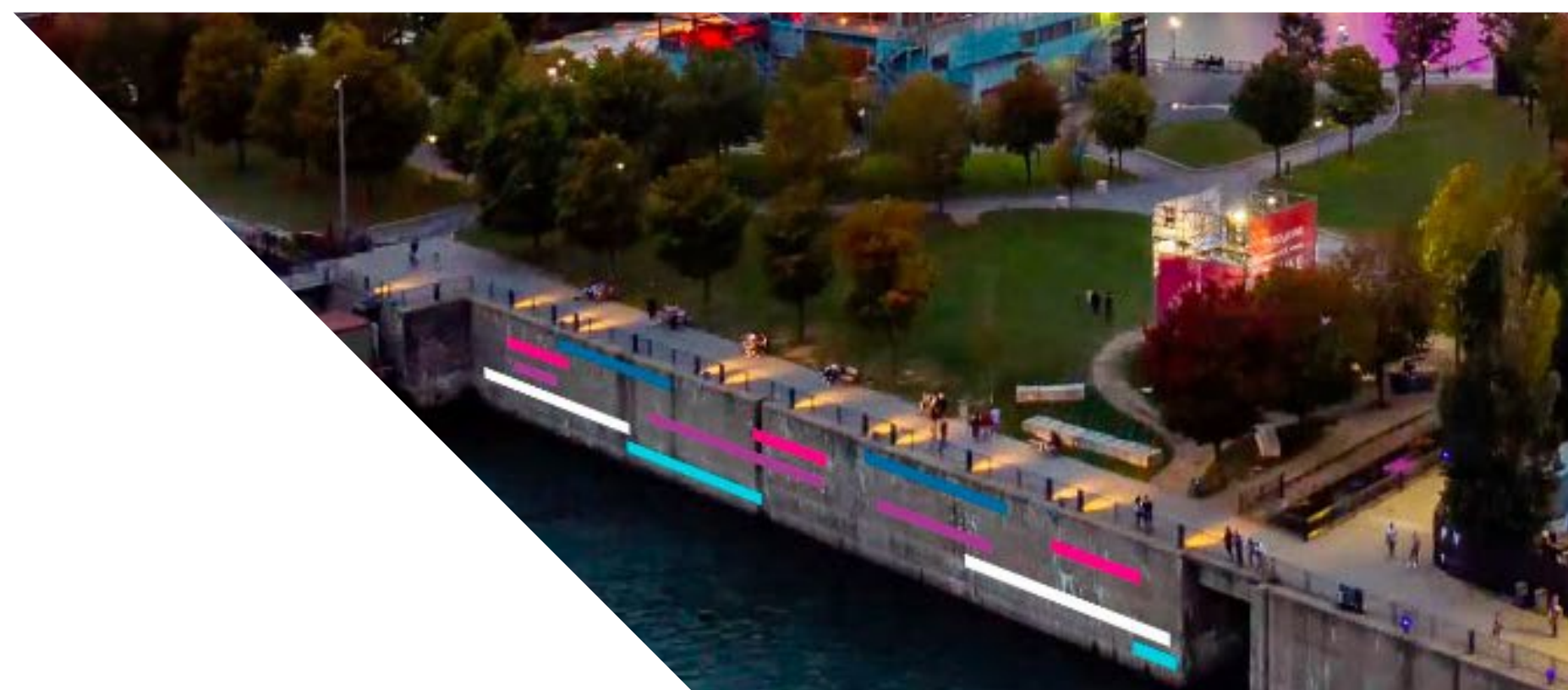


Talent and tech to move forward together



Montréal International:

Serving Greater Montréal for 25 years

In 1996, Montréal International was born from an idea: Let's speak with one voice to promote Greater Montréal and its 82 municipalities around the world.

Its first mandate to attract conferences and international organizations to the city was the start of a great adventure that would also eventually include attracting foreign investment, entrepreneurs, skilled workers and students from all around the world to Montréal. Over time, Montréal International distinguished itself with its agile and effective teams, the strength of its business and partner networks, its record results year after year, and the determination to raise the profile of a city that has been a well-kept secret.

25 years later, the results speak for themselves. The agency played a key role in transforming Greater Montréal's economy and the region's industries of the future. So it bears repeating: The international factor

is a real growth vector. 2020 was the perfect example. Montréal International supported a record 90 projects, with investments totalling over \$2.23 billion resulting in the creation of over 8,000 jobs.

These results helped position Montréal among the most resilient and successful cities in North America, despite the pandemic.

With the border closures, we had to quickly pivot to virtual activities, especially to connect with international talent still in demand in some industries. We therefore held 12 recruiting missions, including 7 fully virtual ones, and supported the hiring of 772 skilled foreign workers. We were able to connect with over 7,800 international students, in Montréal and around the world, and promote the possibility of studying or working here.

In terms of international organizations, the 2020 results were also quite positive as we created

the International Centre of Expertise in Montréal for the Advancement of Artificial Intelligence (ICEMAI) from the ground up with the financial support of the governments of Québec and Canada.

These achievements no doubt contributed, at the end of 2020, to Montréal International earning the title of best economic development agency from the International Economic Development Council and the title of best investment promotion agency from fDi Intelligence. This is outstanding worldwide recognition for the agency's 80 professionals.

Obviously, we did not accomplish this mission alone. We can count on the support of a committed and motivated community, most notably the members of the board of directors and our partners in the private sector. We are also very grateful for the continued trust of our public partners as they signed

new agreements for the next three years.

Backed by this engagement, Montréal International intends to leverage 25 years of expertise serving the region, not only to pursue the most promising projects but also to work on the post-pandemic recovery with our trademark ambition and agility.

Jean Laurin
President of the Board of Directors

Stéphane Paquet
President and Chief Executive Officer



An international recognition
that gives us hope in a
successful recovery



“We are incredibly proud to see Montréal International named the best economic development agency in the world. I am particularly pleased to see that the investments Montréal International has attracted have generated such well-compensated jobs.”

François Legault
Premier of Québec



“Thanks to partners such as Montréal International, we can have much hope in a recovery. Despite the pandemic, the MI team has stepped up efforts to keep positioning Montréal as a world-renowned city.”

Mélanie Joly
Minister of Economic Development
and Official Languages –Government of Canada



“I want to thank the entire Montréal International team for its dedication, vision and desire to always push the boundaries to make the city a world leader in economic development.”

Valérie Plante
Mayor of Montréal and President of the
Communauté métropolitaine de Montréal

Our mission: contribute to building
Greater Montréal's international reputation
and prosperity by acting as a driving force
for economic development



4 pillars to create prosperity

- 1. Foreign direct investment
- 2. Foreign entrepreneurs
- 3. International workers and students
- 4. International organizations

An agile and diverse team

- ▶ **96%**
are bilingual
(35% trilingual)
- ▶ **92%**
hold a university degree
(57% a master's degree)
- ▶ **58%**
are women
- ▶ **50%**
are under 35
- ▶ **41%**
were born outside of Canada

A nighttime photograph of a city street with light trails from cars and illuminated buildings. A large white text overlay reads '\$2.233B'.

\$2.233B

in foreign direct investment
through supported projects

1

Foreign direct investment:
Record number of projects and jobs

In 2020, Montréal International supported a record 90 foreign direct investment projects, including 41 businesses that have set up operations here. These projects totalled \$2.233 billion, a 66% increase over five years (since 2016).

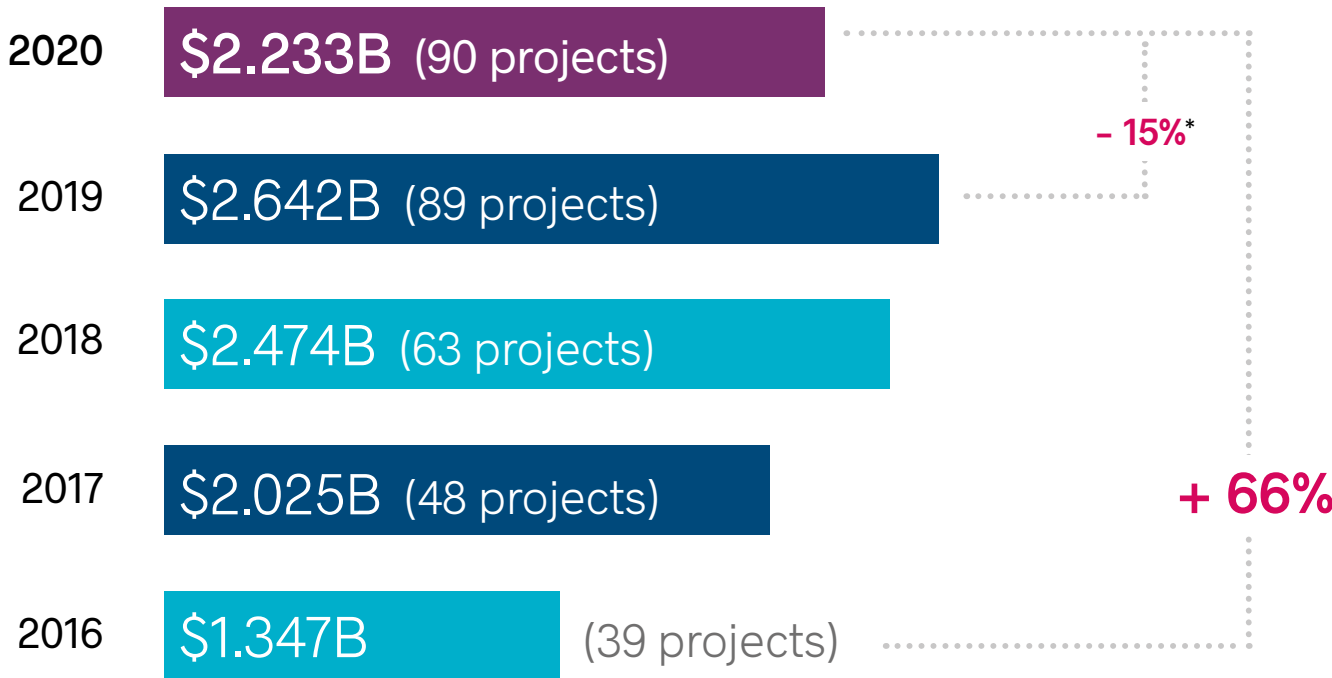


High value-added jobs

▶ **\$2.233B** in foreign direct investment facilitated

- ▶ **90** projects
- ▶ **8,020** jobs created and **172** jobs maintained
- ▶ **\$83,976** in average annual salary

Evolution of foreign direct investments



*Despite a 15% decrease from 2019, these results show a remarkable performance considering the United Nations Conference on Trade and Development (UNCTAD) estimates foreign direct investment has gone down 35% around the world in that same period.



Montréal International played
a decisive role in

91%

Projects that generate significant tax revenue

▶ **\$263M**

in tax revenue
for Québec

▶ **\$184M**

in tax revenue
for Canada

▶ **\$75M**

in property tax collected
by the *Communauté
métropolitaine de Montréal*

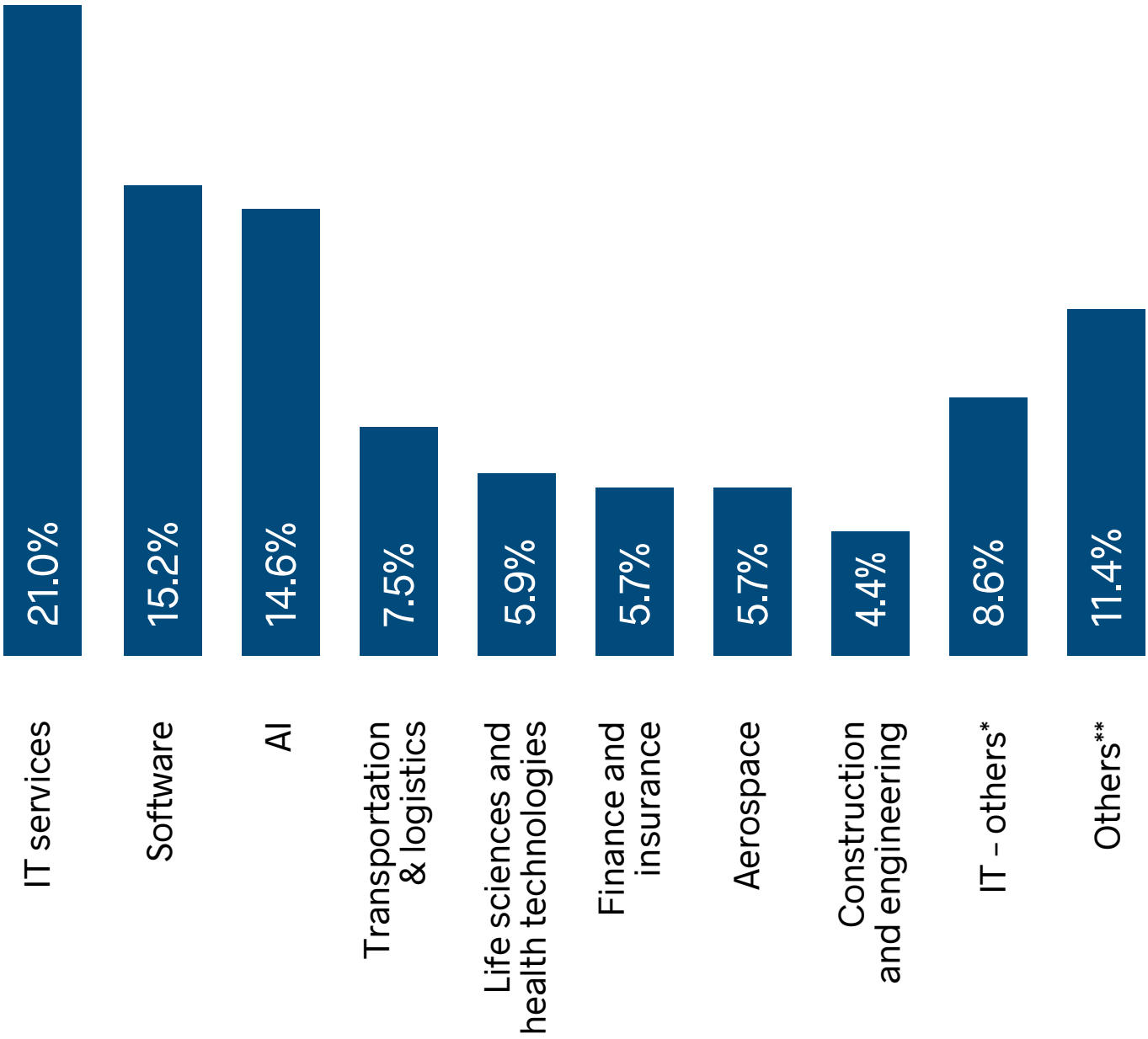
of foreign direct investment projects. Without the support
of Montréal International, 25% of these projects would not
have been established in Greater Montréal and 66% would
have been on a smaller scale, with delays or higher costs.

*This annual survey is produced by research firm SOM

Profile of foreign investments

Greater Montréal has developed an outstanding expertise in several sectors, backed by collaborative, diversified ecosystems.

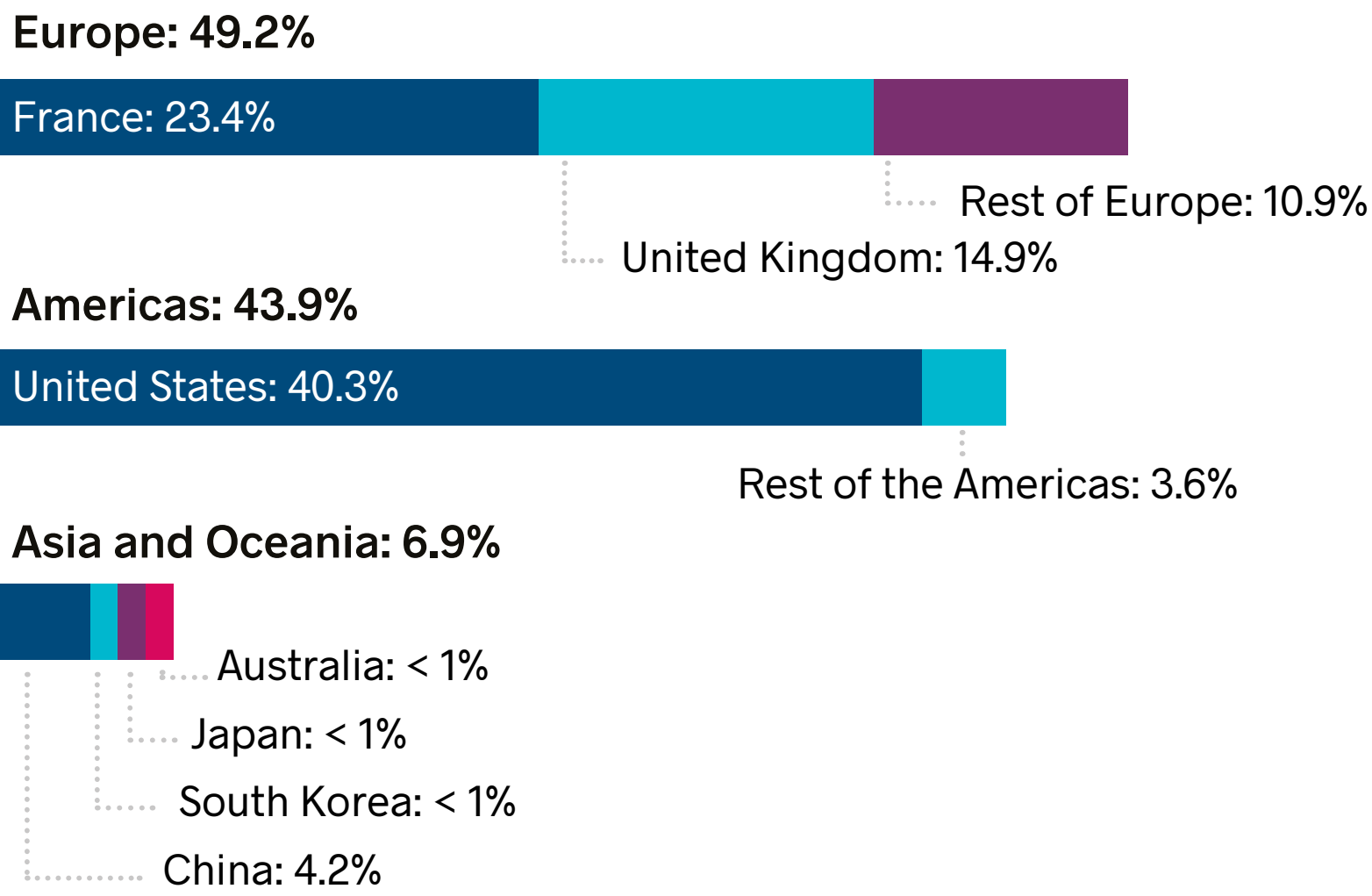
Thriving sectors in Montréal



*Cybersecurity, telecom, video games, visual effects and animation.
**Business services, clean technology, agri-food, etc.



Regional breakdown: Europe takes the lead in 2020



Key projects in a wide variety of sectors

Whether a company seeks to counter cyberattacks, reinvent the life sciences industry, meet global energy challenges or develop new game prototypes, there are countless reasons to invest in Greater Montréal. Here is a sample of the 90 projects announced in 2020.

BEHAVOX

United Kingdom/United States Artificial intelligence

Expand its Montréal office to accommodate new hires specializing in AI and machine learning to optimize a unique technological platform for exploiting data.

BUSPATROL

United States – Information technology

Set up an R&D centre to develop new technological solutions to make crosswalks much safer.

DONTNOD ENTERTAINMENT

France – Video games

Set up a new AAA video game studio to develop different game genres (popular, adventure, action and role-playing) accessible to a diverse public.

GOSECURE

United States – Software (cybersecurity)

Expand its Canadian headquarters to counter cyberattacks around the world. 70 jobs created, which includes the hiring of ethical computer hacker.

HITACHI ABB

Switzerland – Artificial Intelligence (clean technology)

Set up a research centre to support technological solutions development for the global energy sector.

KraftHeinz

United States – Agri-food

Set up a new production chain to produce over 100 million pounds of ketchup in two years.

Phoenix Labs

Singapore – Video games

Develop new game prototypes, including the biggest expansion of the blockbuster Dauntless.

SERVIER

France – Artificial Intelligence (life sciences and health technology)

Create a global AI hub, in partnership with Centech, to accelerate the discovery, development and availability of new therapeutic solutions for patients.

Webhelp

France – Telecom

Set up its first Canadian office to support the customer service department of North American companies. Aims to create over a thousand jobs.

NEUMAN ALUMINIUM RAUFOSS

Austria – Transportation & logistics

Expansion of local plant to supply the global automotive industry by developing and manufacturing aluminum suspension components.

2

International entrepreneurs are betting on Montréal's collaborative ecosystem

Incubators, accelerators and VC investors: Greater Montréal has a collaborative and diversified ecosystem sought by entrepreneurs. As such, Montréal International has continued with international prospecting efforts to support the launch of new companies in the region, particularly in the fintech, clean technology and AI sectors.

In 2020, the organization supported 10 entrepreneurs with their startup project, for a total of 27 projects since it was assigned this unique mandate in 2018.



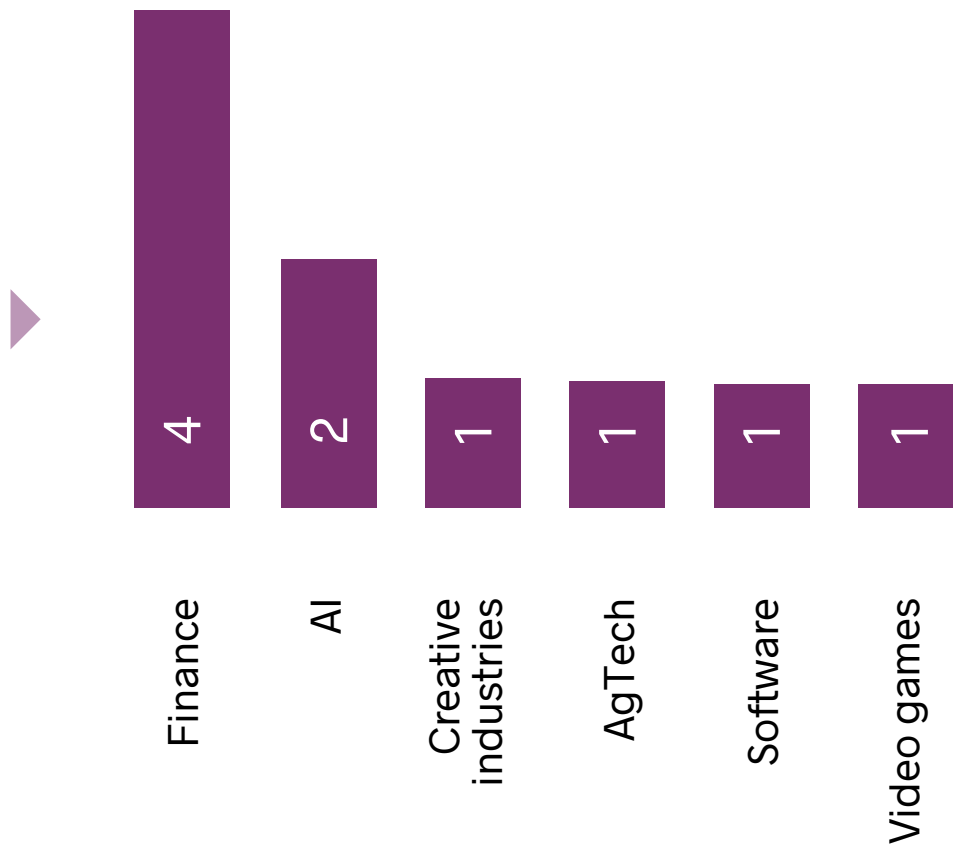
new startups

▶ **200**
meetings with entrepreneurs

▶ **39***
prospected startups

*In the process of setting up in Montréal

Breakdown of new companies by sector



72

That's the number of **skilled foreign workers** recruited by Greater Montréal companies in 2020 through in person and virtual recruiting missions.

3

International talent to address our workforce needs

In March 2020, the pandemic put an abrupt pause to in-person international recruiting missions. Nevertheless, virtual activities helped with promotion and prospecting among international skilled workers and students.

The team also provided strategic support to a number of Greater Montréal companies with the immigration process for their foreign workers.



Skilled workers

In 2020, Montréal International, via its Talent Montréal initiative, organized seven of the 12 recruiting missions virtually to support companies and organizations in Greater Montréal with their international recruitment efforts.

▶ **772**
hires

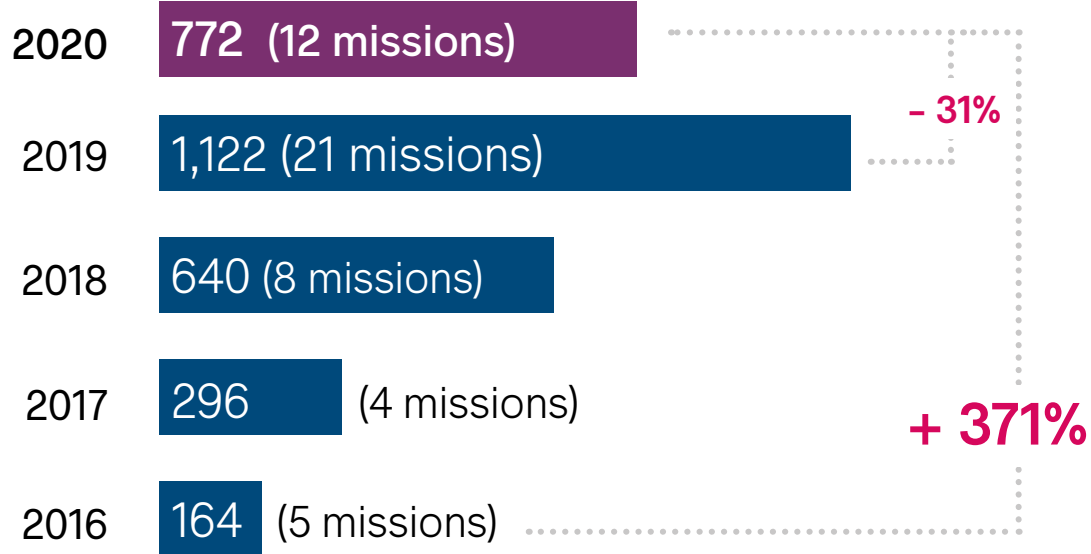
▶ **12**
recruiting
missions

▶ **86**
participating
companies
(69 onetime)

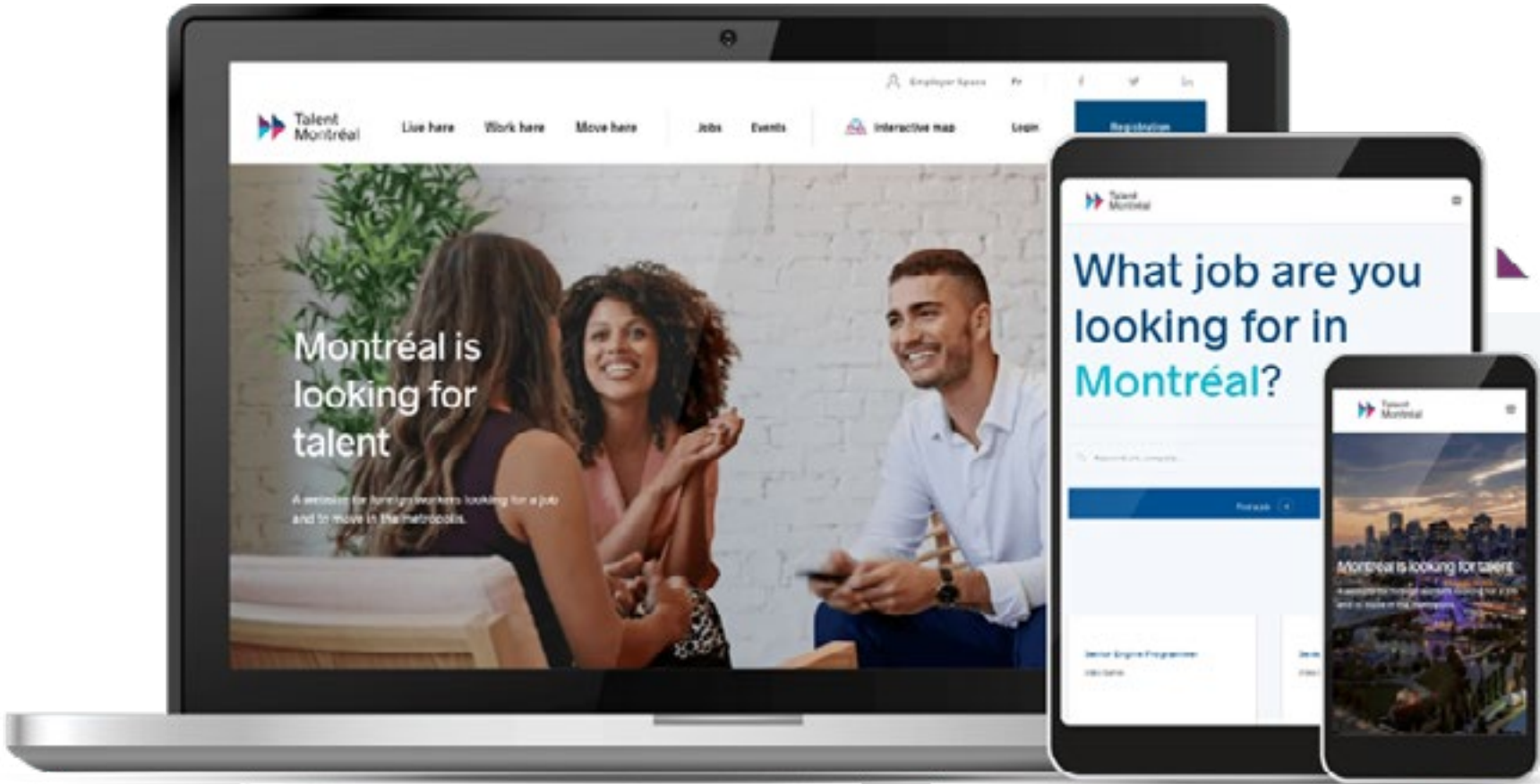
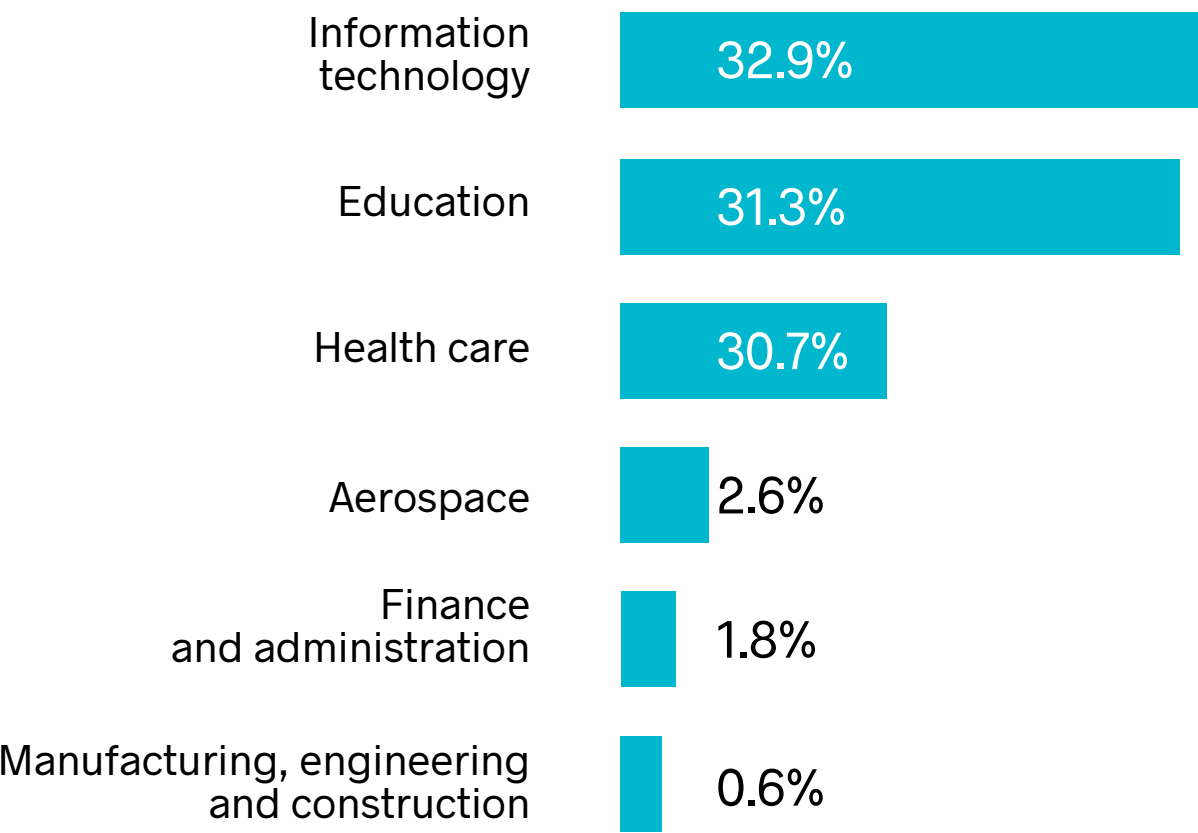




In-person to virtual:
International recruitment continues



Hirings to meet labour market needs



Post your job offers
and recruit virtually around
the world through
talentmontreal.com

Immigration process

Once the foreign workers are selected, a dedicated team at Montréal International can help Montréal companies with the immigration process for their new hires as they seek to obtain a temporary work permit.

FOR TEMPORARY RESIDENCE

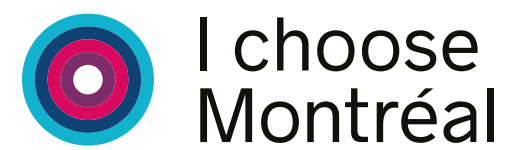
► **486**
workers
supported
(912 people,
including the families)

► **79**
companies
informed

FOR PERMANENT RESIDENCE

► **127**
workers
informed





I choose
Montréal

International students

I choose Montréal, an initiative by Montréal International in collaboration with the Government of Québec, helps attract and retain international students in Greater Montréal. In 2020, the team stepped up its efforts in virtual mode and was quite resourceful in achieving its mission.

► **+ 1M** visitors
to jechoisismontreal.com website

ATTRACTION ACTIVITIES

► **+4,300**
international candidates
reached worldwide

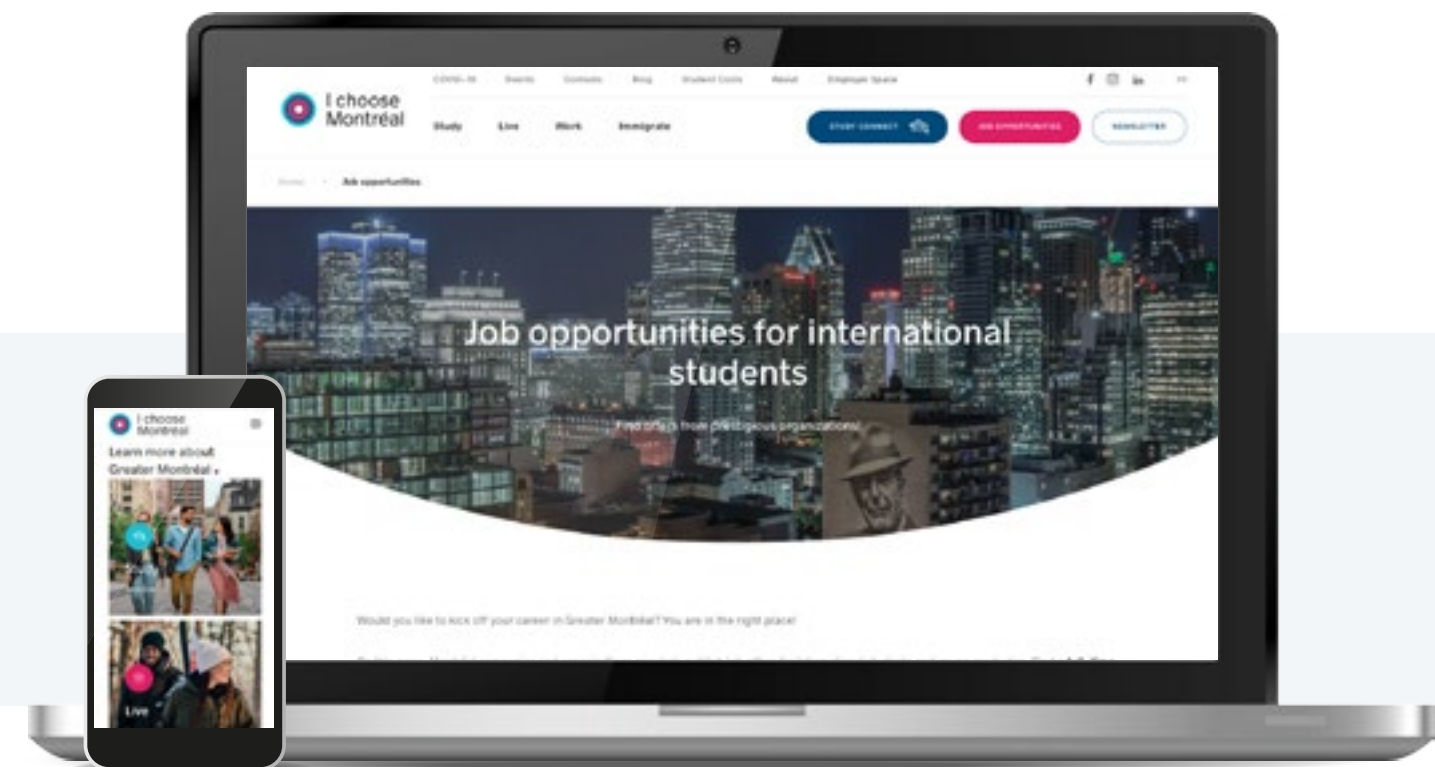
► **1,500**^{*}
students registered for Study Connect,
a new virtual tool that simplifies the search
for higher education programs and connects
students with institutions.

^{*}over a period of only 2 months

RETENTION ACTIVITIES

► **+3,400**
international students
reached in Montréal

To recruit international students
and graduates, post your job offers on
jechoisismontreal.com/en/



4

Artificial intelligence sparks international organization's interest

1 creation project to develop responsible AI

Montréal International remains one of the few investment promotion agencies to also have the mandate to attract and retain international organizations. In 2020, the team created an international organization from the ground up and supported two other organizations with their setup and expansion project.

What's more, the agency carried out 211 strategic initiatives for 48 international organizations already in Montréal, specifically so that they can better meet the challenges caused by the pandemic. It was a 41 % increase over 2019.



International Centre of Expertise in Montréal for the Advancement of Artificial Intelligence

Montréal International set up a new organization, ICEMAI, as part of the Global Partnership on Artificial Intelligence (GPAI), with the financial support of the governments of Québec and Canada.

By working with the industry, the scientific community and civil society, ICEMAI will help drive responsible AI development based on the principles of ethics, human rights, diversity and innovation.



1 attraction project
to support terrestrial
biodiversity



**Group on Earth Observations – Biodiversity
Observation Network**

In 2020, the MI team supported GEO BON in relocating its headquarters from Leipzig, Germany, to Montréal. The Québec Centre for Biodiversity Science, the *Fonds de recherche du Québec – Natures et technologies*, McGill University, *Université de Montréal* and *Université de Sherbrooke* partnered on this project.

GEO BON's mission is to improve biodiversity observations and to provide the best data to support decisions that protect and preserve biodiversity.

1 expansion project
to fight climate
change



In collaboration with the *Fonds de recherche du Québec* and ClimateWorks Foundation, Montréal International supported Future Earth, established in Montréal since 2014, in creating a new project.

The purpose of Future Earth's Sustainability in the Digital Age initiative is to study the rollout of technology, such as digital surveillance, in tackling climate change or global crises.



Promotion strategies with digital and international focus

Montréal International has a team of experienced business intelligence and communication experts to promote all of Greater Montréal’s economic advantages. They use strategic publications, targeted studies, digital campaigns or press relations to further the influence of Greater Montréal around the world.

Targeted promotion on the international stage

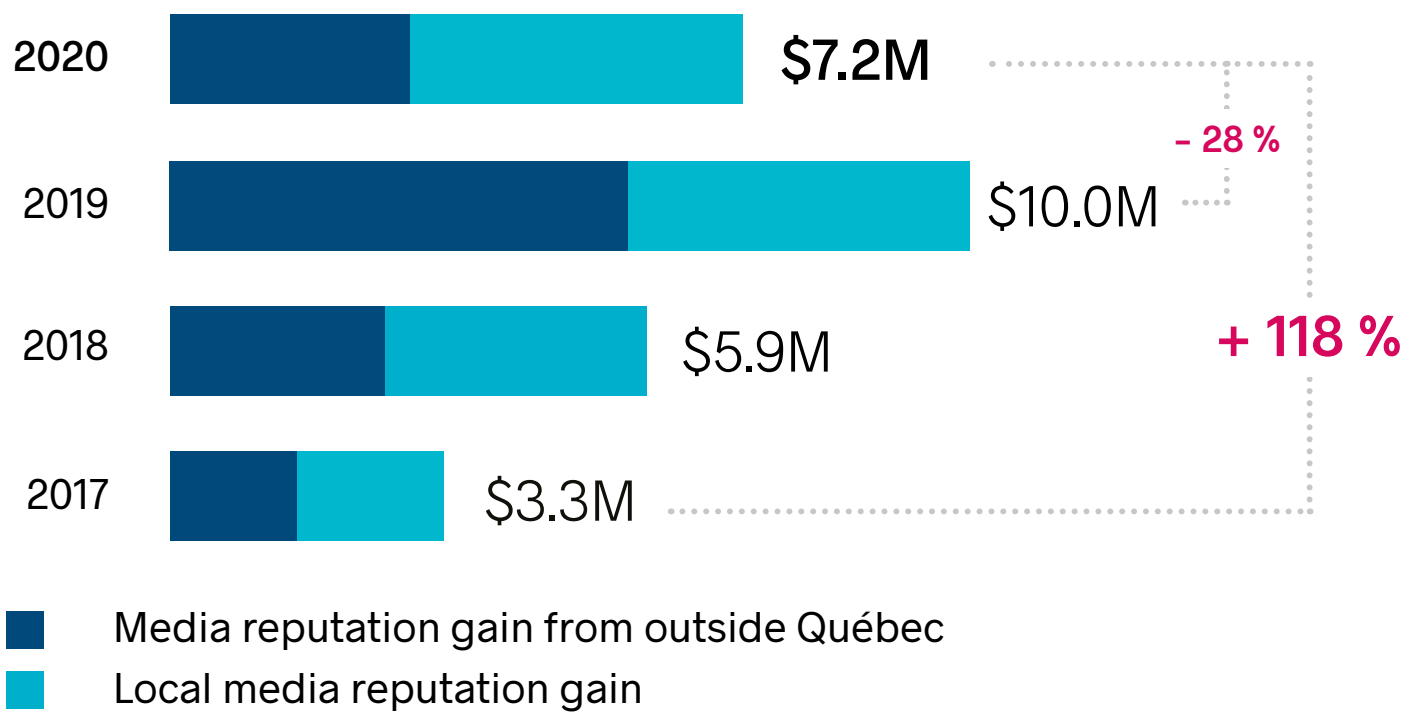
- ▶ **+1.5 million** visitors to MI websites
- ▶ **86%** from outside Québec
- ▶ **+49%** followers on social media (vs. 2019)



Enhancing Greater Montréal’s reputation with press relations

- ▶ **\$7.2M*** media reputation gain worth
- ▶ **40%** increase in media reputation gain from outside Québec

Media reputation gain remains high despite pandemic



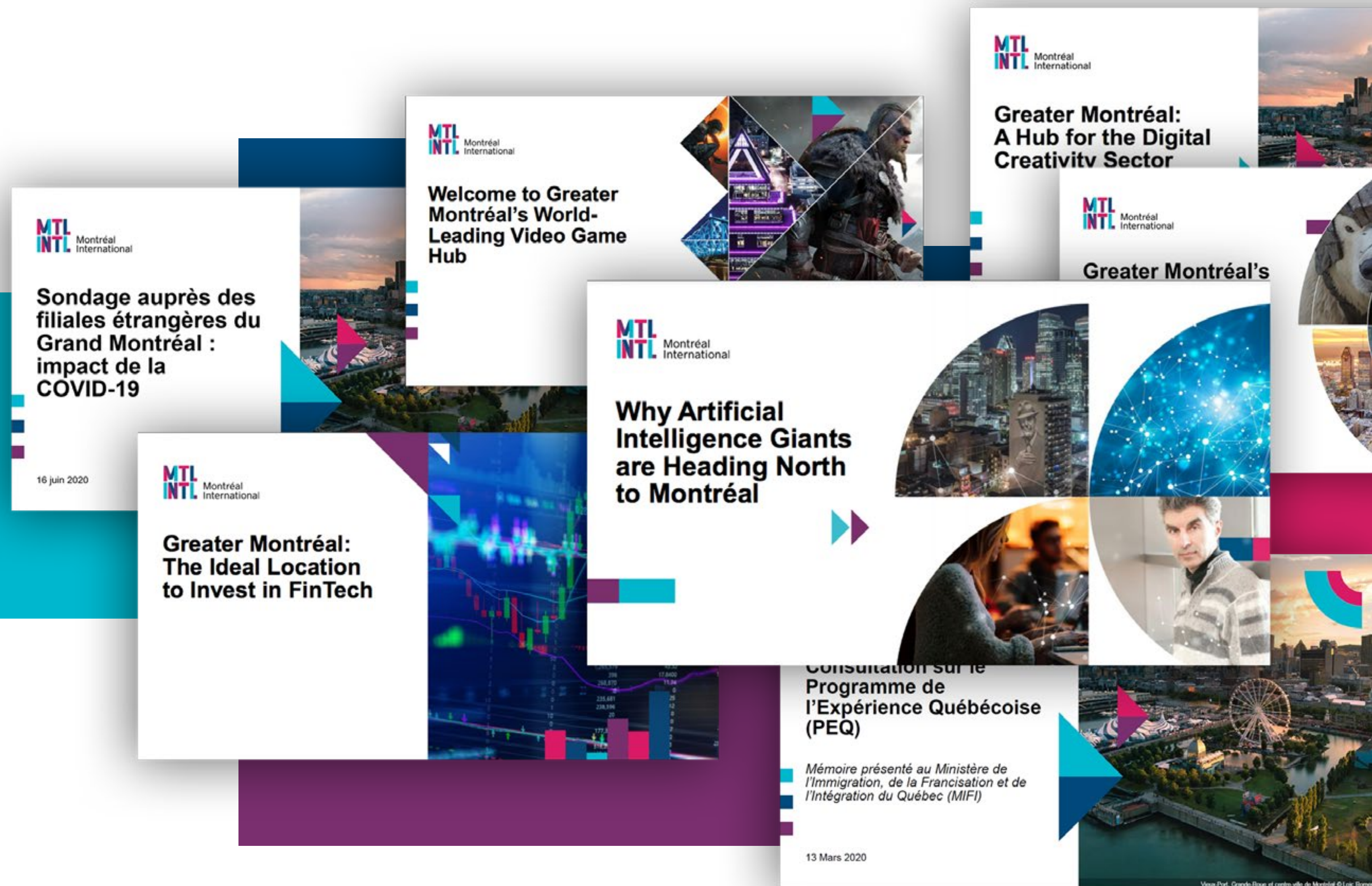
*gain in reputation is the dollar value of the reputational impact in the media, calculated by Mesure Média. Since 2017, Montréal International has used this data to assess the value of media coverage on Greater Montréal’s economy, both locally and internationally.

Business intelligence focused on Greater Montréal's attractiveness

18 industry profiles
regularly updated

- Data centres
- Fintech
- Software development
- Visual effects and animation
- AI in health
- Artificial intelligence
- Video games
- Life sciences
- IT services
- Health technology
- And more...

In addition to these documents, over a dozen strategic documents, including briefs, surveys and analyses have been produced, as well as a series of industry profiles as part of a new mandate for Investissement Québec International.



Thanks to our partners

Montréal International’s public and private partners play an important role in the agency’s success. We would like to thank them for their commitment, which helps support promotional and prospecting efforts among foreign investors, international organizations as well as entrepreneurs, skilled workers and students from all over the world. Thanks to their mobilization, we will be able to support the economic recovery of Greater Montréal, Québec and Canada.



Public partners



Major partners



Private partners

AAA Canada	Behaviour Interactive	Cysca Technologies	Groom & Associates	LGS	Council	The Chamber of Commerce of Metropolitan Montreal
Adaptive Financial Consulting	Berger-Levrault	Deloitte	Groupe Focus	Lib. WorkSpace	Quebec Technology Association	The Createch Group
Aéroports de Montréal	Beyond Technologies	Derichebourg Canada Environnement	GuruLink	Linkbynet North America	Raymond Chabot Grant Thornton	Think-Cell
AGA Benefit Solutions	Blakes, Cassels & Graydon	Desjardins Group	HEC Montréal	LJT Lawyers	Regroupement des cégeps de Montréal (RCM)	TI Impact
agileDSS	Blue Solutions	Dialekta	Hitachi Systems Security	LOK Corporation	Regroupement des Centres de la Petite Enfance (CPE) de Montérégie (RCEPM)	TMC
Agylis Group	BMO Financial Group	Difuze	Hub6	Ludia	Rheinmetall Canada	Tonic DNA
AHE Aero Hardware Equipment	BNP Paribas Canada	Digital Domain	Hydro-Québec	MacDonald, Dettwiler and Associates	Richter	Tourisme Montréal
Airbus Defence & Space Canada	Booxi	Digital Shape Technologies	IMDS Canada	Magellan Group	Roland Berger	Trading Screen
AKKA Group North America	Borden Ladner Gervais	École de technologie supérieure	Immétis	Maltem	Royal Bank of Canada	Tremblay-Michaud
Alfid Group	brain.	École Polytechnique de Montréal	Independent Robotics	Mazars	Safran Helicopter Engines Canada	Tribal Nova - HMM Montréal
Amazon Web Services	Broccolini	Eidos	Innoprofits Solutions	McGill University	SERTI Informatique Inc	Triton Digital
Amplexor Canada	Canadian Centre for Architecture	Electronic Arts	Innovitech	Menkès Shooner Dagenais LeTourneux Architects	Services & Solutions TWM Canada Inc (TeamWork)	TRSB
AP&C Advanced Powders & Coatings	Canderel	Enercon Canada	Institute for Research in Immunology and Cancer	Miller Thomson	Siemens Canada	Turbulent Média
AppStud	CBRE	Ericsson Canada	Interdata Laboratories	Montoni	Signifly	UbiSim
Aptum Technologies	Chamber of Commerce Brazil-Canada	Exeo Attorneys	Ixiasoft	Montreal Port Authority	SNC-Lavalin	Ubisoft
Association pour le développement de la recherche et de l'innovation du Québec (ADRIQ-RCTi)	Chambre de commerce et d'industrie de la Rive-Sud (CCIRS)	EY	JLL Real Estate Services	Morin Public Relations	Sourcinc	Université de Montréal
Atelier Monarque Architecture	Chambre de commerce et d'industrie de Laval	Fabrik8	Keyrus Canada	National Bank of Canada	Stelia	Université du Québec à Montréal
Avenue Code	Cinesite	Fasken	Klimfax	Nexio Group	Stradigi AI	Upgrade Tech Canada
Avison Young	Claridge	Fleur de Lys Relocation	Kogniz	Novaquark	Swiss-Canadian Chamber of Commerce	Vaco
Azimut Exploration	Colliers International Québec	Fonds de solidarité FTQ	KPMG	onepoint	Systematix	VIA Rail Canada
Baker Tilly	Commutifi	Gameloft	Lallemand	Orthogone Technologies	TACT	Virtuos Games
BDO Canada	Concordia University	Gestisoft	Langlois Avocats	Patron Technology	TechBonjour	Warner Bros Games
Beanfield	Conseil du patronat du Québec	Giro	Laporte Consultants	Plusgrade	Technicolor Canada	Wrnch
Bédard Ressources	Cushman & Wakefield	GlobalStep Tech	Larochelle Groupe Conseil	Primero Group Americas		WSP
	Cybersécurité Wallix Canada	Go Concept	Lavery Lawyers	Pub Point Com (La Bande)		Yulex
		Gologic	Leaders International	Public Affairs Advisors		Zenika
		Google Canada	Leduc RH	PwC		
		Gowling WLG	Lette & Associés	PYX4		
			LGM Group	Quebec Film and Television		



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Canada

Québec



Montréal