



MONTRÉAL
INTERNATIONAL

DRIVING GROWTH BY POSITIONING
GREATER MONTRÉAL AS A
LEADING GLOBAL DESTINATION



2016 ACTIVITY REPORT





A MISSION OF PUBLIC INTEREST

Montréal International acts as an economic driver for Greater Montréal to attract foreign wealth while accelerating the success of its partners and clients.

montrealinternational.com



2016 HIGHLIGHTS

In 2016, Montréal International facilitated more than **\$1.3 billion in foreign direct investment** to Greater Montréal in addition to expanding the region's talent pool and community of international organizations.



GREATER MONTRÉAL ATTRACTIVENESS FORUM

White paper providing **25 recommendations** on how to make Greater Montréal more attractive to talent and businesses by focusing on five key areas:

- Skilled foreign workers
- Education
- The digital revolution
- Promotion of Greater Montréal as a global business destination
- Support services for foreign investors

\$1.347B
in foreign
direct investment

3,240
jobs
created or
maintained

48
investment
missions

230
visits to
foreign
subsidiaries

FOREIGN DIRECT INVESTMENT

Set-ups
Expansions
Relocations and expansions
Strategic partnerships
Acquisitions
Retentions

40
initiatives
to support
the city's
international
organizations

INTERNATIONAL ORGANIZATIONS

Governmental
Non-governmental

International industry and professional associations
International standards organizations
International research centres
International organizations that promote a cause

2 new international organization projects

- Attraction of the International Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S.)
- Expansion of the Finance Alliance for Sustainable Trade (FAST)

164
experienced
skilled
workers
hired

289
skilled workers
guided through
the temporary
resident
application process

Launch of the project
I choose Montréal
for international students

(in collaboration with the *Ministère de l'Immigration, de la Diversité et de l'Inclusion*)

INTERNATIONAL SKILLED WORKERS

Students and workers

Main sectors:

Information and communications technologies
Aerospace
Engineering
Video games/Visual effects
Health care/Pharma
Consulting/Management
Other



MAKING GREATER MONTRÉAL AN ATTRACTIVE BUSINESS DESTINATION IS OUR MISSION

In 2016, major global political and economic issues had an impact on all regional economies. From the Brexit referendum win in the United Kingdom to the recent presidential election in the United States, we are seeing a rising tide of protectionism sweeping the world. This shift will certainly result in challenges for Greater Montréal but also opportunities that we need to seize.

At a time where many Western nations are having doubts about keeping their economies open, Canada is signing the Canada-European Union Comprehensive Economic and Trade Agreement (CETA) and reaffirming the importance of the North American Free Trade Agreement (NAFTA) with its biggest trading partner.

Greater Montréal is following the Canadian trend and will keep using a proactive strategy to attract foreign investors, skilled workers and international organizations. Given the global economic climate, it is safe to assume that a good number of them will be even more interested in our promotion and business development efforts.



◀ L. JACQUES MÉNARD, C.C., O.Q., LL.D.
President of the Board of Directors

Now more than ever, open economies such as Québec and Montréal need to go global to create wealth. That is why Montréal International created the Greater Montréal Attractiveness Council, which I immediately agreed to chair, to find solutions to issues that impact our main attractiveness factors. The initiative led to the first Attractiveness Forum in November 2016, where 25 recommendations were issued on how to make the region more competitive internationally.

The main points that arose from this exercise include the importance of attracting and retaining temporary skilled workers, promoting university education, fostering internship opportunities, promoting new technology and the digital culture, using a sector-specific approach and enhancing the region's international profile. Montréal International intends to raise awareness among key players who can help implement every one of those recommendations, while providing top leadership whenever such recommendations are directly related to its mission.

Greater Montréal has everything it takes to succeed and remains competitive for foreign companies. But in the face of competition, more than ever, Montréal International's role is crucial in attracting more investments and skilled workers and in promoting Greater Montréal internationally.

I would therefore like to congratulate Montréal International's committed and knowledgeable team for achieving such record results. **The agency had a banner year in 2016 as it pursued aggressive business development strategies by targeting strong sectors and priority areas to attract the most innovative businesses and organizations and the most skilled and creative foreign workers.**

Montréal International also relies on its experienced directors who have brought their expertise to the Council. They have unrelentingly pushed the boundaries to make Greater Montréal a prosperous region, known the world over.

As I have been chairing the Montréal International Board of Directors for more than two years, I could see first-hand the constantly evolving global foreign investment attraction dynamic. **I am extremely optimistic about our city's future as everyone is deeply committed to enhancing its business attractiveness. I believe Greater Montréal has all it takes to attain prosperity and earn itself an international reputation.**

A stylized, handwritten signature in black ink, consisting of a series of connected loops and a long horizontal stroke at the end.

L. JACQUES MÉNARD, C.C., O.Q., LL.D.



2016

RESULTS BEYOND EXPECTATIONS

The efforts made by the Montréal International team in 2016 have been successful. Unprecedented results were achieved to ensure Greater Montréal's economic development and expand the region's international reach and reputation. By conducting business missions and providing strategic support, Montréal International helped 39 foreign companies in their decision to locate or expand in the region, bringing in \$1.347 billion in investments. This is the best result Montréal International has achieved since the agency was created more than 20 years ago.

Investment by North American companies accounted for half of all investments, compared to a third in 2015 as a result of the agency's move to hire two experienced lead generators for the territory. Montréal International also visited 230 foreign subsidiaries established in the region by signing new partnership agreements with local economic development corporations. Using this strategy, the agency was able to support several major projects in Laval and Longueuil and on the north and south shores of Montréal. Moreover, in the third quarter, we made an agreement with Hydro-Québec to coordinate our efforts to attract more data centres to the Greater Montréal area.

The fourth industrial revolution is taking shape and I am pleased to see Greater Montréal is well positioned on the world stage. With 52% of foreign investments in the information and communications technology sector, the region continues to grow by attracting innovative companies that develop new high-tech products and contribute to the city's international reputation.



◀ HUBERT BOLDUC
President and CEO

Cutting-edge sectors such as artificial intelligence, visual effects, animation and video games are popular with foreign subsidiaries. That's why Montréal International has stepped up its efforts to support this explosive growth in 2016 by bringing more skilled workers and international students to the region.

We provided strategic assistance by helping 289 skilled foreign workers with their temporary resident applications, and we hosted information sessions, giving 231 workers an insight into the permanent residency application process. What's more, we organized overseas recruitment drives and helped 35 local businesses hire 164 qualified and experienced workers, a significant increase compared to 2015. Moreover, we worked with Québec's *Ministère de l'Immigration, de la Diversité et de l'Inclusion* to launch *I choose Montréal* to encourage the city's 32,000 international students to stay in Montréal after completing their degrees.

As part of its efforts to attract and retain international organizations in 2016, Montréal International also contributed to bringing the Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S.) to Montréal, in addition to helping the Finance Alliance for Sustainable Trade (FAST) expand its operations.

None of this would have been possible without the expertise of our dedicated team constantly working to serve Montréal International's public interest mission, and the commitment of our trusted partners, including private companies, the governments of Canada and Québec, the *Communauté métropolitaine de Montréal* and the City of Montréal. Montréal International also brings local leading players together through forums such as the *Comité des partenaires métropolitains en investissements étrangers* (committee of Montréal partners in foreign investment), the cluster roundtable and the higher education roundtable.

Your contribution is key to driving economic growth in Greater Montréal and in promoting a strong and consistent image of the region to the world. **This report clearly shows that Greater Montréal can make great strides when everyone works together.**

A handwritten signature in dark ink, appearing to read 'Hubert Bolduc', written over a thin horizontal line.

HUBERT BOLDUC

PARTNERS COMMITTED TO PROMOTING GREATER MONTRÉAL AND CREATING PROSPERITY IN THE REGION— TO THE BENEFIT OF ALL

For over 20 years now, Montréal International has been promoting Greater Montréal internationally and generating wealth by acting as a key driver of economic growth in the region.

Since its creation, the organization has successfully attracted \$13.5 billion in foreign direct investment to Greater Montréal and helped to create or maintain approximately 60,000 jobs. Montréal International was also instrumental in bringing almost half of the city's 64 international organizations to the region, and in attracting and retaining more than 10,000 highly skilled foreign workers.

■ The organization's tireless efforts at home and abroad were made possible by the continued support and generosity of its valued public and private partners—engaged businesses and institutions that are dedicated to supporting economic growth in the region and creating wealth for all Quebecers.

Public funding
in 2016 =

\$9.4M

Private funding
in 2016 =

\$2M

(an increase of 14%
compared to 2015)

Private sector contributions and private
funding for special projects

Canada

Québec



Montréal

AÉROPORTS DE
MONTRÉALFASKEN
MARTINEAU

Desjardins



Private sector partners

AAA Canada
Abilis Solutions
Acceo Solutions
Accuracy
Aéroports de Montréal
AKKA North America
Alithya
AMJ Campbell Moving Company
APP Group Canada
Askida
Assystem Canada
Avison Young Québec
Bandsintown Canada
Behaviour Interactive
Beyond Technologies
Blake, Cassels & Graydon LLP
Blue Solutions
BMO Financial Group
British-Québec Business Coalition
BUF Canada
Business Development Bank of Canada
Caisse de dépôt et placement du Québec
CAMSS World LLC
Canadian German Chamber of Industry and Commerce
Chambre de commerce de l'Est de Montréal
Chambre de commerce et d'industrie de Laval
Cinesite
Claridge
Cogeco
Compulsion Games
Concordia University
Dassault Systèmes
Davies Ward Phillips & Vineberg
Deloitte LLP
Derichebourg Canada Environment
Digital Shape Technologies
École de technologie supérieure
École Polytechnique de Montréal

EIDOS Montréal / Square Enix
Electronic Arts (Canada)
ELITS Canada
Enercon Canada
Ericsson Canada
ESET Canada Recherche
Eurovia Québec CSP
EY
Facilité Informatique Canada
Fasken Martineau LLP
Fédération des caisses Desjardins du Québec
Félix & Paul Studios
FIME America
Fleur de Lys Relocation
Fonds de solidarité FTQ
Gameloft Entertainment
Globalia
Google Canada
Gowling WLG Canada
GPL Insurance
HEC Montréal
Hydro-Québec
Immigrant Québec
Innovitech
International Medias Data Services IMDS
Software
Inventy Consulting
Investissement Québec
Jones Lang Lasalle Real-Estate Services
Jump! Recruiters
Keyrus Canada
Larochelle
Legault Joly Thiffault
Lette & Partners
Liebherr Aerospace Canada
Linkbynt North America
Loop Industries / SMH Recyclage
Mazars
McGill University
MDA
Mecachrome Canada (2009)
Miller Thomson LLP

Minority Media
Mobeewave
Montréal Port Authority
Morin Public Relations
MPC Montréal
National Bank Financial Group
New Era Immigration
NKF Devencore
Onepoint Group
OPAL-RT Technologies
Power Corporation of Canada
Protech Construction
Provencher_Roy
Quadbridge North America
Québec Film and Television Council
Québec-Japan Business Forum
R3D Consulting
RBC Royal Bank of Canada
Regroupement des collèges du Montréal métropolitain
Rheinmetall Canada
Richter
Safran Landing Systems Canada
SAP Canada
Siemens Canada
Société Générale (Canada Branch)
Stelia North America
Swiss-Canadian Chamber of Commerce (Québec)
Symbolic Canada
TACT Intelligence-conseil
Tandem Communication événementielle
Technicolor / MPC
The Createch Group
Tink Digital Profitability
Ubisoft Entertainment
Université de Montréal
Université du Québec à Montréal
Vézina Assurances
VIA Rail Canada
Warner Bros. Games Montréal

FOREIGN DIRECT INVESTMENT

A RECORD \$1.3 BILLION IN INVESTMENTS

Montréal International had a banner year in 2016, as Greater Montréal saw a 35% increase in investment from foreign companies supported by the organization, compared to the previous year. By conducting investment missions and providing strategic support, Montréal International helped 39 subsidiaries locate or expand in the region. The organization's efforts brought in \$1.347 billion in investments and contributed to creating or maintaining 3,240 high-quality jobs.

Montréal International conducted 48 outbound investment missions and its team met with representatives of 230 foreign subsidiaries already based in Greater Montréal's 82 municipalities. Moreover, Montréal International renewed its partnership agreements with local economic development agencies in 2016.



\$1.347B

in foreign direct investment

230

visits to foreign subsidiaries

3,240

jobs created or maintained

48

outbound missions

Payroll

50% (\$667M)

Capital expenditures

26% (\$357M)

Operational expenditures

24% (\$323M)

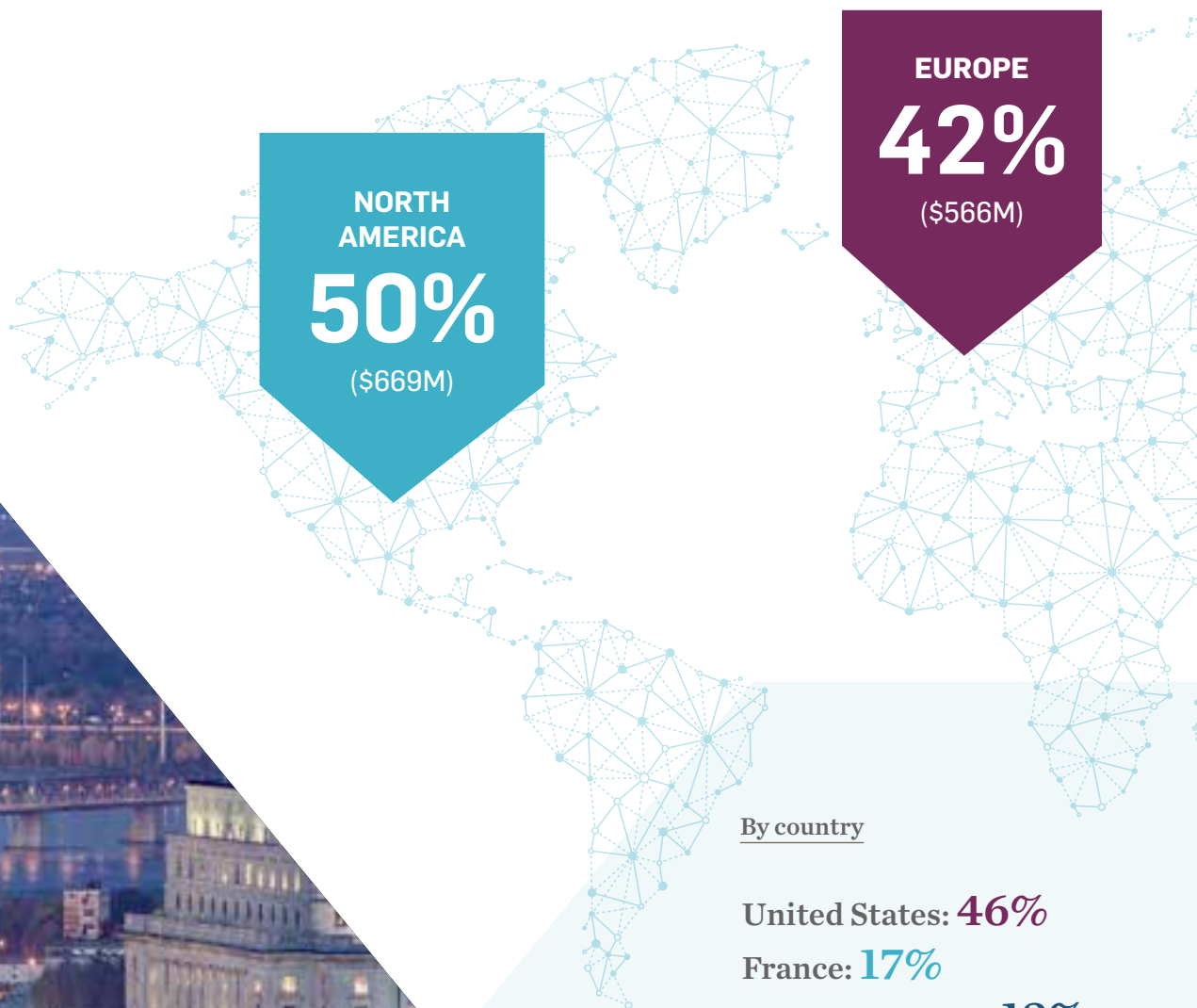
EXAMPLES OF PROJECTS COMPLETED IN 2016

Advanced Powders & Coatings, EXPANSION (Sweden, Aerospace)
Amazon Web Services, SET-UP (United States, ICT – Big data and artificial intelligence)
Bell Helicopter, EXPANSION (United States, Aerospace)
Bridor, EXPANSION (France, Agri-food)
Cinesite, EXPANSION (United Kingdom, ICT – Visual effects and animation)
Exagon Motors (Peugeot), SET-UP (France, Automotive)
Gold Finance, SET-UP (China, Finance)
Hikvision, SET-UP (China, ICT – Other)
IOCS, SET-UP (United Kingdom, ICT – Software)
IT Link, SET-UP (France, ICT – IT services)
Keywords Studios, EXPANSION (Ireland, ICT – Video games)
Labatt, EXPANSION (Belgium, Agri-food)
ON Entertainment, SET-UP (France, ICT – Visual effects and animation)
Raufoss Neuman, EXPANSION (Austria, Automotive)
Servier (Ilkos), EXPANSION (France, Life sciences and health technologies)
Tefron, EXPANSION (Israel, Textiles and clothing)

FOREIGN DIRECT INVESTMENT BREAKDOWN

BY GEOGRAPHY

In 2016, investment by U.S. firms accounted for close to half of all investments facilitated by MI, twice as many as in 2015, as a result of increased lead generation efforts in that key market.



By country

United States: **46%**

France: **17%**

United Kingdom: **12%**

Sweden: **4%**

South Korea: **4%**

Austria: **4%**

Canada (except Québec): **4%**

Other: **9%**

2014– 2016 Results

	FOREIGN DIRECT INVESTMENT	NUMBER OF PROJECTS	NUMBER OF JOBS CREATED OR MAINTAINED
2014	\$866.8M	38	3,570
2015	\$1,000.4M	48	3,449
2016	\$1,347.0M	39	3,240

The geographical breakdown in Greater Montréal

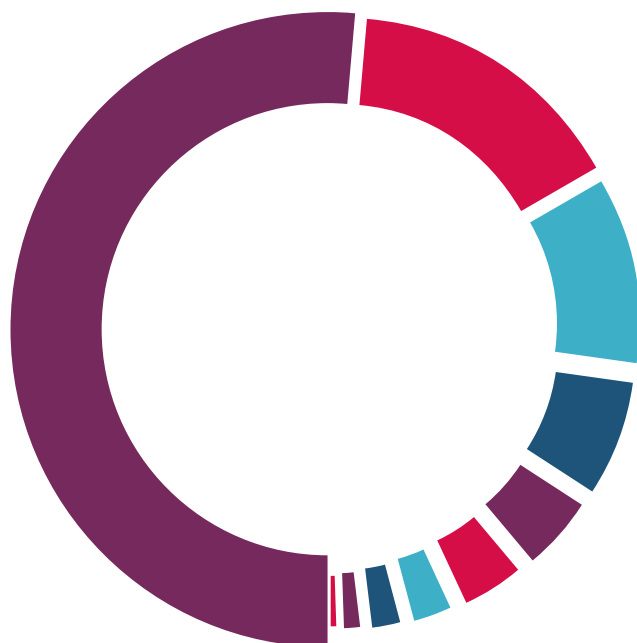
\$935.4M

\$267.9M

\$143.6M

MONTRÉAL
LAVAL AND
NORTH
SHORE
LONGUEUIL
AND SOUTH
SHORE

ASIA
8%
(\$112M)



BY SECTOR

Greater Montréal has become a global hub, especially for information and communication technologies (ICTs). Leading global players choose Montréal because of the city's top-quality academic programs and rich pool of highly skilled talent. In 2016, 52% of all foreign investment went to ICTs.

Investment



51.7% ICT

19.1% *Big data and artificial intelligence*
18.8% *Visual effects and animation*
4.4% *IT services*
3.3% *Video games*
2.2% *Software*
3.9% *Other*

15.1% Aerospace

10.7% Agri-food

6.8% Life sciences and health technologies

4.7% Energy

4.2% Automotive

2.7% Corporate services

2.2% Petrochemicals and plastics processing

1.5% Finance

0.4% Textiles and clothing

Jobs



70.4%

ICT

33.3% *Visual effects and animation*
 10.5% *IT services*
 9.8% *Video games*
 7.3% *Software*
 6.1% *Big data and artificial intelligence*
 3.4% *Other*

9.9%

Aerospace

6.4%

Life sciences and
health technologies

5.0%

Agri-food

2.3%

Finance

1.8%

Automotive

1.7%

Textiles and clothing

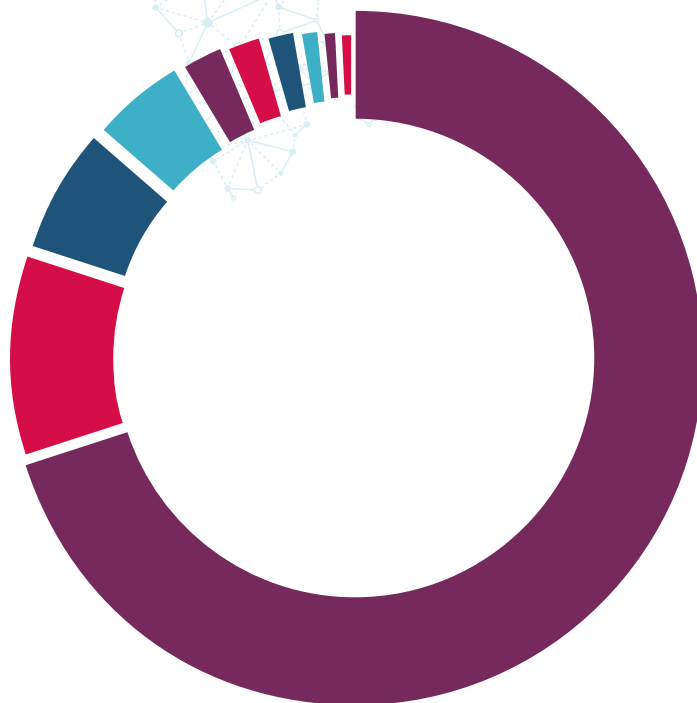
1.1%

Corporate services

1.0%

Energy

0.6%

Petrochemicals and
plastics processing

“Our new Montréal studio gives us a foothold in North America and provides us with the resources we need to ramp up production and extend our reach with films intended for international release. Montréal is a magnet for global talent and has a rich pool of creative minds. We plan to hire 300 animation specialists over the next three years.”

– Thierry Pasquet, Co-founder of ON Entertainment

A FORUM TO MAKE GREATER MONTRÉAL MORE ATTRACTIVE TO INVESTORS

The first Greater Montréal Attractiveness Forum, organized by Montréal International in November 2016, was a tremendous success. Close to 500 business, economic and institutional stakeholders joined forces to find ways to make Greater Montréal more competitive internationally.

The event featured five workshops on key issues that have an impact on the city's ability to attract businesses:

1. Bringing in foreign talent to address the shortage of highly skilled workers
2. Focusing on education to increase the city's talent pool
3. Leveraging the digital revolution
4. Promoting Greater Montréal as a global business destination
5. Supporting foreign investors

Managers of businesses and foreign subsidiaries, as well as key economic players shared their ideas, and the solutions they proposed were published in a *white paper*.



Forum organizers also took the opportunity to honour foreign subsidiaries that had greatly contributed to Greater Montréal's economy. Awards were presented to STELIA North America (Aerospace), Danone Canada (Agri-food) and Ubisoft (Video games) in recognition of their outstanding contribution to the region's economy.

“The global economy is changing, as digital technology is transforming the way we live and work. Canada has what it takes to be a leader in this new economy: a highly skilled, educated and diverse population that is an inexhaustible source of innovation. That’s all the more true for Montréal, and I welcome this initiative by Montréal International, which will enable us to find ways to stimulate foreign investment and help local businesses attract top talent.”

— The Honourable Navdeep Bains, Minister of Innovation, Science and Economic Development and Minister responsible for Canada Economic Development for Québec Regions

ECONOMIC SPIN-OFFS

FACILITATING FOREIGN DIRECT INVESTMENT TO ENHANCE GREATER MONTRÉAL'S ATTRACTIVENESS AND DRIVE ECONOMIC GROWTH

Greater Montréal's 2,000+ foreign subsidiaries may make up only 1% of businesses, but they play a key role in the region's economy, accounting for 10% of jobs and 20% of Greater Montréal's GDP.

Foreign subsidiaries have a significant multiplier effect, as they pay more competitive salaries, use more innovative technology, invest more heavily in R&D and achieve higher productivity gains compared to local businesses.



“Here in Québec, we are building a modern and diversified outward-looking economy that can compete in the 21st century. With our strategic location, exceptional talent pool, strong innovation support system and world-class research infrastructure, we have the right tools to attract foreign investors. By promoting Greater Montréal's unmatched quality of life and leveraging the presence of industry clusters that bring together academic, business and financial stakeholders, we can better position the region as an attractive global investment destination.”

— Dominique Anglade, Minister of the Economy, Science and Innovation, Minister responsible for the Digital Strategy

THE IMPACT OF FOREIGN DIRECT INVESTMENT FACILITATED BY MONTRÉAL INTERNATIONAL IN 2016



\$1.5B contribution to GDP, accounting for 15%

of growth in Québec in 2016,
all sectors combined, including:

- **Information and communication technologies**
(e.g., IT systems, telecommunications, software)
- **Corporate services**
(e.g., architecture and engineering, legal services, accounting)
- **Financial services**
(e.g., banks, insurance firms, other financial operations)



Over
5,870
indirect jobs
supported
in Québec

\$115M

in tax revenue
for Québec

\$75M

in tax revenue
for Canada



ECONOMIC PROMOTION

Montréal International constantly assesses Greater Montréal's economic strengths and actively promotes them in strategic markets around the world in order to seek out new opportunities and attract foreign direct investment, international organizations and skilled foreign workers to the region. Here are some of the initiatives we launched in 2016.

ZOOM GREATER MONTREAL

Lists industrial and commercial properties for rent or for sale in Greater Montréal. An initiative of the *Communauté métropolitaine de Montréal*, in collaboration with Montréal International, the Chamber of Commerce of Metropolitan Montréal and CargoM.



BUSINESS CASE STUDIES FROM THE ARTIFICIAL INTELLIGENCE AND ELECTRIC TRANSPORTATION SECTORS

Showcases success stories and competitive advantages in two rapidly growing sectors that are key to Greater Montréal's economy.





A PROFILE OF THE BIG DATA INDUSTRY IN QUÉBEC

Focuses on Québec's research, innovation and high-tech expertise and provides recommendations on how to boost the province's big data industry.



GREATER MONTRÉAL *Greater success*



GREATER MONTRÉAL ATTRACTIVENESS FACTORS

Promotes the region's economic strengths, including access to markets, competitive operating costs and availability of talent.



A TOUR FOR INTERNATIONAL AEROSPACE JOURNALISTS

Showcased Greater Montréal as Canada's top aerospace innovation hub to a group of 11 journalists from the U.S., Japan, Italy, Belgium, Austria and the U.K. (in partnership with Global Affairs Canada).

INTERNATIONAL ORGANIZATIONS

SHINING A BRIGHT GLOBAL SPOTLIGHT ON THE CITY

In 2016, Montréal International contributed to bringing the International Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S.) to Montréal and helped the Finance Alliance for Sustainable Trade (FAST) expand its operations, in addition to supporting 40 Montréal-based international organizations in their development efforts. What's more, 2016 was also a banner year in terms of the number of international organization projects submitted to our financial partners.

Montréal International has developed a special program and built relationships with various levels of government to provide international governmental and non-governmental organizations in Montréal with the strategic support they need.

2

international
organization
projects

■ Attraction of the International
Centre for Innovation and
Knowledge Transfer on the
Social and Solidarity Economy
(C.I.T.I.E.S.)

■ Expansion of the Finance
Alliance for Sustainable Trade
(FAST)

40

initiatives to
support
international
organizations

2014–
2016
Results

NUMBER OF STRATEGIC
INITIATIVES TO SUPPORT
MONTREAL-BASED IOS

2014	37
2015	34
2016	40



Attraction of the International Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S.)

MONTREAL, A PIONEER OF THE SOCIAL ECONOMY

During the Global Social Economy Forum, held in Montréal in September, the International Centre for Innovation and Knowledge Transfer on the Social and Solidarity Economy (C.I.T.I.E.S.) announced its establishment in the region. The cities of Seoul, Bilbao, Mondragon (the Basque Country) and Barcelona are partners of Montréal in this international and collaborative project. By focusing on cooperation between governments and civil society stakeholders, C.I.T.I.E.S.'s objective is to develop best practices in areas such as social innovation, finance, public procurement, education, and poverty reduction.

"Businesses grow stronger and faster when they can share their knowledge," said Nancy Neamtan, Strategic Adviser with Chantier de l'économie sociale, an organization she helped create.

"We've built our entire movement using the best ideas we could find around us."

A number of activities will be announced throughout 2017 at events such as the Metropolis Conference, which will be held in Montréal and will bring together representatives of cities with a population of over one million.

"As the social economy is gaining momentum, having a new international organization here in Montréal will consolidate our position as a leader in the field. C.I.T.I.E.S. will bring Montréal's initiatives to the world. We believe that our future lies in cities—and a social economy that fosters collective entrepreneurship to the benefit of communities is instrumental in helping cities grow."

—Denis Coderre, Mayor of Montréal and President of the *Communauté métropolitaine de Montréal*



Expansion of the Finance Alliance
for Sustainable Trade (FAST)

FINANCE CONNECT: SUPPORTING SUSTAINABLE AGRICULTURE AND FORESTRY

Finance Alliance for Sustainable Trade (FAST) is a non-profit international organization that provides training, analysis and matchmaking services to help member SMEs access financing for their business. SMEs supported by FAST run sustainable agriculture and forestry operations in Africa, Latin America and the Caribbean.

Montréal International helped FAST expand to create Finance Connect, a service that meets the needs of big business while empowering FAST to achieve greater financial independence. The initiative will also give smaller organizations easier access to FAST services.

“Montréal International supported us every step of the way when we located in Montréal in 2008. Today, the agency plays a critical role in helping us expand our services and position ourselves as the leader in agricultural and forestry financing in developing countries.”

—Noemi Perez, President and CEO of FAST



NEWCITIES SUMMIT IN MONTRÉAL: THE POWER OF URBAN TECHNOLOGY

In June, Montréal hosted the NewCities Summit, an event that attracted over 500 participants from every industry and every corner of the world. Summit participants joined the conversation on the future of our cities and explored ways to harness the transformative power of technology to foster urban development through innovation and entrepreneurship.

Organized by NewCities, an international organization that Montréal International helped locate in Montréal, the Summit brought together mayors, CEOs, urban planners, architects, designers and cultural leaders.

“Creative and vibrant Montréal was the perfect stage for our Summit on the Age of Urban Tech. Montréal is a great example of how cities can succeed if they support local innovation and entrepreneurship.”

— John Rossant, Chairman of NewCities

ECONOMIC SPIN-OFFS

INTERNATIONAL ORGANIZATIONS ENHANCING GREATER MONTRÉAL'S REACH AND REPUTATION

Montréal hosts the highest number of international organizations in North America, after New York City and Washington, D.C. Having so many international organizations here greatly contributes to raising the city's global profile while fostering economic development across the region.

With a growing international reputation, Montréal is also becoming a top-of-mind destination for international conferences and large-scale events. And the city's large community of international organizations is one of the main reasons why.

THIRD-LARGEST
COMMUNITY OF
INTERNATIONAL
ORGANIZATIONS IN
NORTH AMERICA,
BOASTING
**64 INTERNATIONAL
ORGANIZATIONS**

6

governmental
organizations

- International Civil Aviation Organization (ICAO)
- Secretariat of the Convention on Biological Diversity (SCBD)
- UNESCO Institute for Statistics (UIS)
- Secretariat of the Multilateral Fund for the Implementation of the Montréal Protocol (SFMP)
- Cospas-Sarsat
- Commission for Environmental Cooperation (CEC)

1,500

good quality jobs

(Average annual salary of \$72,000)

Access to
influential
international
networks for
Montréal
businesses,
institutions and
universities

TOP

host city in the
Americas for
international
events

(Source: Union of
International Associations)

\$300M

in economic spin-offs
per year



MONTREAL'S ECOSYSTEM OF INTERNATIONAL ORGANIZATIONS

64
INTERNATIONAL
ORGANIZATIONS



ECONOMIC PROMOTION

Throughout 2016, Montréal International took advantage of new technologies to develop **unique promotional content for foreign investors, international organizations and foreign workers.**

.COM

MONTREALINTERNATIONAL.COM

480,000

pages viewed



MTL INTL ON TWITTER

5,800

followers



MTL INTL ON LINKEDIN

8,000

followers



4,000

registered
ambassadors

GREATER MONTRÉAL AMBASSADORS NETWORK



Contact MTL is a collaborative initiative among local partners that brings together people who are enamoured with Greater Montréal and doing everything they can to shine a global spotlight on the region.



@GreaterMTL
@GrandMTL

8,000

followers



contactmtl.com



INTERNATIONAL SKILLED WORKERS

DELIVERING ON OUR COMMITMENT TO ATTRACT AND RETAIN FOREIGN WORKERS

The availability of talent is the first thing foreign investors look at when choosing where to locate or expand their business. And Greater Montréal, a highly creative and innovative region, has a lot going for it. In 2016, Montréal International stepped up its efforts to bring more skilled workers and international students to Greater Montréal, as they are critical to building the region's knowledge economy.

Montréal International also assists businesses and organizations with their foreign employees' international mobility issues. In 2016, we provided expertise and strategic advice, helping 289 skilled foreign workers with their temporary resident applications, and we hosted information sessions, giving 231 workers an insight into the permanent residency application process.



2016

BREAKDOWN OF SERVICES
PROVIDED BY MONTRÉAL
INTERNATIONAL TO
SKILLED WORKERS

TEMPORARY RESIDENT APPLICATIONS

289

employee applications

94

businesses served

\$81,491

(average annual salary)

PERMANENT RESIDENT APPLICATIONS

33

information sessions

231

workers informed

MAIN SECTORS

50.0%



INFORMATION AND
COMMUNICATIONS
TECHNOLOGIES

10.6%



AEROSPACE

7.4%



ENGINEERING

7.4%



INTERNATIONAL
ORGANIZATIONS

6.4%



EDUCATION

18.2%



OTHER



RECRUITMENT MISSIONS

35 businesses supported in their recruitment efforts in overseas recruitment missions (*Journées Québec*, in collaboration with the *Ministère de l'Immigration, de la Diversité et de l'Inclusion*)

164

experienced
skilled workers
hired



\$15.3M

in economic spin-offs

SECTORS REPRESENTED



**Information and
communications technologies**



Video games/Visual effects



Aerospace



Engineering



Health care/Pharma



Consulting/Management

INTERNATIONAL FAIRS AND TRADE SHOWS

1,500 workers
interviewed

Forum Expat

Recruitment mission in collaboration with *Recrutement Santé Québec* and Desjardins to promote Greater Montréal as a destination of choice for career development and quality of life. (*Paris, May 31–June 1*)

Silicon Milkroundabout

Mission (pilot project) in collaboration with Behaviour Interactive to promote the video game and visual effects industries as well as the benefits of living and working in Greater Montréal. (*London, November 26–27*)



In 2016, Montréal International organized a series of training sessions and events to help Greater Montréal businesses, universities and international organizations learn more about the steps involved in obtaining temporary resident permits for their skilled foreign workers.

**DID
YOU
KNOW?**

Montréal International offers specialized courses for the spouses of skilled workers to make it easier for them to adjust to their new life in Greater Montréal.



2014–2016

**NUMBER OF GREATER
MONTRÉAL BUSINESSES
PARTICIPATING IN
OVERSEAS RECRUITMENT
MISSIONS**

2014: 32
2015: 31
2016: 35

**NUMBER OF
CANDIDATES
HIRED**

2014: 176
2015: 142
2016: 164

I CHOOSE MONTRÉAL: AN EXTENSIVE INFORMATION CAMPAIGN FOR INTERNATIONAL STUDENTS

**I choose
MONTRÉAL**

Immigration,
Diversité
et Inclusion

Québec 

The Government of Québec, Montréal International, and Greater Montréal universities, CEGEPS and vocational training centres have one common goal: getting international students to stay in Québec. International students earn a Québec degree, speak French, and are already familiar with our society and culture. They are some the best workers our businesses can get and they help enhance Québec's international reputation.

Working with Québec's *Ministère de l'Immigration, de la Diversité et de l'Inclusion* (MIDI), Montréal International launched the ambitious *I choose Montréal* initiative to get international students to stay in Greater Montréal. The project involves holding information sessions, creating a network of labour market partners, and organizing activities to address the employment and integration needs of international students.

“The new initiative shows that the Government of Québec is determined to step up its efforts to get as many young international students as possible to stay in Québec, particularly in Greater Montréal.”

—Kathleen Weil, Minister of Immigration, Diversity and Inclusiveness

ichoosemontreal.com



2016 HIGHLIGHTS:

- Created a web platform: ichoosemontreal.com
- Reached 1,470 international students through 34 information sessions held with MIDI to explain the immigration application process (on campuses and online)
- Attended the launch of Passeport MTL étudiant international (La Vitrine culturelle), with over 700 international students



“Encouraging international students to settle here is a strategic move that will benefit our society in many ways by raising Québec’s international profile and strengthening our position in global research networks.”

—Christine St-Pierre, Minister of International Relations and La Francophonie

ECONOMIC SPIN-OFFS

INTERNATIONAL SKILLED WORKERS ENHANCING GREATER MONTRÉAL'S CREATIVE AND INNOVATIVE POTENTIAL



In 2016, Montréal International commissioned KPMG to report on the economic impact of skilled temporary foreign workers in the information and communications technology

(ICT) sector. The report showed that those workers are critical to Greater Montréal businesses.

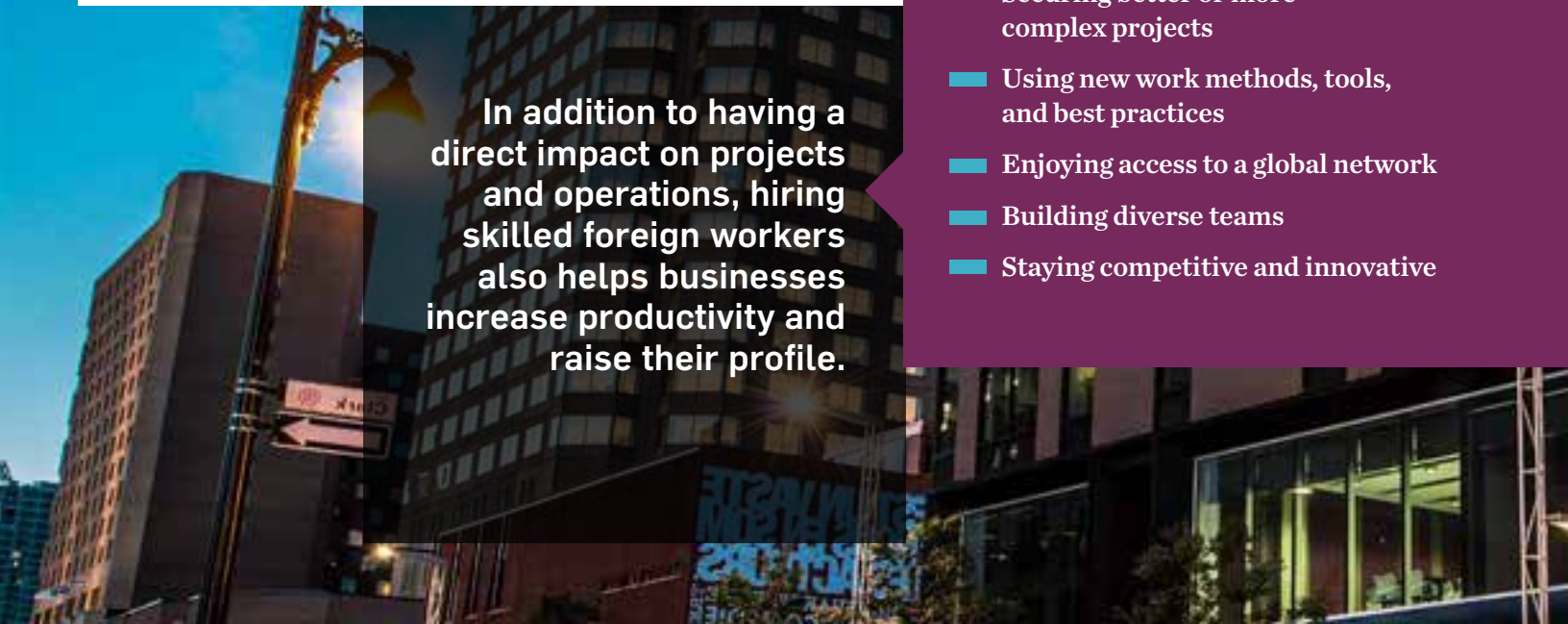
Skilled foreign workers in the ICT sector employed by Greater Montréal businesses have a significant impact on the province's economy:

- They generate close to \$630 million in added value (GDP contribution) per year and close to \$55 million in tax revenues.
- They have a net positive impact on the economy, as there is a shortage of local labour for the positions they occupy.

- There are close to 4,000 skilled temporary foreign workers in Greater Montréal ICT sector, up 60% over the last two years.
- On average, skilled temporary foreign workers account for 17% of all employees in the companies that hire them.
- Their contribution greatly exceeds their proportion among employees, as they hold key positions that are often critical to securing projects and supporting business growth.

In addition to having a direct impact on projects and operations, hiring skilled foreign workers also helps businesses increase productivity and raise their profile.

- Maintaining current operations
- Increasing operations
- Achieving faster growth and becoming better known
- Securing better or more complex projects
- Using new work methods, tools, and best practices
- Enjoying access to a global network
- Building diverse teams
- Staying competitive and innovative



ECONOMIC STRATEGY

In addition to promoting Greater Montréal's economic strengths, **Montréal International also looks at ways to make the region more attractive to talent and businesses. That is why we prepared a number of reports and submissions in 2016, including:**



- 1 A report on the contribution of Montréal area universities to Québec's economy, in partnership with universities and the Chamber of Commerce of Metropolitan Montréal
- 2 A report on the Montréal immigration paradox, in partnership with *Institut du Québec* and the Chamber of Commerce of Metropolitan Montréal
- 3 A submission on immigration planning in Québec for 2017–2019
- 4 A submission on the Temporary Foreign Worker Program reform
- 5 An online report (*Comparer Montréal*), in partnership with *Institut du Québec* and the Chamber of Commerce of Metropolitan Montréal

1



2



3



4



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MONTRÉAL
INTERNATIONAL

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