiabusiness.com/momentum)

# Where We Worked in 2015-2016

NSBI doing business across the globe through export development and investment attraction \*



## North America

- Barbados
- Bermuda
- Canada
- Cayman Islands
- Cuba
- Jamaica
- Mexico
- Trinidad and Tobago
- Unites States

## Europe

- Belgium
- England
- France
- Germany
- Italy
- Monaco
- Netherlands
- Portugal
- Scotland
- Spain
- Sweden
- Switzerland

## Asia

- China
- India
- Japan
- South Korea
- Malaysia
- Pakistan
- Singapore
- Taiwan
- Thailand
- Turkmenistan
- United Arab Emirates
- Uzbekistan

## South America

- Argentina
- Brazil
- Chile
- Columbia
- Ecuador
- Guyana

## Africa

- Benin
- Congo
- Côte D'Ivoire
- Sierra Leone
- Tanzania
- Togo
- Tunisia

## Australia

\* Shaded regions represent markets where NSBI targeted its investment attraction efforts and/or supported clients to engage in in-market business development initiatives during fiscal 2015-2016.

# Why Nova Scotia?

## The Right Cost

- Competitive operating costs

## The Right People

- Access to talent through 10 universities and 13 community college campuses

## The Right Location

- World-class infrastructure supporting companies with large volumes of exports

## Quality of Life

- An ocean lifestyle



# The Right Cost

*Nova Scotia offers cost competitive opportunities along and throughout your value chain. From research and development to exporting finished goods around the world, you'll find value here.*

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



# The Right People

*Nova Scotia has the highly skilled and available people to provide value to your operations. From research associates to senior management, you'll find them here.*

- 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. This translates into one of the most highly educated workforces per capita in North America.
- More than **two thirds** of Halifax's working age population has a trade, college, or university designation.



# The Right Place

*Nova Scotia is strategically located on Canada's East Coast - perfect for international business management and distribution. If you're looking for the right location to reach the world, you'll find it here.*

## Strategic Location:

- Reliable access to world markets
- Shared workday with the United States and Europe, leading to improved productivity for companies.



# The Right Place

*Nova Scotia's strategic location between Europe and North America, infrastructure connectivity, logistics facilities, and competitive costs make it an ideal location for companies with high levels of exports.*

## Airport Infrastructure:

- Halifax International Airport: over **3.7 million** passengers, over **78,000** aircraft movements, and **32,000** metric tonnes of cargo in 2015.

## Port Infrastructure:

- Halifax is the closest North American container port to Europe, the Med and Suez Canal. Cargo arrives **2 days faster** in Halifax from Europe than any other east coast port.
- Container terminal facilities are equipped with Super Post-Panamax cranes and onsite capacity of **1.5 million** TEUs of container cargo.
- **18 container lines** that serve **150 countries** worldwide visit Nova Scotia.



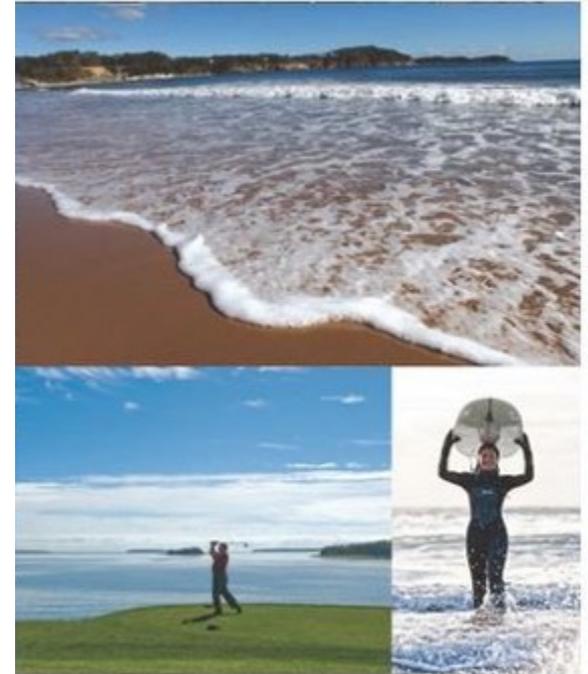
# Quality of Life

## Where people want to live and work

- Whether you prefer sandy beaches and coastal cliffs, or the culture and energy of city life, you're never far from either. Our weather is moderate, and there's plenty to do no matter what time of year it is.

## Cost of living: do more for less

- Living in Nova Scotia makes it easy to cut back on housing and transportation costs without sacrificing quality or convenience.
- Affordable living – the average home price in Halifax is \$307,239, well below the national average of \$474,590.



# Nova Scotia's Relationship with Japan

- Nova Scotia's Premier has traveled 2 times to Japan over the past 2 years in an effort to support, strengthen and grow partnerships.
- Since 2007, NSBI has assisted **26 unique organizations** in accessing and understanding the Japanese market.
- NSBI is negotiating **3 expansion projects** with Japanese organizations already operating in Nova Scotia.



# Nova Scotia's Exports to Japan

*Japan is Nova Scotia's 6<sup>th</sup> largest goods-export market behind the US, China, the UK, France, and the Netherlands.*

- In 2015, Nova Scotia exported **\$78.1 million** worth of goods to Japan.
- Most goods exported are in the **agri-food** and **seafood** sectors.
- Growing exports to Japan include **tires, edible seaweed, chemicals, lobsters** (frozen and live), and **fertilizers**.

	Country	2015 Exports
1	United States	3,787,001,292
2	China	420,339,505
3	United Kingdom	103,050,146
4	France	84,273,460
5	Netherlands	81,338,238
6	Japan	78,094,126



# Nova Scotia's Imports from Japan

*The value of goods imported from Japan has grown by 40% since 2014.*

- In 2015, Nova Scotia's imported **\$51.6 million** worth of products from Japan.
- Most goods imported include articles of **metal or steel, mineral fuels, and plastics.**
- Growing imports from Japan include **optical fibre cables, diesel engines, seafood, tractors, and industrial equipment.**
- These are likely goods entering Nova Scotian **value chains.**



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# Framework for Collaboration

**Tyson Roffey**

Head of Canadian Healthcare  
Solutions and Social Innovation

# You're in good company:

# Let's Continue the Conversation...

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