A large Canadian flag is shown waving across the upper half of the image. The background is a vibrant, golden sunset sky with soft, glowing clouds. The flag's red and white colors are prominent against the warm light.

CREATING GREATER OPPORTUNITIES

The lower half of the image shows a misty lake at dawn or dusk. A dense forest of evergreen trees lines the shore, their silhouettes softened by the low light. The water is calm, reflecting the sky and the trees. A small, dark object, possibly a bird or a person, is visible on the water's surface in the distance.

Central Ontario
Canada's  Heartland



Canada ranked second in the G20 and stood 10th overall in a 139-country annual study by *Forbes*.

Source: The Best Countries for Business

Why Canada?

Innovation + Financial Stability + Gateway to the World = Profits

Innovation

Canada offers the lowest business costs in the G7 for R&D-intensive sectors, with a 27.7 percent cost advantage over the United States. Combined with Ontario's R&D programs, businesses can reduce their after-tax cost of every \$100 in R&D spending to between \$37 and \$61.

Financial Stability

With a strong, stable, dynamic economy, Canada is a financially safe place to invest and do business. The World Economic Forum consistently declares Canada's banking system to be one of the soundest in the world.

Gateway to the World

Once CETA is implemented, investors in Canada will gain preferential access to both NAFTA and the EU — vibrant markets with a combined GDP of nearly US\$37 trillion, or one-half of the world's output of goods and services.

According to fDi Intelligence's 2017 report on global greenfield investment, the Province of Ontario is a top three destination for capital investment in North America, after New York and California.



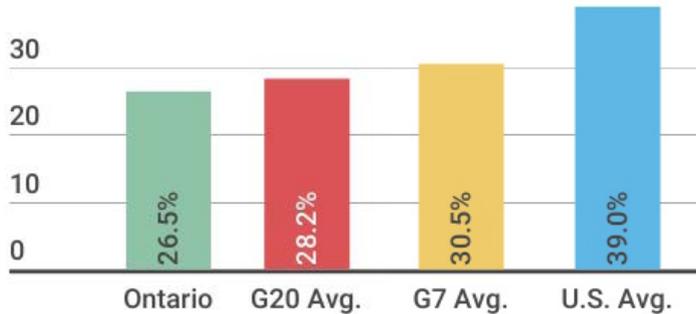
Why Ontario?

Competitive Business Costs + World Class Talent + Multiculturalism = Success

Competitive Business Costs

In Ontario, businesses benefit from highly competitive business costs that can boost a company's growth and profitability. With a total combined provincial and federal corporate income tax (CIT) rate of 26.5%, Ontario's combined general federal-provincial CIT rate is lower than the average of G20 countries and lower than the average federal-state CIT rate in the United States. As well, Ontario employers enjoy health costs half that of their counterparts in the United States.

Combined Federal-Ontario General Corporate Income Tax



Source: Ontario Ministry of Finance, 2016 Budget



67%

of adults have completed post-secondary education

World Class Talent

Ontario's 44 colleges and universities and more than 400 registered, private career colleges ensure graduates have the skills and knowledge to perform. Businesses will find one of the best educated talent pools in the world, where 67% of adults have completed post-secondary education, more than in any other OECD country.

“Doing business in Simcoe County is just as world class as doing business in the GTA (Greater Toronto Area).”

Niru Somayajula, CEO, Sensor Technology

Multiculturalism

Ontario's richly multicultural society, comprised of people from all over the world, can help businesses build and maintain ties to global markets.

More than
200
languages
spoken in Ontario





Why Simcoe County?

Low Real Estate Costs + Access to Markets + Strong Transportation Network = Growth

Low Real Estate Costs

As the pace of development, congestion and land values continue to rise in the Toronto Region, development is increasingly migrating north to lower-cost communities in Simcoe County. The regional transportation network offers less congestion, lower volume of traffic and a strong secondary road network. According to a 2017 study by Deloitte, commercial and industrial land prices tend to be lower than in the comparative Greater Toronto Hamilton Area (GTHA) communities.

Real Estate Costs (price per acre range)		
	Commercial	Industrial
Simcoe County	\$50,000 - \$1.3-million	\$50,000 - \$500,000
Selected GTHA Communities	\$440,000 - \$22.93-million	\$100,000 - \$2.81-million

40%

Estimated population growth by 2031

130 million

Consumers within one-day drive

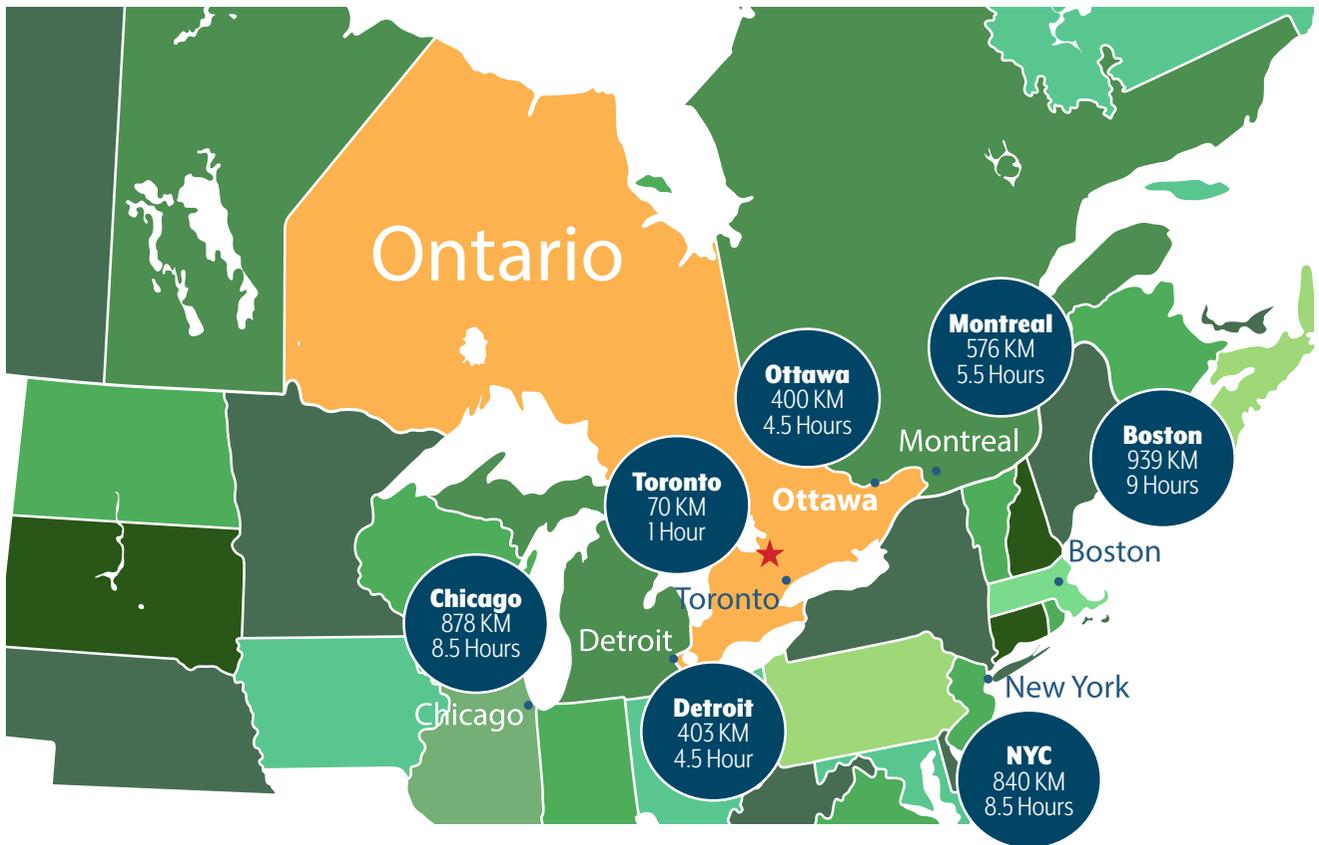
1.7 million

Available labour force within one-hour drive

The overall growth outlook of the region combined with a strategic location and significant infrastructure advantages make the County attractive for new business investment.

Source: Deloitte, FDI Research and Value Propositions, 2017





Access to Markets and Strong Transportation Network

Simcoe County's location, just north of Toronto, and transportation network provides businesses with seamless distribution access to global markets.

Modes of Transportation



Connected to the provincial and regional highways facilitating transport to Canadian and U.S. markets.



Home to Lake Simcoe Regional Airport with on-site Canada Customs that features a 6,001-ft runway. Toronto Pearson International Airport, Canada's largest airport, is located within one hour of Simcoe County.



Simcoe County is located just 45 minutes away from CPR Intermodal Terminal in Vaughan and CN Rail Intermodal Terminal in Brampton. Short-line rail service is also available and connects directly with CP Rail.

According to HONDA Canada, Simcoe County's highway access was a key driver of success in its logistics strengths. Railways and secondary roads with lower traffic were also identified as an important means to meet delivery requirements. The Lake Simcoe Regional Airport was also noted as important for just-in-time deliveries that required air shipment.

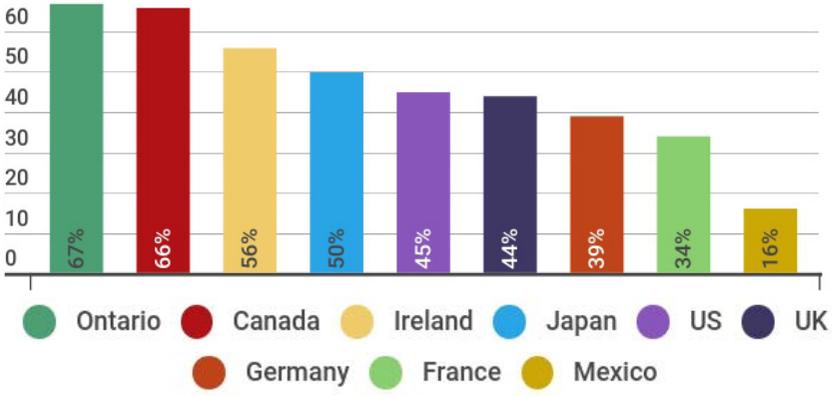
Source: Deloitte, FDI Research and Value Propositions, 2017



Education

As well as Georgian College and Lakehead University and a number of private training institutions, there are five colleges and five universities approximately 30 minutes from Simcoe County. Annually, these schools produce more than 140,000 post-secondary graduates.

Post-secondary educational attainment (%)



Source: Statistics Canada and OECD, 2016



Advanced Technology, Innovation and Research Centre (ATIRC)

The ATIRC is a new \$30 million, 56,000-sq-ft state-of-the-art facility that will be open by April 2018. This facility will be an important resource where academia and industry can collaborate to innovate, diversify the economy and create new opportunities for the future.

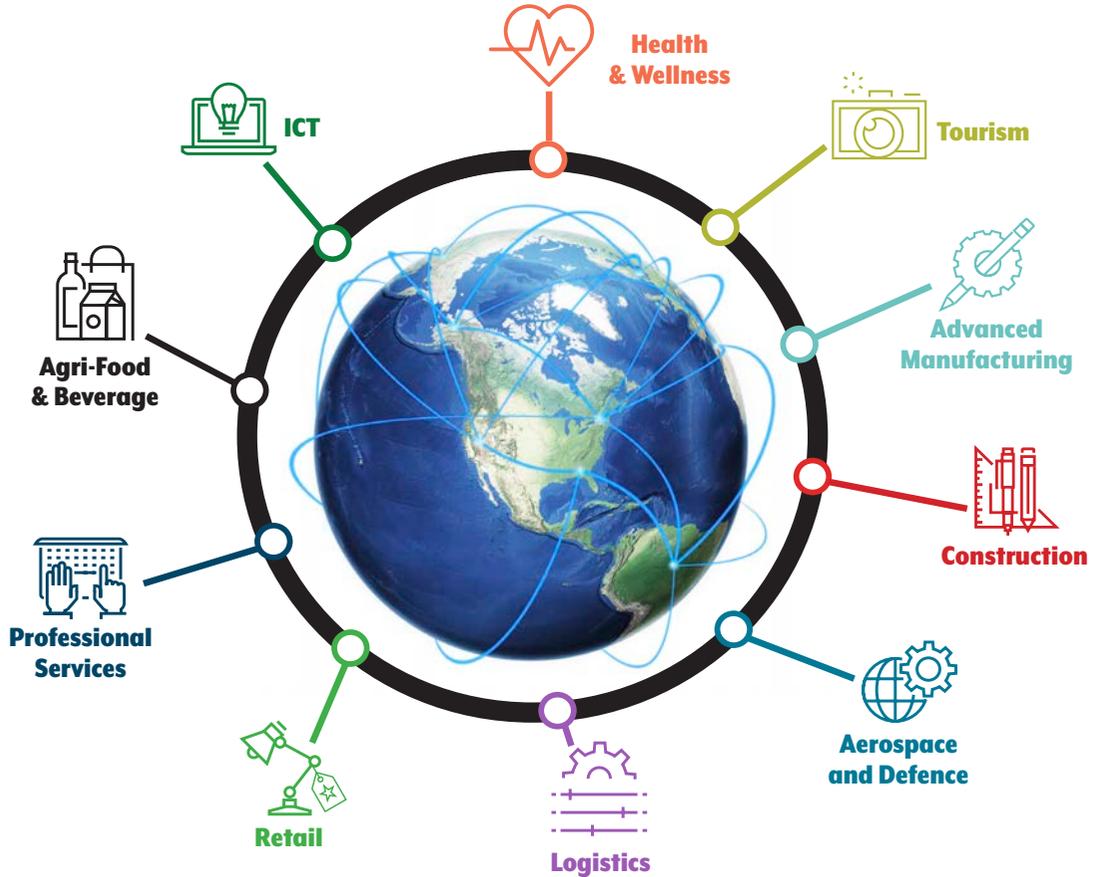
Georgian College ranks
No.1
 for graduate
 employment rate of
 all 24 Ontario colleges



Made in Simcoe County

Simcoe County has a strong and diverse economy with a mix of small, medium, and global organizations producing products and services in demand across Canada and beyond.

Simcoe County Exports to Every Continent & Beyond



You'll be in good company in Simcoe County

- | | |
|------------------------------------|---|
| Honda Canada Manufacturing | Baxter Corporation |
| Valeo | Kubota Materials Canada |
| Howa Canada | Archer Daniels Midland Company |
| Friday Harbour | IBM |
| Raytheon ELCAN Canada Limited | Franke Kindred |
| Tanger Factory Outlet Centres Inc. | Techform, a Division of Magna Closures Inc. |

**“Simcoe County is one of the best places you can imagine to live!
You have this fantastic small town feeling with the opportunity to
sell to anyone in the world. We can do anything from here!”**

Richard Wilson, President of AGNORA Glass



Quality of Life

From vibrant urban centres to small-town charm, Simcoe County offers you the opportunity to live the life you've always wanted.

Ontario's Four Season Outdoor Playground

With more than nine million visitors spending more than \$1-billion a year, there are a number of reasons this region has been identified as a premier tourism destination in Ontario. Visitors and residents alike can enjoy the longest fresh water beach in the world, Wasaga Beach, breathtaking views, vibrant arts and cultural communities, great shopping and dining, and plenty of year-round activities.

**“In the city, I'd spend hours commuting to and from
work; living in Simcoe County, I now spend that time
on the water and the ski hills...where I want to be!”**

Tom Griggs, Simcoe County resident



Life-Long Learning

Never stop learning in Simcoe County with a variety of educational options from pre-school to post-secondary institutions and beyond. Also available are public, private, and separate schools offering English and French education opportunities.

Housing Options for All

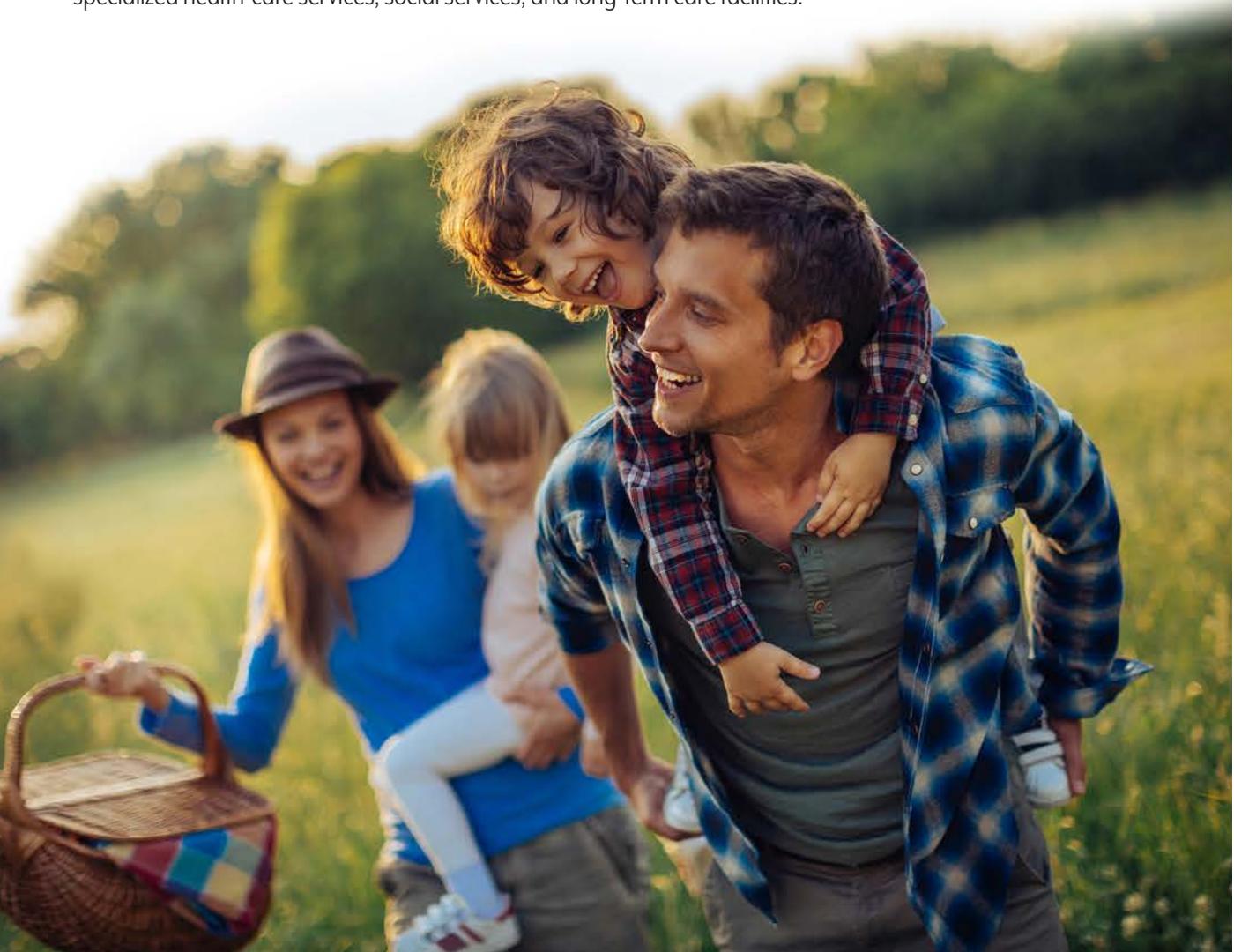
Simcoe County has a wide range of attainable housing options for everyone – from rental properties, starter homes, to single family dwellings and resort living by the water.

The County's competitive residential real estate prices, high quality of life and locational attributes are an advantage for attracting the highest quality talent.

Source: Deloitte, FDI Research and Value Propositions, 2017

Health-Care Services

Citizens and permanent residents in Ontario can access universal health-care services under the Ontario Health Insurance Plan. Residents have access to numerous health-care facilities, including six hospitals, medical centres, specialized health-care services, social services, and long-term care facilities.



How we can help?

Unique and complimentary services offered by the County of Simcoe:

- ✓ Online Site Selector Tool: edo.simcoe.ca/siteselection
- ✓ Help find potential suppliers, business partners, and brokers
- ✓ Assist with site selection process
- ✓ Assist with permit and approval process
- ✓ Provide information on labour, economic, and government funding programs
- ✓ Facilitate area tours
- ✓ Assist with hiring needs
- ✓ Connect with various levels of government



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[youtube.com/CountyofSimcoe](https://www.youtube.com/CountyofSimcoe)