

# Greater Montreal So Many Reasons to Invest





# Content



01

Montréal: A Strong and Growing Metropolis, Strategically Located  
**p.3**

02

A World Leader in High Value-Added Sectors  
**p.6**

03

A Deep and Growing Pool of Highly Qualified Talent  
**p.9**

04

Attractive Operating Costs and Incentives  
**p.12**

05

An Exceptional Quality of Life  
**p.16**

06

Montréal International's Personalized, Free and Confidential Services  
**p.19**





# A strong and growing metropolis strategically located in North America



## Population

- 4.2 million residents
- 23% of foreign-born population (34% for the city of Montréal)



## Economy

- **Best economic growth in Canada in 2018:** +3.6% in its GDP
- **Unemployment rate** (2018): 6.1%
- **\$2.5 billion in foreign direct investment** in 2018 accompanied by Montréal International



## Location

- 82 municipalities, 1 metropolitan area
- **A 90-minute** flight from Boston and New York City
- Less than a **one-hour** drive to the U.S. border





# A gateway to 70% of the world's GDP

Thanks to **NAFTA, CETA, CPTPP**  
and 12 other free trade agreements in force\*

Direct access to **1.5 billion wealthy consumers**  
and a **combined GDP of US\$55 trillion**  
(70% of the world's output of goods and services)

**Only Canada has free trade agreements  
with all G7 countries**

\*North American Free Trade Agreement (NAFTA), Comprehensive Economic and Trade Agreement (CETA) and Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)

Source: Invest in Canada, 2019; The World Bank, 2017.



# Access to high-quality transportation infrastructure



- **19.4 million passengers** in 2018 (+6.9%)
- **Direct flights to 150 direct destinations**, including **119 international** (28 for the USA): the **most international** Canadian airport
- Major investments of **\$2.5 billion** within 5 years



- **2<sup>nd</sup> largest port** in Canada and **1<sup>st</sup> container port** in Eastern Canada
- **38 million** metric tons of merchandise in transit every year, including 36% containerized cargo
- **Major investments** announced for the upcoming years



# A world leader in high value-added sectors



**1<sup>st</sup>**

concentration of deep learning researchers in the world



**1<sup>st</sup>**

in Canada and a world leader in VFX & animation



**5<sup>th</sup>**

video game development hub in the world



**2<sup>nd</sup>**

largest aerospace hub in North America



**6<sup>th</sup>**

largest life sciences and health technologies hub in North America

Sample of major companies located in Greater Montréal



**BOMBARDIER**



Morgan Stanley



L'ORÉAL  
CANADA

**Medtronic**

**RioTinto  
Alcan**



# A world-class hub in Artificial Intelligence

- Nearly **\$1.1 billion in AI investments** announced in Greater Montréal since 2016
- The Canadian government chose Montréal as Headquarters for **SCALE AI**, Canada's AI supply chain super cluster
- All major players and a thriving community aiming for a better world





# A booming startup ecosystem

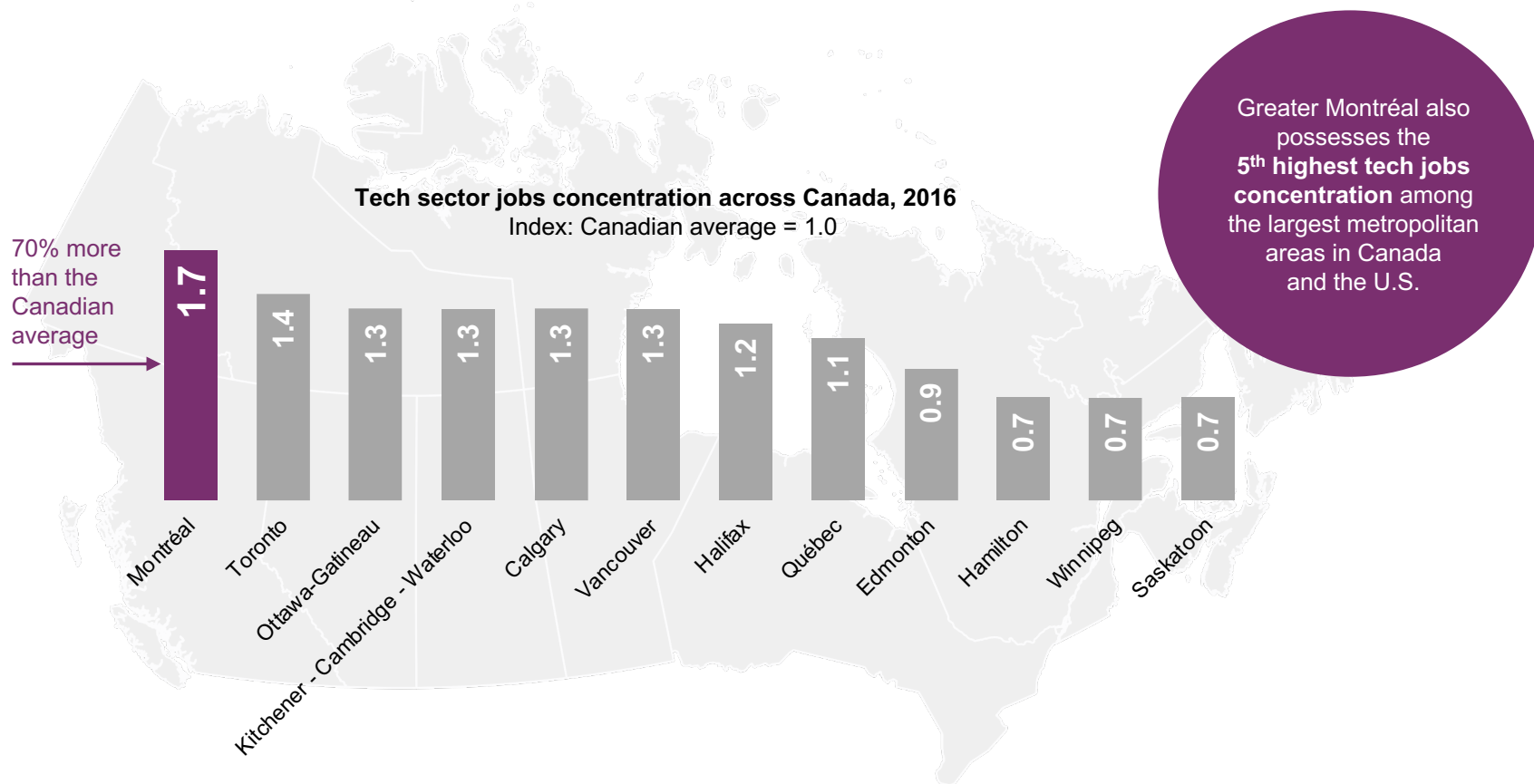
- One of the top startup ecosystems in the world
- \$861 million in VC financing in Montréal in 2018 (+29%)
- **+30 incubators/accelerators**  
– and counting!
- **+45 coworking spaces**



Source: "Global Ecosystem Report" 2018; "Montréal Startup Ecosystem Report", Credo, 2016; "Midterm Report" – Smart City, February 2017; Canadian Report "Money Tree", PwC Canada | CB Insights, 2019.



# The highest concentration of tech jobs in Canada



# The best student city in the Americas and Canada's university capital

- **Canada's university capital:** 11 university institutions and 60 colleges
- **320,000 post-secondary students**, including **201,000 university students** and **35,500 international university students**
- **More than \$1 billion in funding dedicated to university research**
- **Best student city in the Americas:**



1	Montréal
2	Boston
3	Toronto
4	Vancouver
5	New York



Source: QS Best Student Cities in the World, 2018; Ministère de l'Éducation, du Loisir et du Sport du Québec, 2016; Research Infosource Inc., 2018.





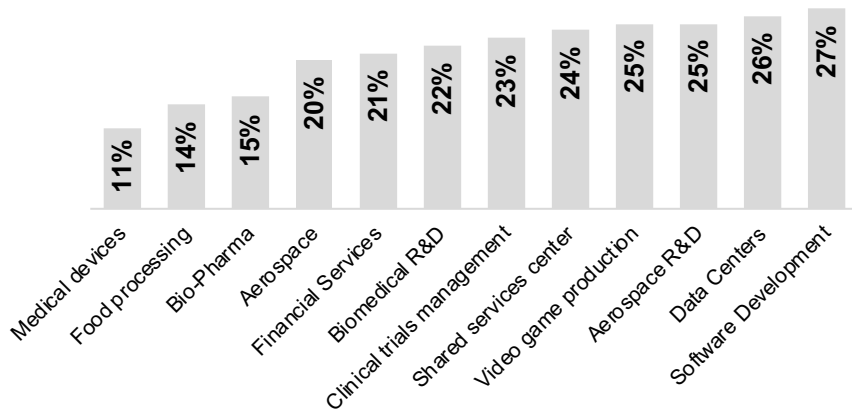
## The metropolitan area with the most bilingual and trilingual population in Canada

- **2.5 million residents speak English**, that's 9% more than in Vancouver
- **55% of the population is bilingual** (English and French), compared to 8% in Toronto and 7% in Vancouver
- **Almost 20% of the population is fluent in three or more languages** compared to 4% in Toronto and 3% in Vancouver

# Very attractive operating costs for many industries

- Overall, running a business costs less in **Greater Montréal** than in any other major metropolitan area in Canada and the U.S.
- **More than 20% cost advantage** on average for high-tech sectors:

Greater Montréal's cost advantage compared to the average of the 20 largest metropolitan areas in Canada and the U.S., 2018



Mural painting representing Leonard Cohen © Henry MacDonald

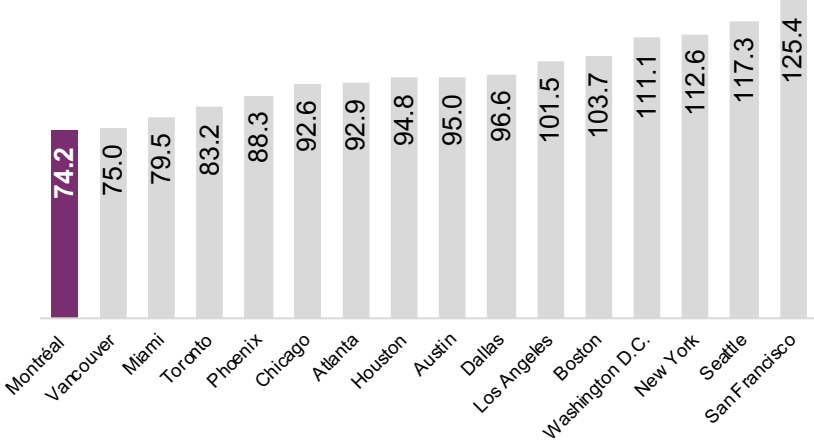




# The lowest tech talent wage

Greater Montréal has the lowest tech talent wage in Canada and the U.S. with an average of US\$74,200:

**Average tech talent yearly wage in US\$ 000's  
Selected large metropolitan areas  
in Canada and in the U.S.**



Source: "Tech Talent Analyzer", CBRE, 2018.

# An easy access to highly advantageous incentives

## Major projects and innovations

Grants, interest-free loans and other support available, such as competitive electricity rates of **CA\$3.98/kWh** for large power\*

## Labour development

Grants such as:

- **25% of costs** to implement training programs
- **50% of costs** to create a HR department



## Sector tax credits

Such as:

- **Up to 38%** for film and video production
- **Up to 37.5%** for multimedia production
- **Up to 30%** for e-business development
- **24%** for international financial centres

## Research and development

- **Up to 30%** tax credit on R&D
- **Tax holiday** for foreign researchers and experts

Note:

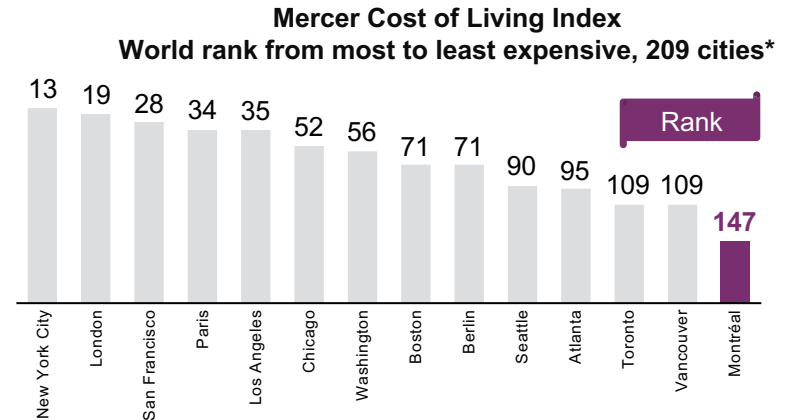
\* Rate LG: large power with minimum billing demand of 5,000 kW, transmission and distribution included, for 120-kV supply with 95% load factor, and including the Economic Development Rate reduction (if eligible).





# A low cost of living

Greater Montréal is **cheaper** than almost all other large cities in North America and Western Europe:



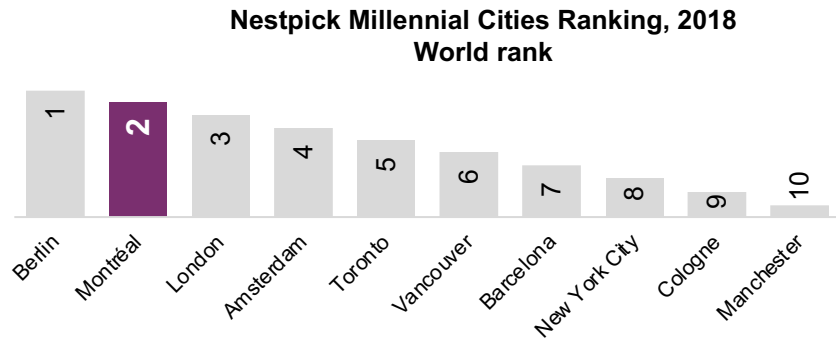
Greater Montréal offers a higher purchasing power thanks to:

- **Cheap housing**
- **Generous family allowances**
- **Low private medical insurance costs**
- **Affordable child care**

\*A higher rank represents higher costs  
Source: "Cost of Living Survey," Mercer, 2018.

# An exceptional quality of life

Montréal is the 2<sup>nd</sup> best city in the world for millennials:



- **Lowest homicide rate** among the 20 largest metropolitan areas in Canada and the U.S.
- **Health care provided at no cost**
- **Lowest education tuition fees** in North America
- **Vibrant cultural metropolis** with +100 festivals and 70 museums

Source: "Millennial Cities Ranking", Nestpick, 2018; "Quality of Living Survey", Mercer, 2017; Federal Bureau of Investigation, 2018; Statistics Canada, 2018.







# A worldwide recognition

## **Best city in Canada and 6<sup>th</sup> in the world**

TimeOut, 2019

## **Most reputable city in the Americas**

Reputation institute, 2018

## **Best student city in the Americas**

Qs best student cities 2018

## **Most affordable major city in Canada and the U.S.**

UBS prices and earnings, 2018

## **Best bicycle-friendly city in North America**

Copenhagenize, 2017

## **3<sup>rd</sup> friendliest city in the world**

Rough guides, 2016

## **UNESCO city of design since 2006**

## **Top host city in North America for international association events**

Union of international associations (UIA), 2018

“Our commitment to Montréal began with our Montréal office, and it has never been stronger. The opening of our Google Brain centre in Montréal and our \$4.5-million investment [...] to support the Montréal Institute for Learning Algorithms (MILA) are part of that commitment. Montréal’s growing expertise is attracting a lot of international attention.”

– Marie-Josée Lamothe, Managing Director,  
Google Québec

Google

“Greater Montréal offers life sciences companies a very welcoming environment, with a very open spirit of collaboration among universities, research institutions, industry, and governments. I would also like to mention the strategic support provided by Montréal International which, along with its partners, has actively contributed to our company’s growth.”

– Neil Fraser, President,  
Medtronic of Canada

Medtronic

“Microsoft is excited to engage with faculties, students and the broader tech community in Montréal, which is becoming a global hub for AI research and innovation.”

– Brad Smith, President,  
Microsoft

 Microsoft

“We like to hire really smart problem solvers, and Québec universities are producing the kind of talent we need. Our decision [to locate in Montréal] was based on a market study that looked at the availability of skills in local markets, market size, costs, local incentives, university programs and number of graduates.”

– Alan Vesprini, Managing Director,  
Morgan Stanley’s Montréal Technology Centre

Morgan Stanley

“Other regions offer one or more of these key success factors, but Greater Montréal stands out because it has succeeded in combining them into a socio-economic model that is closely aligned with our needs.”

– Francis Baillet, Vice-President,  
Corporate Affairs, Ubisoft Montréal

 UBISOFT  
MONTREAL

“We have quick and easy access to the best talent here, thanks to the cooperation of renowned schools and universities such as McGill, Polytechnique engineering school, ENA aeronautical institute, and ENAM aerospace trade school. We also receive tremendous support from organizations such as Montréal International [...].”

– Mario Lepine, CEO, F.LIST Canada Corp

F/LIST



# 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 missions**



## Contact us



Montréal  
International

**Montréal International**  
380 Saint-Antoine Street West  
Suite 8000  
Montréal, Québec H2Y 3X7

**t** +1 514-987-8191  
[www.montrealinternational.com](http://www.montrealinternational.com)

This document is the property of Montreal International. You are authorized to reproduce this document, in whole or in part, provided that its content is not modified and that Montreal International is clearly identified as the originator of this material. You shall not, in any circumstances, use the material in a manner that could create a false or misleading impression with respect to the source of the material, including but without limitation, by means of a mark or mention that does not refer to Montreal International.

