# The Chamber of Commerce of Metropolitan Montreal and Montréal International present twelve avenues for efforts to reinforce the connectivity and internationalization of Greater Montréal



- Maintain sector and R&D incentives that enable companies to be competitive on the international scene and attract investment.
- Ensure that all business support programs promote internationalization and encourage them to adopt an international market development strategy as soon as possible.





# Increase the volume of exports and ensure the competitiveness of logistics hubs

- 3. Support the growth of SMEs on foreign markets by reinforcing export support organizations that have proven expertise and a critical mass.
- 4. Award Investissement Québec International the mandate to offer personalized support to major Québec organizations to significantly increase their exports.
- 5. Entrust the organization of structuring trade missions to organizations that have recognized expertise through a fourpart strategy:
- a) Market preparation strategy;
- b) Kick-off strategy;
- c) Recurrence strategy;
- d) Reverse trade missions.
- 6. Increase the capacity and competitiveness of logistics hubs and strategic assets in Greater Montréal.



### Attract and retain international talent

- 10. Position Greater Montréal and Québec as leaders in attracting international talent and students, in particular by:
  - a) strengthening organizations that have proven expertise in the area;
  - b) making a far-reaching communication effort, both in Québec and internationally, underlining the importance of openness to immigration and to position the metropolitan region as a destination of choice;
- facilitating study permits for French-speaking international students;
- d) reducing processing times for residency applications.
- 11. Plan immigration to meet labour needs in Québec and gradually increase the number of economic immigrants by:
  - a) gradually increasing the share of permanent immigrants who already have temporary status (workers or students) so they account for at least 50% of permanent economic immigration;
  - b) ensuring the regionalization of immigration in Québec is not done to the detriment of labour needs in Greater Montréal.



# Reinforce the attraction and retention of foreign direct investment

- 7. Ensure fluid coordination of organizations involved in prospecting for foreign investment to enable Greater Montréal to stand out from the competition through increased agility and speed of action.
- 8. Step up prospecting and support efforts for foreign companies and subsidiaries doing business in Greater Montréal to bring their investment projects to fruition.
- Put Greater Montréal on the international map with a strong, unifying, distinctive brand image, drawing inspiration from international best practices.



# Accelerate data exchanges

- 12. Promote access to public data and a 5G network to encourage innovation and investment by:
- a) establishing clear guidelines for good data governance and equipping companies for cybersecurity;
- b) promoting the range of data available and 5G opportunities to increase its use, stimulate innovation and promote the creation of new business models with strong internationalization potential.







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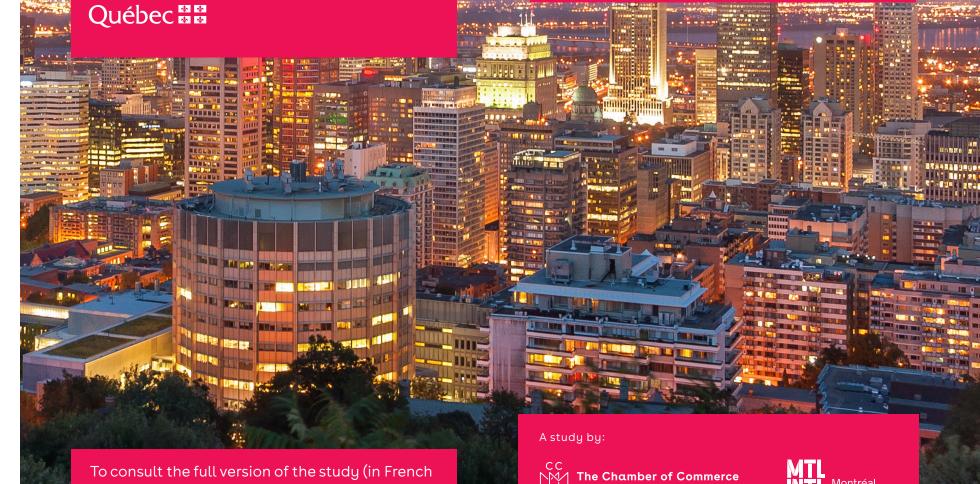
Montréal∰

# International Connectivity Central to Greater Montréal's Growth

What can we learn from the most competitive metropolitan regions in terms of exports, innovation and attracting investment and talent?

Study highlights
January 2020

of Metropolitan Montreal



# **Background**

In 2018, the Chamber of Commerce of Metropolitan Montreal and Montréal International published the study Greater Montréal: Connected Globally for More Collective Wealth. The study showed that in order to support long-term economic growth, the metropolitan region has to leverage international trade and its connectivity.

# **Study objectives**

Entitled International Connectivity Central to Greater Montréal's Growth, the second edition of this study looks at nine metropolitan regions that are some of the top performers in terms of exports, innovation and attracting investment and talent, and sets out strategies and best practices to increase the internationalization - the connectivity - of Greater Montréal.

## Avenues for efforts to reinforce the internationalization of Greater Montréal

Increase the volume of exports and ensure the competitiveness of logistics hubs

Reinforce the attraction and retention of foreign direct investment

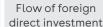
Attract and retain international talent

Accelerate data exchanges















Flow of data















# Key lessons and international best practices drawn from the benchmarking

# Flow of goods

The competitiveness

international markets.

of manufacturers

is a major lever for

their success on

Transportation

highly strategic

for positioning a

as a logistics hub.

The visibility of

manufacturers on

foreign markets is

essential to their

success and exports.

infrastructures are

metropolitan region

**Kev lessons** 



DETROIT

Implementation

to connect players

the deployment of

SINGAPORE

Investment of US\$2.2

digitize and increase

Development of one

platforms in the world.

of the most modern

logistics digital

the capacity of the port

billion by 2040 to

complex.

Adoption of the unique "made in Germany" brand

Strong public sector commitment to promoting

local manufacturers internationally by supporting

participation in international exhibitions and trade

for the entire German manufacturing fabric.

in the ecosystem

and accelerate

innovations.

of the Planet M

**International best practices** 

federal government and mobility initiative

HAMBURG

Investment of US\$41

the states to support

HAMBURG

Implementation of the

smartPORT strategy

to transform existing

HAMBURG

shows.

installations and make

the shift toward a smart

businesses.

the R&D efforts of local

billion annually by the

# Flow of foreign direct investment (FDI)



# Flow of talent

**Kev lessons** 

**Immigration** 

policies and agile

administrative

processes play

a leading role in

creating a pool of

international talent.



International students

who find a job can

within 5 days of

submitting their

obtain a work permit

# Flow of data



## **Kev lessons**

### **International best practices**

Opening up public data creates new opportunities



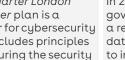
The Greater London Authority has adopted a strategy for collecting and opening up public, private and commercial data.

# for business and innovation.

### A regulatory framework and consistent model for data governance

make it possible to take full advantage of data-related opportunities and

The Smarter London *Together* plan is a and comparability of open data.



charter for cybersecurity a report that includes 10 that includes principles for ensuring the security

In 2016, the federal government published data standards in order to inform companies and encourage them to use open data.

VIENNA

# of the **5G network** have a major impact on the flow of data.

limit risks.

## LONDON The goal of the

deployment of 4G and 5G networks.

The federal government adopted a 5G strategy,

### **Kev lessons**

for success for

attracting FDI.

unique brand

efforts increases

a metropolitan

reputation.

promotional

with concentrated

region's visibility and

Support for business

investment efforts is

an essential factor in

attracting FDI.

### **International best practices**

# A stable, competitive business environment is the first condition

### Implementation of innovation zones and regulatory sandboxes for technology innovation, enabling businesses to test the viability of a product.

BERLIN ET ...

Berlin Partner uses

marketing campaigns

and specific industries

targeted sector

to maximize the

leading sectors.

The two metropolitan regions have created

distinctive brands - Be Berlin and I amsterdam

- in an effort to promote their assets to foreign

investors and talent. There are many targeted

promotional campaigns associated with these

# **AMSTERDAM**

AMSTERDAM

AMSTERDAM

incentives.

The tax rate on corporate profits will be 20.5% in 2021. A number of tools enable investors to plan their tax burden: advance decisions in terms of taxes, prior agreement about the

transfer price, etc.

# The support and integration services

The agency Amsterdam available are a keu inbusiness offers investors advice and part of a region's information about attractiveness. the legal and fiscal attraction of investors in framework, the job market and financial

Free support for spouses

of international talent to help them become part of the job market.

# AMSTERDAM

International Newcomers Amsterdam a help centre for expatriates, to facilitate immigration and integrate skilled workers.

**International best practices** 

The "orientation year

allows graduates and

international researchers

for 12 months to find a job. application.

to live in the Netherlands

permit" (zoekjaar)

# Experimenting with and the deployment

## Connected London program is to build a fibre optic backbone and support the

# the objective of which is to achieve national coverage by 2025.

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