

# Montréal International

Greater Montréal's Economic  
Promotion Agency

*Your gateway to the city*



# The world's best economic promotion agency at your service



# 01

## About the Organization



Montréal  
International



1000 De La Gauchetière



# A public-private partnership

- **82 municipalities** making up the *Communauté métropolitaine de Montréal*
- Board of Directors
  - 3 levels of government
  - Private sector partners
- Funding

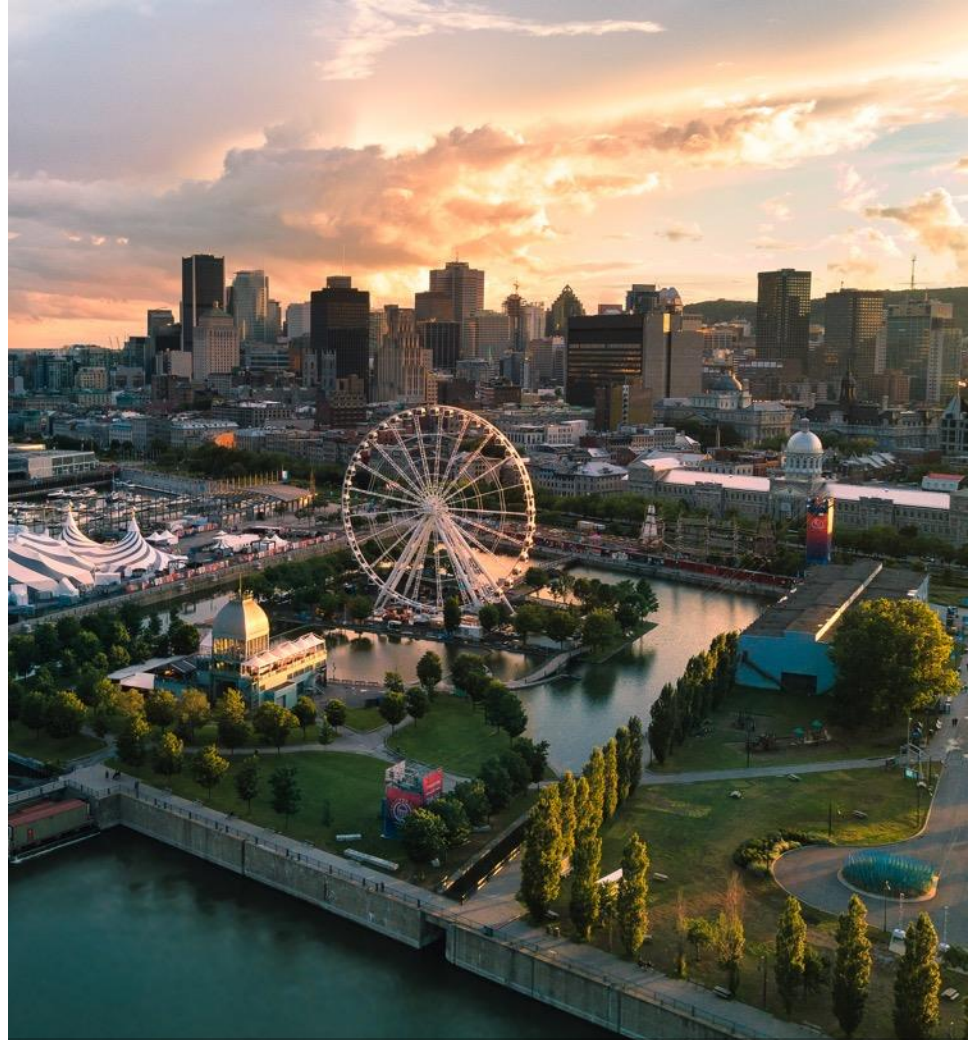
Canada

Québec

Montréal

  
Communauté métropolitaine  
de Montréal

- + 200 private sector partners



The Old Port, La Grande Roue, and downtown Montréal © Loïc Romer

# Three drivers of wealth creation

## FOREIGN INVESTMENT



Attraction  
Retention  
Expansion

## INTERNATIONAL TALENT



Attraction  
Welcoming  
Retention

## INTERNATIONAL ORGANIZATIONS



Attraction  
Retention  
Expansion  
Creation

# Delivering results since 1996

Facilitated **foreign investment** projects worth  
**\$20.6 billion**  
and helped create or maintain  
over **79,000 jobs**

Assisted **half** of  
the city's  
**66 international organizations**  
in setting up  
operations  
in the area

Provided guidance  
to over  
**12,000**  
**skilled foreign workers**

Supported  
**20,000 international students** since 2018,  
as well as  
**6,000 candidates** for  
attraction to Greater Montréal  
in 2019





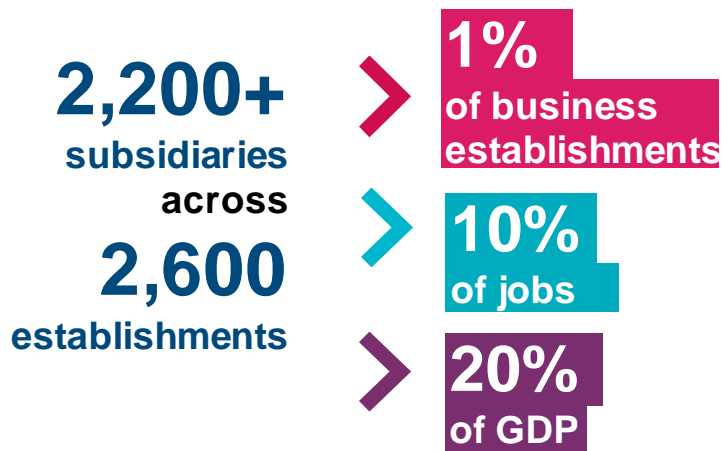
# 02

## Foreign Direct Investment



# Foreign-owned subsidiaries: a multiplier effect on the economy

In Greater Montréal



Aerial view of downtown Montréal



# Montréal International delivered record results in 2019

## 89 projects including 58 new establishments



**\$2.642 billion**

in foreign investment



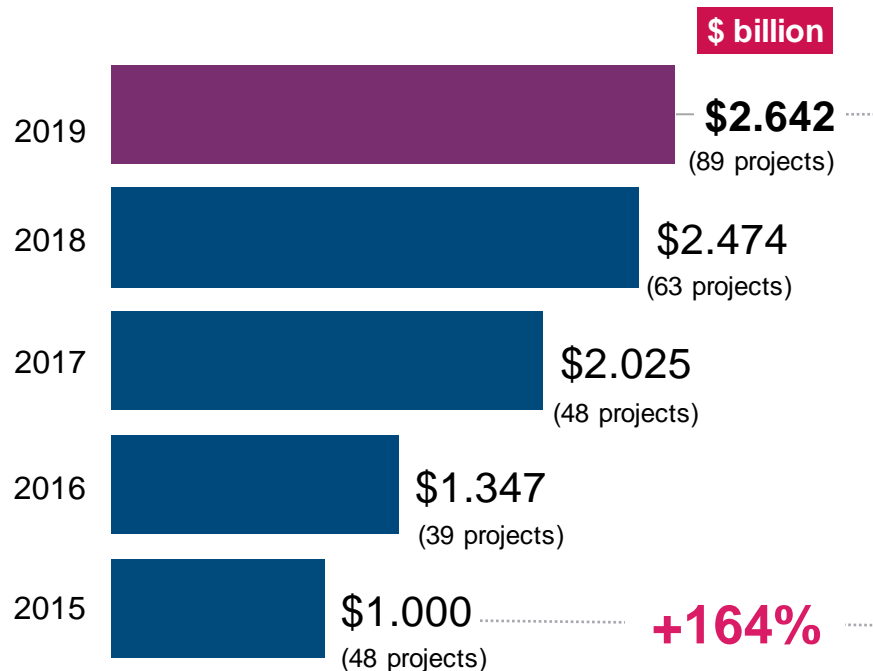
**8,061 jobs**

7,712 created + 349 maintain



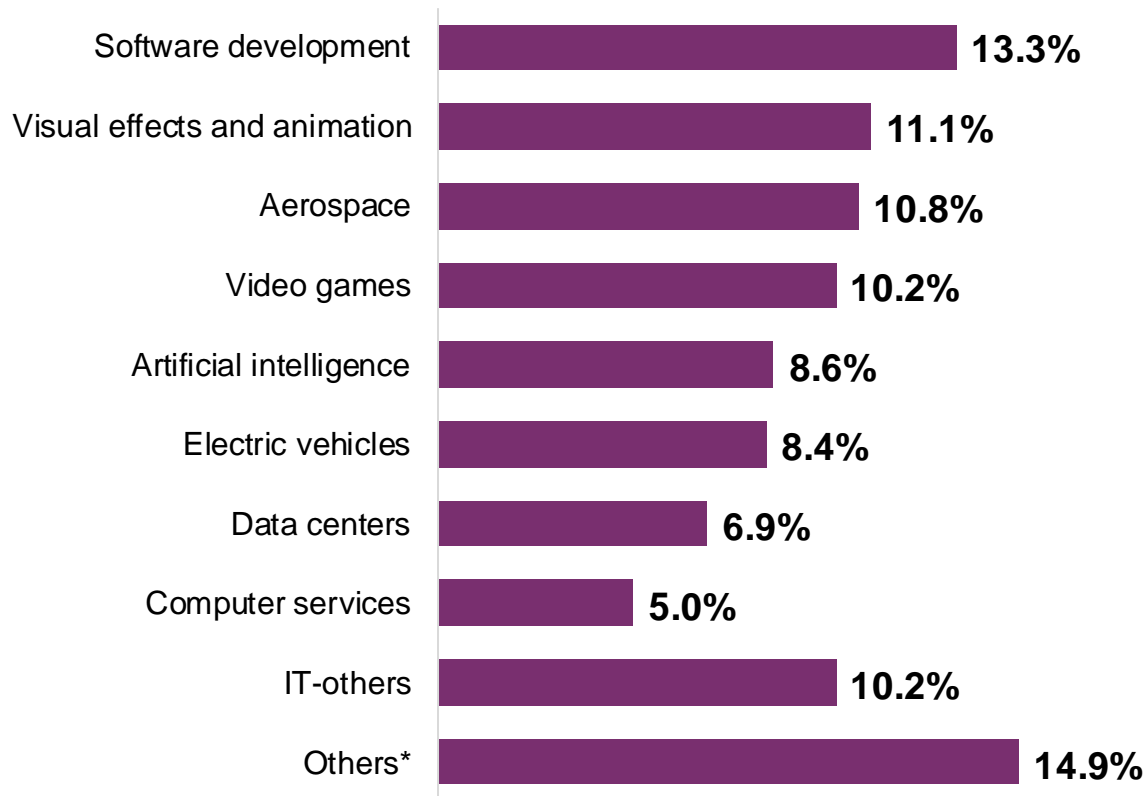
**\$84,407**

average annual salary



# Breakdown by sector

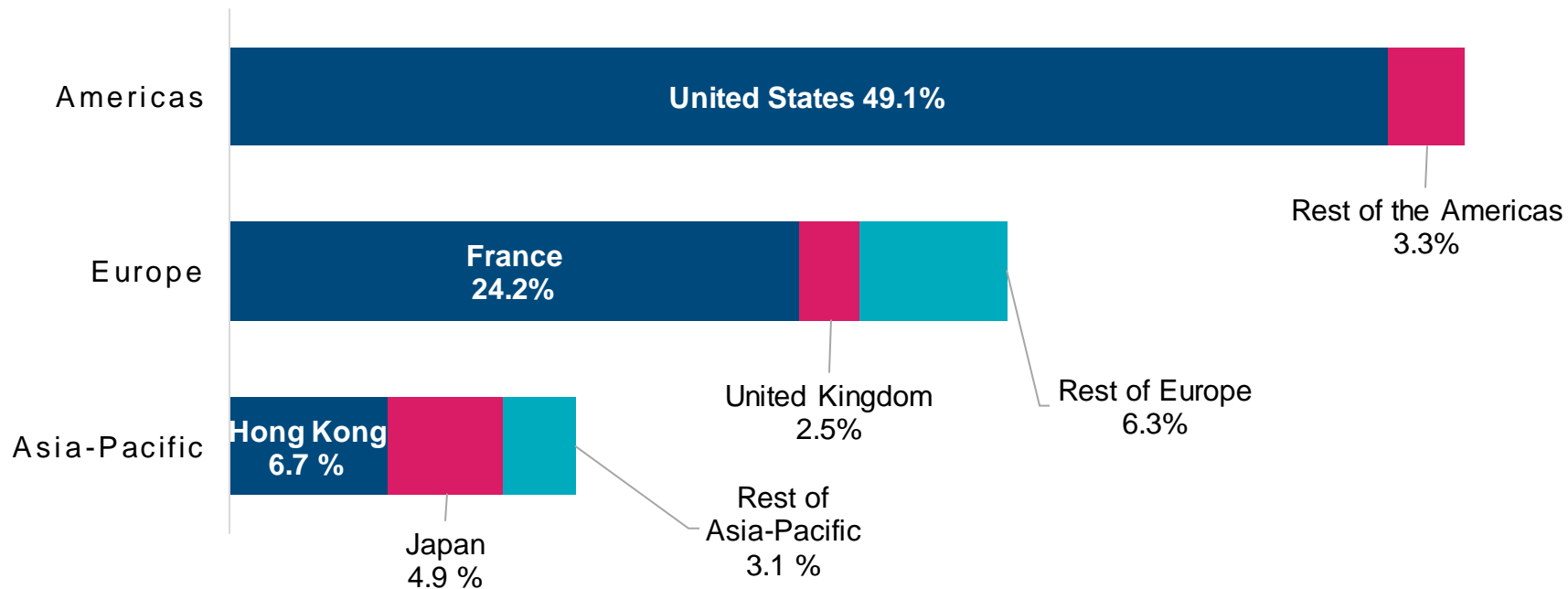
## Diversified cutting-edge sectors



\* Food, energy, life sciences and health technologies

# Breakdown by region

## The United States ranks No. 1





# Examples of projects completed in 2019



# International entrepreneurs

## A dynamic and innovative ecosystem

**275+**

entrepreneurs  
reached

**45**

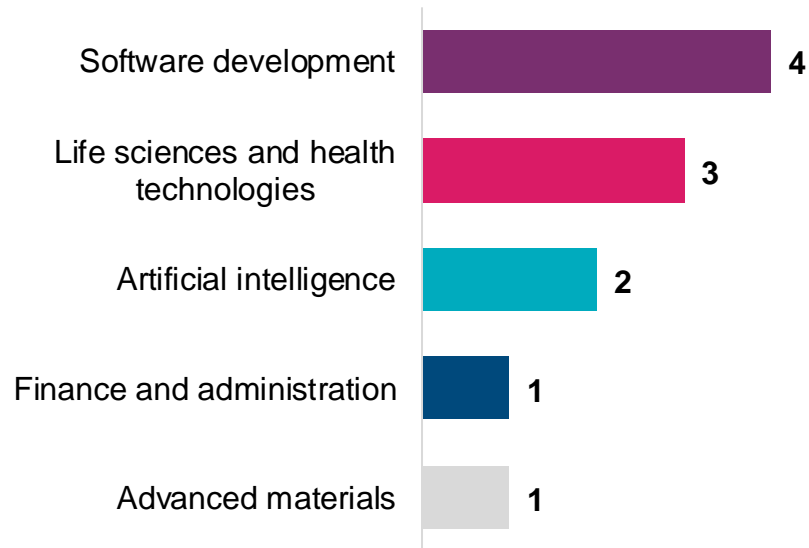
startups  
prospected

including

**11**

establishments

### Breakdown of establishments by sector





## Significant benefits for Greater Montréal

**\$3.3 billion** impact on GDP,  
**21.7 %** of Québec's  
economic growth in 2019



**\$271 M**

in tax revenue for  
Québec



**\$187 M**

in tax revenue for  
Canada



**\$111 M**

in property tax  
revenue for the  
*Communauté  
métropolitaine  
de Montréal*



# 03

## International Workers and Students





## Enhancing Greater Montréal's pool of skilled talent

The city's talent pool by the numbers:

**200,000** university students across 11 institutions of higher learning

**277,000** workers in fields related to science, technology, engineering and mathematics

**136,000** workers in creative industries

**341,000** managerial and professional workers

# Montréal International delivered record results in 2019

An unprecedented number of international workers hires



**1,222**

experienced  
skilled workers hired



**\$75,000**

average  
annual salary



**21**

recruitment  
missions

*Brazil, United States,  
France, Great Britain,  
Mexico, Tunisia,  
Sweden, etc.*



**229**

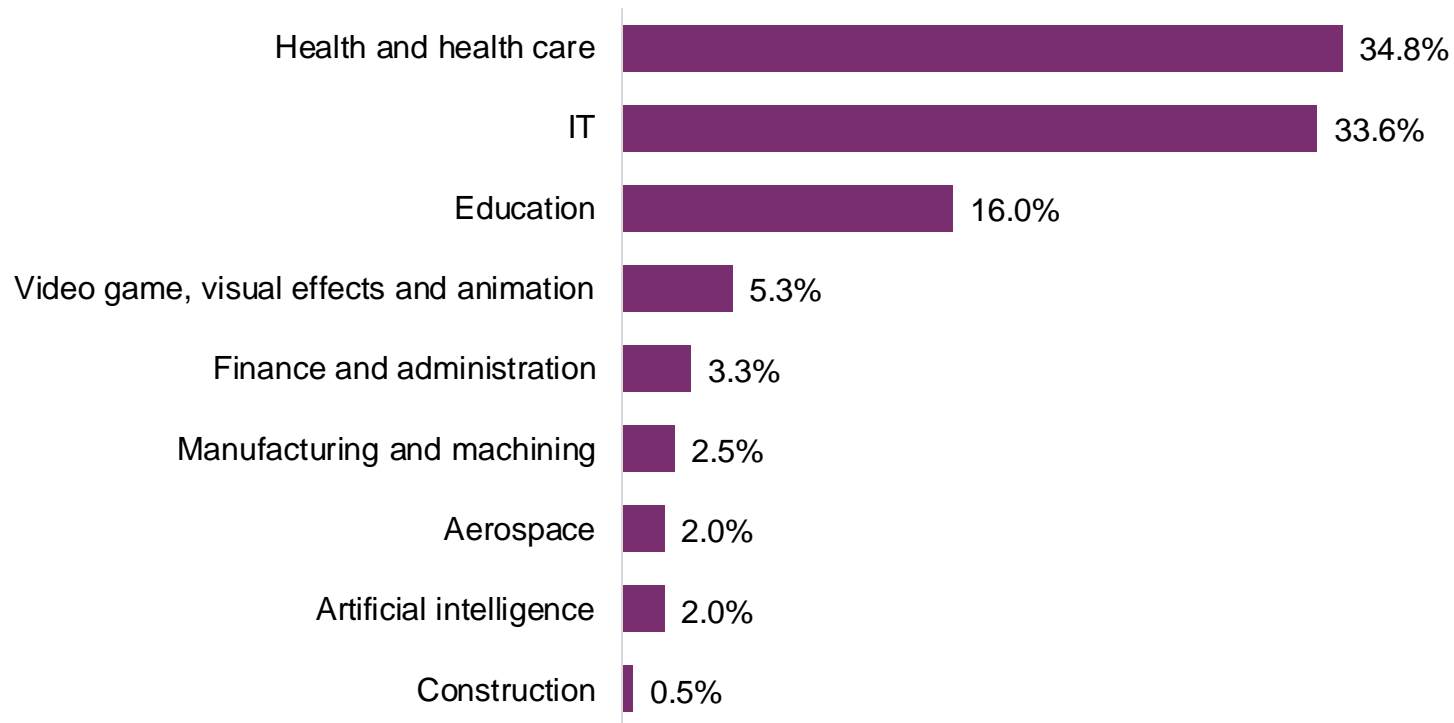
participating  
companies

**A 690% increase  
over 2015**



# Breakdown of hires by sector

## Adapted to the needs of the labor market





## International mobility

### Temporary resident application process

**573** workers supported  
(1,111 individuals,  
including family)

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**110** companies  
informed

### Permanent resident application process

**211** workers informed

# International students Attraction

**5,500+** international students  
reached abroad

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**7** recruitment events

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**3** virtuals fair

 Je choisis  
Montréal

Québec 





# International students Retention

**10,300+** international  
students  
reached

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**145+** activities  
focusing on  
immigration and life  
and work

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**96** participating  
companies





# 04

## International Organizations



# International organizations: enhancing the city's global reputation

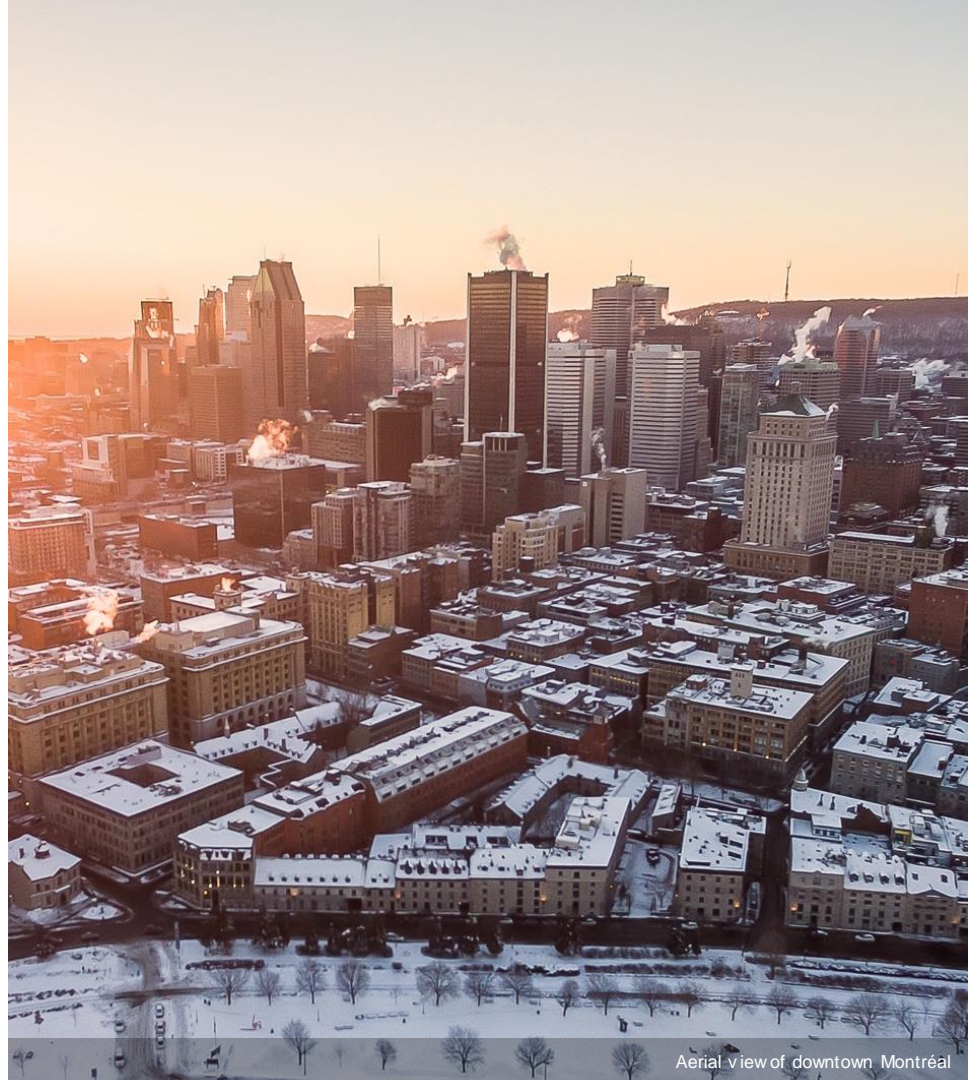
Montréal boasts the **3<sup>rd</sup> highest** number of organizations in North America, after New York City and Washington, D.C.

**66 international organizations**,  
including four UN headquarters

Close to **1,700 jobs**

**\$350 million in economic impact**  
per year

Montréal is the **world's civil aviation capital**



Aerial view of downtown Montréal



# Montréal International delivered strong results in 2019

1

## creation project

- Égides : *L'Alliance internationale francophone pour l'égalité et les diversités (droits humains)*

2

## attraction projects

- GODAN : *Global Open Data for Agriculture and Nutrition* (données ouvertes et développement durable)
- ZMQ Global (technologies, santé et éducation)

42

## international organizations supported in the city



# 05

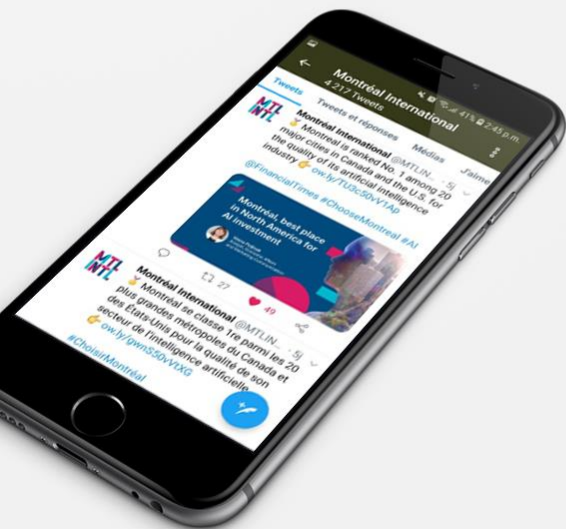
## Economic marketing





# Economic marketing

## A reputation that extends far beyond borders in 2019



### Coverage in major daily newspapers

- **69% increase** in reputation over 2018 (\$10 million)
- **+114% + increase** in reputation outside Québec vs 2018 (\$5.7 million)

### A stronger digital presence

- **73% increase** in social media subscribers over 2018 (76,600)
- **51%** of website visits come from outside Québec

### Sector profiles and targeted studies

- VFX
- Aerospace
- Video Games
- Innovative Manufacturing
- Other

# 06

## Our services



# Montréal International, a single point of access to a series of personalized, free and confidential services



Long-term  
strategic support



Economic data  
and communication  
services



Government  
relations facilitation



Incentive programs  
assistance



Foreign workers  
immigration  
assistance



International  
recruiting solutions

**Partners committed**  
to promoting Greater Montréal and creating prosperity in the region—  
to the benefit of all

**Public funding in 2019: \$16 million**  
**Private funding in 2019: \$3.8 million**

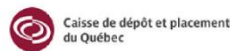
Canada

Québec



Montréal

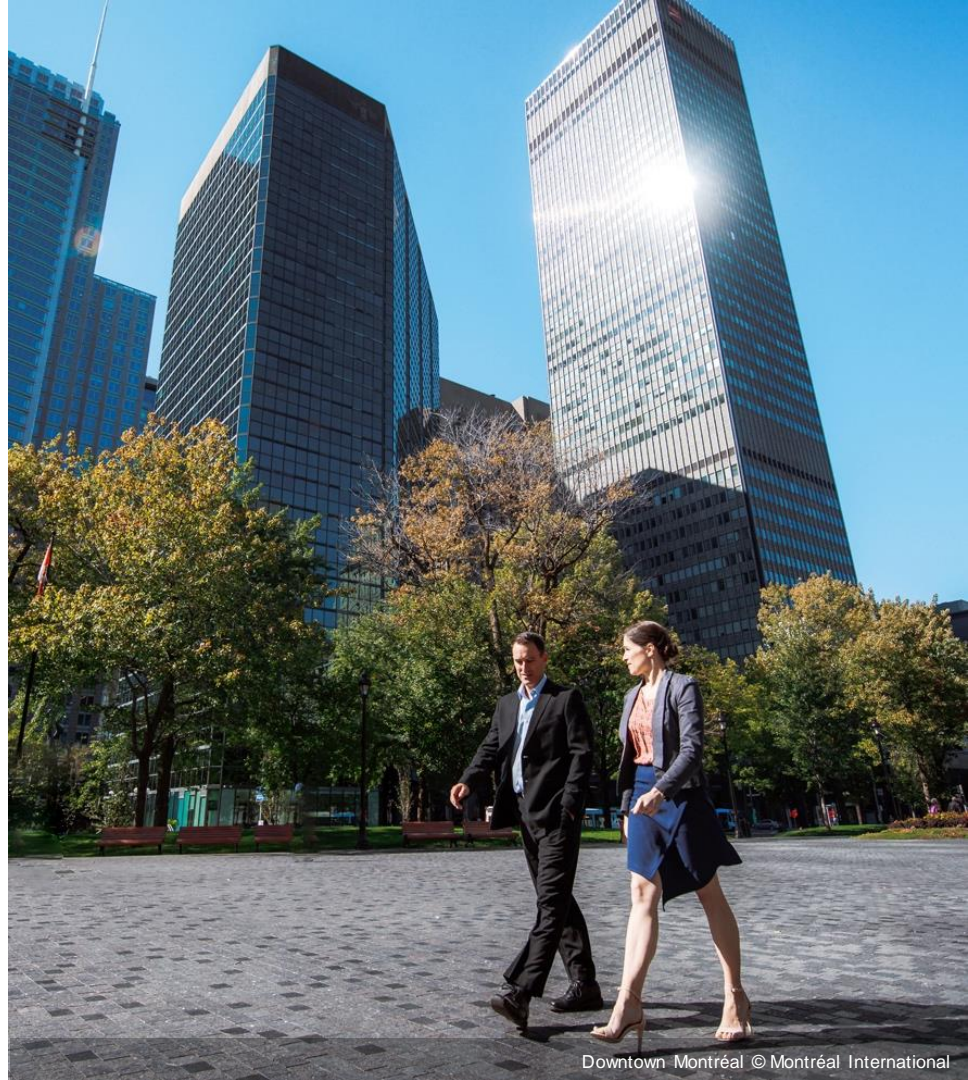
AÉROPORTS DE  
MONTRÉAL





# Partnering with Montréal International means:

- Actively **contributing** to Greater Montréal's economic development
- **Joining our network of leaders** of multinational subsidiaries and partners, making the most of our events, and **growing your business**
- Using **targeted media** to reach a specific B2B audience to **position your brand**
- Accessing Montréal International's **expertise** and exclusive studies, analyses and submissions, along with **key comparative data** on Greater Montréal





## Contact us



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