



GREATER
MONTREAL

DRIVEN BY
INTERNATIONAL
SUCCESS



INTERNATIONAL FACTOR GIVES MAJOR BOOST TO GREATER MONTRÉAL'S ECONOMY

L. Jacques Ménard, C.C., G.O.Q., LLD
President of the Board of Directors



This past 2017 has been quite a remarkable year for Greater Montréal. The GDP experienced strong growth, as did jobs and major public and private investment projects.

This economic stimulus was also fuelled by an unprecedented wave of activities from abroad.

This outstanding economic performance is, among other things, a testament to all of Montréal International's hard work to promote Greater Montréal's advantages and areas of excellence around the globe. The region is experiencing quite an unprecedented tech boom that is drawing attention from all over the world.

Last year, major players such as Microsoft, Google, Facebook, and DeepMind all announced projects in the area. We need to continue to leverage our leadership, especially in AI, aerospace, life sciences, video games and visual effects, and fully capitalize on our skilled workers, higher-learning institutions and business ecosystem.

Every success is a reminder that we have much to gain by working together. I would therefore like to thank all those who have helped enhance our collective wealth, particularly the Board members and our partners, both in the public and private sector, driven by their desire and determination to better serve the metropolitan area of Montréal.

Hubert Bolduc
President and CEO



Greater Montréal has never had such international appeal. By conducting business missions and providing strategic support, Montréal International played a key role in securing 48 foreign direct investment projects worth a record \$2 billion – a 50% increase compared to 2016 – and supported three new international organization projects.

Foreign companies alone generated \$2.4 billion of the GDP, accounting for 15% of Québec's economic growth in 2017.

The team also stepped up its efforts to enhance the local talent pool by holding a record number of eight recruitment missions abroad, resulting in 300 people being hired, and supporting 380 skilled workers in their process to obtain temporary residence. The I choose Montréal project to entice international students to establish a permanent life in Montréal after completing their studies enabled MI to connect with some 7,000 students through targeted activities.

This notable increase in the number of international exchanges clearly shows that it is vital to maintain our strategy to be open to the world and to promote a strong and consistent image of Greater Montréal. It is clearly the best response to the wave of protectionism that is currently sweeping across the world.

FOREIGN DIRECT INVESTMENT

In 2017, Montréal International helped 48 foreign companies locate or expand in Greater Montréal, facilitating a record \$2.025 billion in foreign direct investment, an increase of over 50% compared to 2016. That number has more than doubled since 2015.

These projects, which account for 15% of Québec's economic growth in 2017, resulted in 5,233 direct jobs to be created or maintained.



\$2.025B

in foreign direct investment
accompanied

Payroll and other operating expenditures:
57% (\$1.147B)

Capital expenditures:
43% (\$878M)



5,233
direct jobs
created
or maintained



8,913
indirect jobs



60
outbound
missions



48
set-up or
expansion projects



261
visits to foreign
subsidiaries

IMPACTFUL INVESTMENT PROJECTS



\$2.4B
contribution to the GDP,
accounting for about
15% of Québec's
economic growth*



\$132M
in tax revenue
for Canada

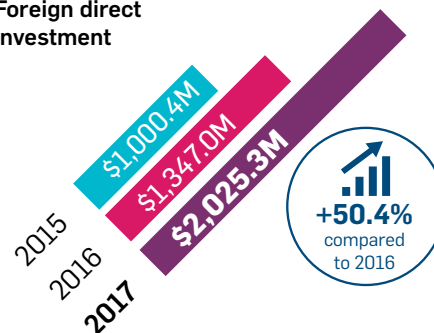


\$200M
in tax revenue
for Québec

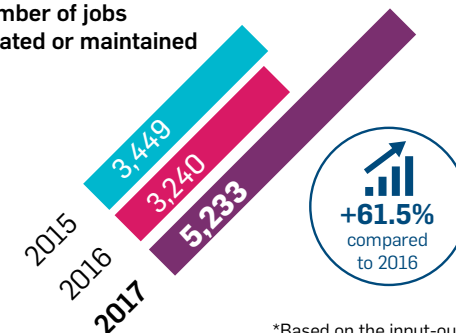


\$62M
in financial spin-offs
for the *Communauté
métropolitaine
de Montréal*

Foreign direct investment



Number of jobs created or maintained



*Based on the input-output model devised
by the Institut de la statistique du Québec

FOREIGN DIRECT INVESTMENT BREAKDOWN

Once again this year, high-tech sectors continue to be an economic driver with \$1 billion in investments, i.e., 50% of the results. Investments supported originate mainly from Europe ahead of the Americas and Asia.

The artificial intelligence sector itself had 11 of the 48 projects, which is nearly a quarter of all projects supported this year. Having a significant number of world-renowned researchers, a collaborative ecosystem and a highly qualified pool of talent have enabled Greater Montréal to attract leading global players such as Microsoft, Google, Facebook and DeepMind.

Most FDI projects originated from Europe



EXAMPLES OF PROJECTS COMPLETED IN 2017

ICT-VISUAL EFFECTS AND ANIMATION

DNEG (United Kingdom)
The world leader in VFX opened its sixth studio in Montréal

ICT-DATA SCIENCE

Facebook (United States)
Set up a Facebook artificial intelligence Research Lab

Google (United States)
Opened a Google Brain artificial intelligence research centre

Thales (France)
Set up cortAIx, a research and technology centre specializing in AI

ICT-OTHER

Hikvision Canada (China)
Opened a North American R&D centre

RETAIL AND WHOLESALE

IKEA (Sweden)
Relocated and expanded a modern and highly automated distribution centre

AGRIFOOD

Bridor (France)
Upgraded the facilities of its Boucherville subsidiary

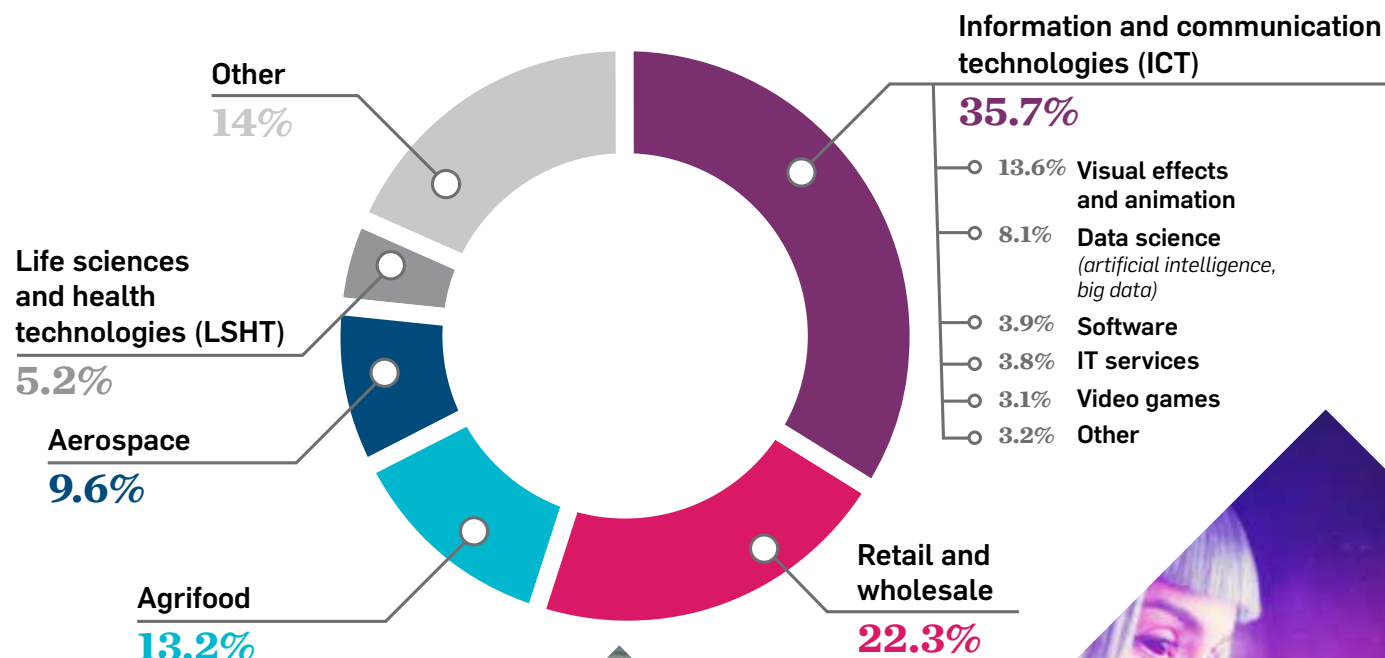
AEROSPACE

F/List (Austria)
Opened an ultramodern manufacturing plant for high-end jet interiors

LSHT

Delmar (Italy)
Created a Centre of excellence for the production of active pharmaceutical ingredients

Half of all investments
were in high-tech sectors



INTERNATIONAL ORGANIZATIONS

Montréal International's 2017 activities were also marked by the arrival of two new international organizations (AIESEC and IUHPE) in Greater Montréal, as well as the expansion of a third organization (IATA). MI has also offered strategic support to 37 of the 65 international organizations in the city with their development.



2 set-up projects



EDUCATION

AIESEC International

» from Rotterdam (Netherlands) to Montréal!

- ▶ Has 50,000 members, including students and new graduates, in 122 countries.
- ▶ Supports the professional development and personal growth of young people to build the society of the future, in partnership with 2,600 universities and 8,000 organizations around the world.



PUBLIC HEALTH

International Union for Health Promotion and Education (IUHPE)

» from Paris (France) to Montréal!

- ▶ Has 2,000 institutional and individual members in 90 countries.
- ▶ Helps improve healthcare and reduce social inequalities around the world through education, community action and the development of public policies.
- ▶ Hosted at the *École de santé publique de l'Université de Montréal* (ESPUM).



1 expansion project



AEROSPACE

International Air Transport Association (IATA)

»» from Geneva (Switzerland) to Montréal!

(Brought back some 30 key positions in financial and distribution services, bringing the total number of employees to 400)

- Represents 280 airline companies from 210 countries.
- Provides essential services to the global aviation industry (e.g., security, safety, training, passenger experience, technical audits, consulting services).

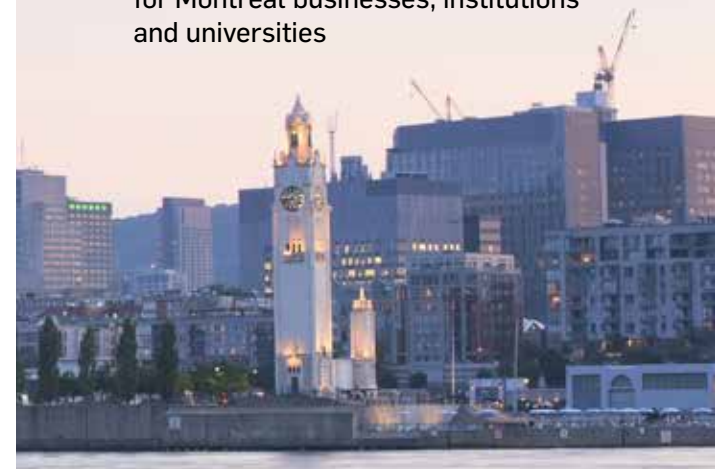


37

strategic support initiatives
to help sustain the growth and operations
of 37 international organizations
already in the city.

Montréal is home to **65** international organizations

- **3rd host city** in North America in terms of the number of organizations, behind New York City and Washington, D.C.
- **Close to 1,700 jobs**
- **\$350 million in economic spin-offs** per year
- **Top destination in the Americas** for international events
- **Access to influential global networks** for Montréal businesses, institutions and universities



Working relentlessly, year after year

Number of projects to help IOs set up, expand or consolidate their operations



Number of Montréal IOs that have received strategic support



Did you know that
Montréal International
is one of the few economic
development agencies
in the world that has a
program designed to attract
international organizations
and help them expand?

INTERNATIONAL TALENT

The Montréal International team stepped up efforts in 2017 to strengthen the talent pool in Greater Montréal with three clear actions:

- 1 Facilitating international recruitment
- 2 Making the immigration process easier to navigate
- 3 Helping retain international students

1 FACILITATING INTERNATIONAL RECRUITMENT

Support businesses in their efforts to recruit talent overseas

Eight international recruiting missions helped about sixty companies hire some 300 qualified and experienced workers with an annual average salary of \$75,000.

- ▶ **Silicon Milkroundabout**
(London, United Kingdom)
Two video game missions
- ▶ **AI Summit**
(San Francisco, United States)
Artificial intelligence mission
- ▶ **Forum Expat**
(Paris, France)
Multi-sectoral mission
- ▶ **Aero Mission**
(Toulouse, France)
Aerospace mission
- ▶ **Journées Québec**
(Paris, France)
Two multi-sectoral missions
- ▶ **Neural Information Processing Systems Conference**
(Los Angeles, United States)
Artificial intelligence mission



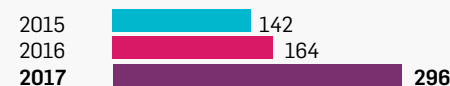


Number of Greater Montréal businesses that have participated in an overseas recruitment mission



+68.6%
compared to 2016

Number of qualified and experienced workers hired



+80.5%
compared to 2016

2 MAKING THE IMMIGRATION PROCESS EASIER TO NAVIGATE

Guide companies and their employees through the immigration process

Nearly 380 skilled workers received strategic support with their temporary resident applications, while more than 170 received information on the process to obtain permanent residency.



Themed training sessions to better equip companies

- ▶ The Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union: How will it impact your international mobility activities?
- ▶ The new Global Skills Strategy launched by the Government of Canada
- ▶ The Trump effect: How will it impact foreign workers immigrating to the United States?



Did you know that Montréal International offers support for spouses to help them adjust to their new life here?

I choose MONTRÉAL

3 HELPING RETAIN INTERNATIONAL STUDENTS

Keep international students informed and help them stay in Greater Montréal once they have completed their studies

The aim of the I choose Montréal project, developed with the Québec *Ministère de l'Immigration, de la Diversité et de l'Inclusion* (MIDI), is to entice international students to establish a permanent life in Montréal after completing their studies. In 2017, the team met with nearly 7,000 international students through targeted activities.

130 “Live, Work, and Immigrate” activities

35 “Live” activities

- ▶ International Students' Homecoming at *Maison symphonique*, in partnership with *La Vitrine*
- ▶ Holiday activities at *Université de Montréal* and *McGill University*, organized in partnership with *La Vitrine* and *Tourisme Montréal*

49 “Work” activities with more than 40 employers

- ▶ An aerospace speed networking session, in partnership with *Aéro Montréal*
- ▶ International student zone at the *Salon de l'immigration et de l'intégration au Québec*
- ▶ Fintech networking event, in partnership with *Finance Montréal* and *TechnoMontréal*

46 “Immigrate” activities

- ▶ Information sessions on the permanent immigration process

in partnership with
**Immigration,
Diversité
et Inclusion**

Québec


6,780
international
students
reached

#JeChoisisMontréal


390
followers


1,810
followers


2,655
followers

Follow our promotional campaigns!
ichoosemontreal.com

?

Did you know that
Montréal saw
an increase of
more than 10%
in the number
of international
students from 2016
to 2017?

ECONOMIC MARKETING

We constantly assess Greater Montréal's economic strengths and actively promote them in order to seek out new opportunities and attract foreign direct investment, international organizations and skilled talent to the region.

CONTENT FOCUSING ON INNOVATION, CREATIVITY AND HIGH TECHNOLOGY

Targeted studies

- ▶ Profile of Greater Montréal's specialized tech workers
- ▶ Attractiveness factors for investments in the life sciences and health technologies sector (biomanufacturing)
- ▶ The contribution of skilled temporary foreign workers to Greater Montréal's information and communication technologies sector

Sector profiles

- ▶ Data centres
- ▶ Food processing
- ▶ Health technologies

A statistical profile of international students in Greater Montréal

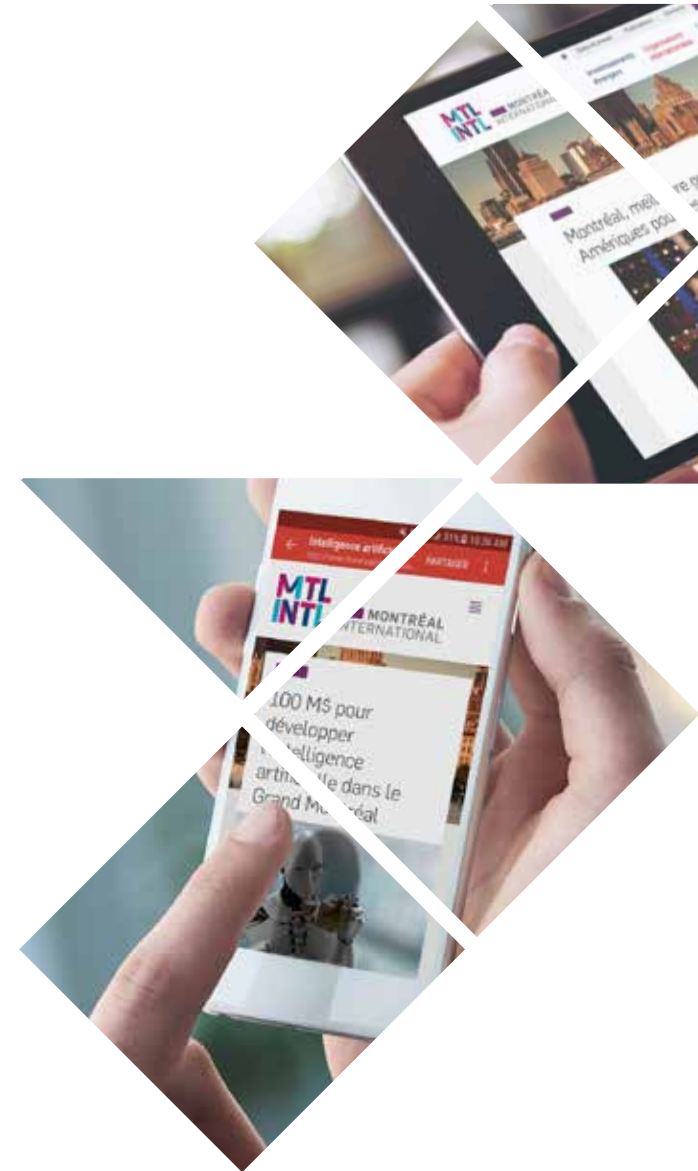
A series of blog posts that analyze and promote the main attractiveness factors

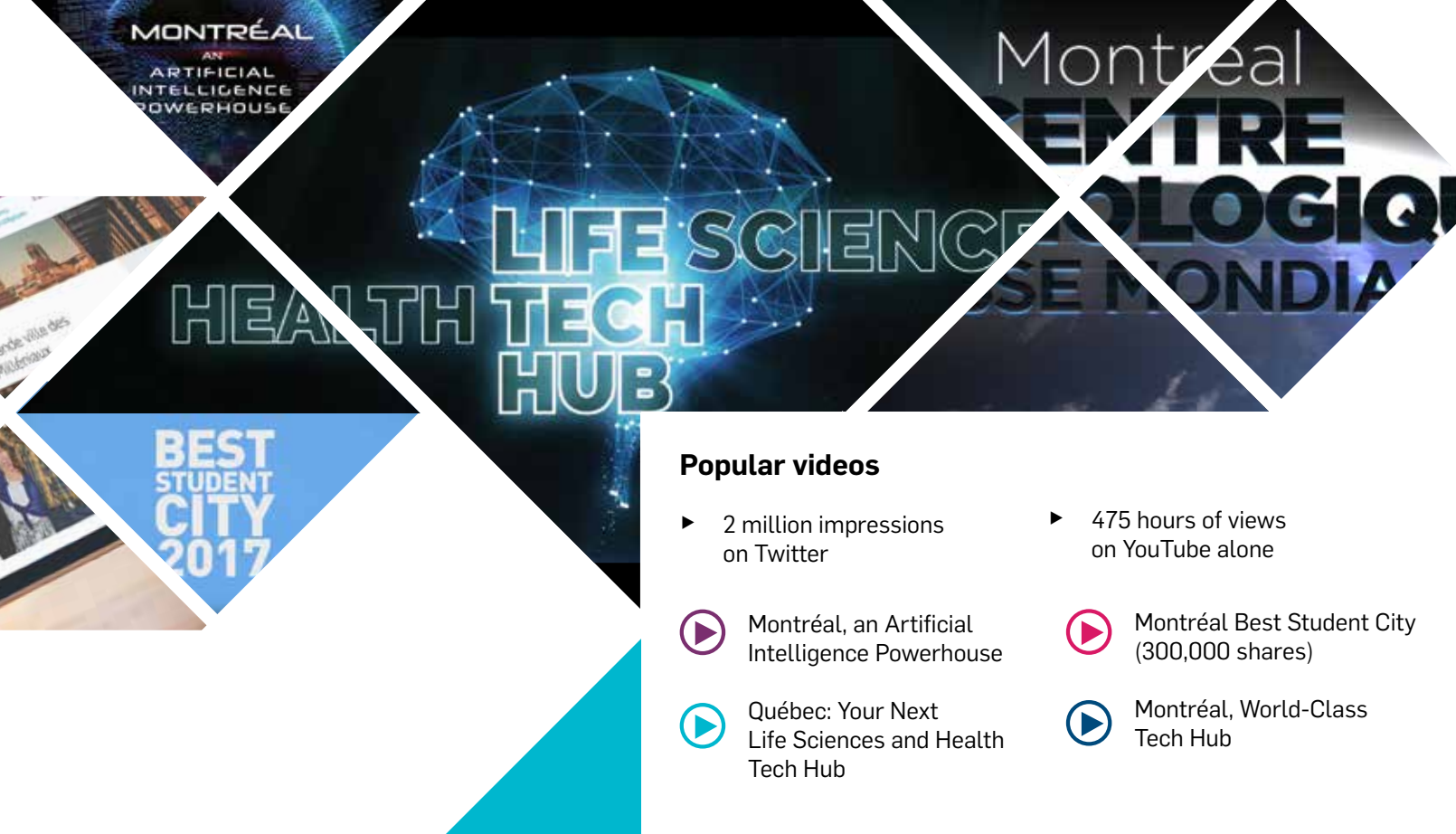
GLOBAL REACH



A more visible website

- ▶ A 56% improvement in ranking among global sites, among Canada's top 30,000 websites
- ▶ 30,000 visits (+18%)
- ▶ 550,000 page views (+15%)





Popular videos

- ▶ 2 million impressions on Twitter
- ▶ 475 hours of views on YouTube alone
- ▶ Montréal, an Artificial Intelligence Powerhouse
- ▶ Montréal Best Student City (300,000 shares)
- ▶ Québec: Your Next Life Sciences and Health Tech Hub
- ▶ Montréal, World-Class Tech Hub

Rapidly growing social platforms



COVERAGE IN MAJOR DAILY NEWSPAPERS

Montréal received notable media coverage in 2017. The 220 instances where Montréal International generated press coverage helped promote Greater Montréal's economy, which in turn resulted in an enhanced reputation worth \$3.3 million, half of which was from international recognition.

02/07/2017 // Financial Post (United States)

"Revolution AI: why everyone wants in to Montreal's deep-learning hub"

07/20/2017 // EL PAÍS (Spain)

"El magnetismo de Montreal"

09/30/2017 // Le Monde (France)

« À Montréal, le pouvoir de l'intelligence artificielle »

11/06/2017 // Forbes Magazine (United States)

"Why Montreal has emerged as an artificial intelligence powerhouse"

12/19/2017 // New York Times (United States)

"As Trump tightens legal immigration, Canada woos tech firms"



Want to help enhance Greater Montréal's international profile? Join our network of 4,000 CONTACT MTL ambassadors.
www.contactmtl.com

THANK YOU TO OUR PARTNERS

Montréal International would like to thank all its partners, both in the public and private sector, who encourage Greater Montréal's growth and create wealth for all Quebecers. We invite businesses of all sizes and sectors to support the region's economic development and to take advantage of a tailor-made program that's so much more than sponsorship.

Canada

Québec



Montréal

AÉROPORTS DE
MONTREAL



Caisse de dépôt et placement
du Québec



FASKEN
MARTINEAU



\$11.1M
Public funding
in 2017



\$2.2M*
Private funding
in 2017

*Contributions
from the private
sector and private
revenues for special
projects



AAA Canada
 Abilis Solutions
 Accuracy
 Aéroports de Montréal
 Air Canada
 Airbus Defence & Space Canada
 AKKA North America
 Alithya
 AMJ Campbell
 AP&C Advanced Powders & Coatings
 Assystem Canada
 Avison Young Quebec
 Bandsintown
 BCF Avocats
 Behaviour Interactive
 Berger-Levrault International
 Beyond Technologies
 Blake, Cassels & Graydon
 Blue Solutions
 BMO Financial Group
 Board of Trade of Metropolitan Montreal
 British-Québec Business Coalition
 BUF Canada
 Business Development Bank of Canada
 C2 Montréal
 Caisse de dépôt et placement du Québec
 CAMSS World
 Canderel
 CEDROM Technologies
 Chambre de commerce de l'Est de Montréal
 Chambre de commerce et d'industrie de Laval
 Charles River Laboratories Montréal
 Cinesite
 Claridge
 Cogeco Communications
 Compulsion Games



Concordia University
 Conseil du patronat du Québec
 Cushman & Wakefield
 Dassault Systèmes Canada
 Deloitte
 Derichebourg Canada Environment
 Digital Dimension Canada
 Digital District Canada
 Digital Shape Technologies
 École de technologie supérieure
 École Polytechnique de Montréal
 Eidos Interactive
 Electronic Arts Canada
 Element AI
 Enercon Canada
 Ericsson Canada
 Eurovia Québec
 Exia
 EY
 Facilité Informatique
 Fasken
 Fédération des caisses Desjardins du Québec
 FIME America
 Fleur de Lys Relocation
 FML Avocats
 Fonds de solidarité FTQ
 Gameloft
 GlaxoSmithKline
 Google Canada
 Gowling WLG Canada
 GPL Assurance
 Greencopper
 Groom & Associates
 Groupe iTechno
 GuruLink
 HEC Montréal
 Hydro-Québec

Innovitech
 Intelrad Medical Systems
 International Medias Data Services
 Inventory
 Jones Lang Lasalle
 Keyrus Canada
 Kinova
 Larochelle
 Lavery Lawyers
 Legault Joly Thiffault
 Lette
 LGS Group Consulting Corporation
 Linkbynet North America
 LOK North America
 Lower Canada College
 MacDonald, Dettwiler and Associates
 Mazars
 McCarthy Tétrault
 McGill University
 McMillan
 Mecachrome Canada
 Miller Thomson
 Millesime Group
 Minority Media
 Mobeewave
 Montoni
 Montreal Port Authority
 Morin Relations Publiques
 MPC Montréal
 National Bank of Canada
 New Era Immigration
 NKF Devcore
 Onepoint Group
 OPAL-RT Technologies
 P3 Group Canada
 Peel Solutions
 Power Corporation of Canada

ProfitScience
 Protech
 Provencher_Roy
 Quadbridge
 Quebec Film and Television Council
 Québec-Japan Business Forum
 R3D Consulting
 Raymond Chabot Grant Thornton
 RBC Royal Bank of Canada
 Regroupement des collèges du Montréal métropolitain
 Rheinmetall Canada
 Richter
 Roland Berger
 Safran Engineering Services
 Safran Helicopter Engines Canada
 Safran Landing Systems Canada
 Siemens Canada
 SNC-Lavalin
 Startup Festival
 Stelia Aerospace
 St-Lawrence Machining
 Stradigi Ventures
 Swiss-Canadian Chamber of Commerce
 Syscomax
 Systematix
 TACT Intelligence-conseil
 Technoparc Montréal
 Tencent America
 The Createch Group
 Université de Montréal
 Université du Québec à Montréal
 Vézina Assurances
 VIA Rail Canada
 Warner Bros. Games Montréal
 WeWork
 Yulex

A PUBLIC INTEREST MISSION

Montréal International (MI) acts as an economic driver for Greater Montréal to attract foreign wealth while accelerating the success of its partners and clients. Our mission is to attract foreign investment, international organizations and skilled workers by providing support services tailored to their needs.



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**Since it was created,
MI has helped:**

- ▶ facilitate investment projects worth **\$15.5 billion** in Greater Montréal
- ▶ create or maintain over **65,000 jobs**
- ▶ bring close to half of the city's approximately **65 international organizations** to Montréal
- ▶ guide over **10,000 skilled foreign workers**





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CREDITS

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Canada

Québec



Montréal

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