



**GREATER
TORONTO**

MARKETING ALLIANCE



Setting up your business in the Greater Toronto – GTMA's soft landing program

October 2015

American Chamber of Commerce of Toronto

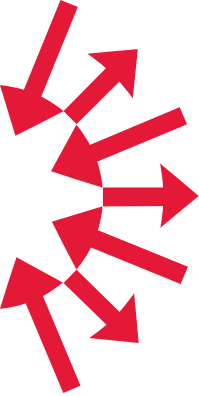
Istanbul Chamber of Commerce

Greater Toronto Area Value Proposition

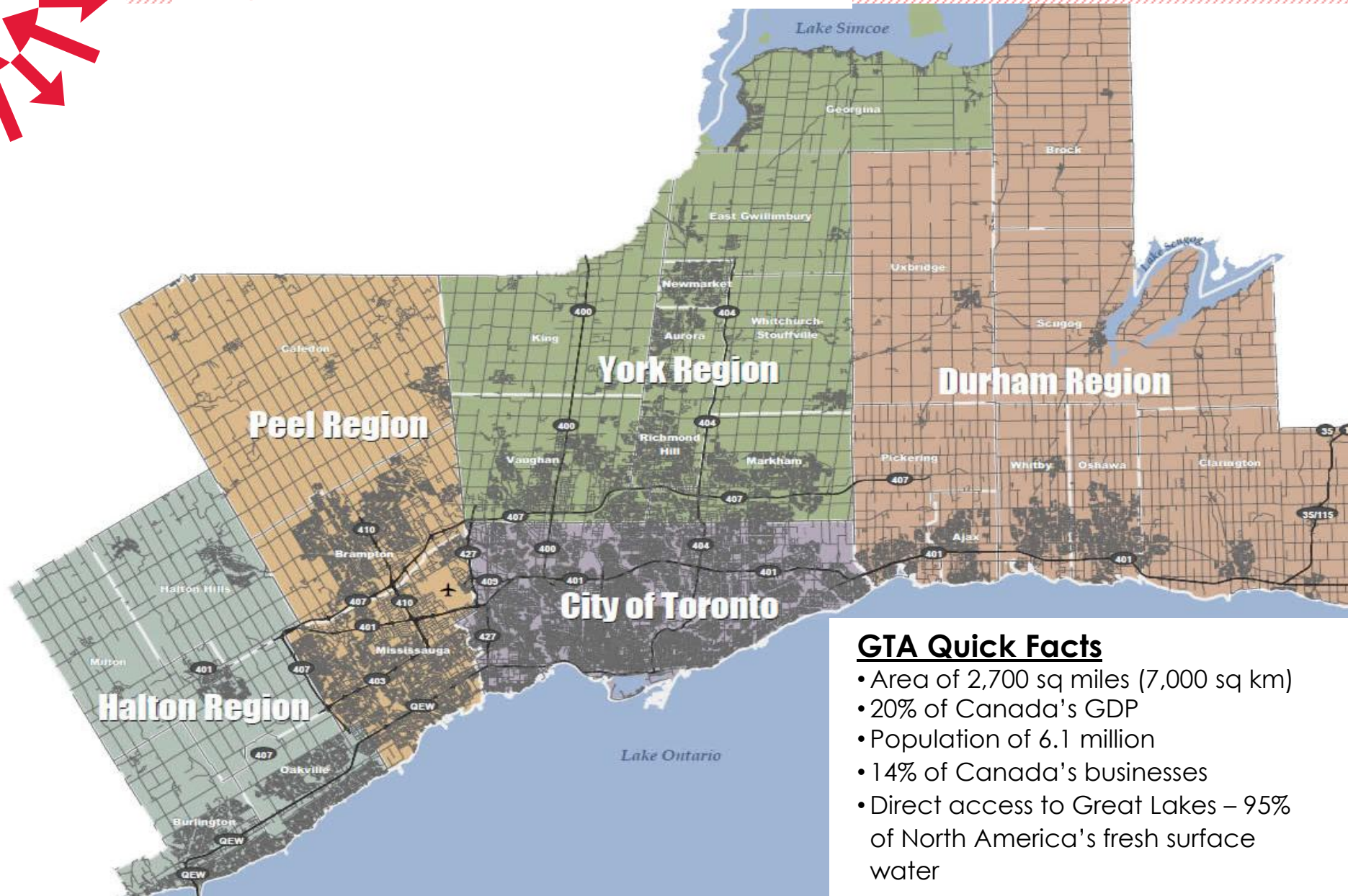
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- 3 Reasons to Invest in the GTA
- 4 Teşekkür ederim!



Mississauga City Hall, MISSISSAUGA

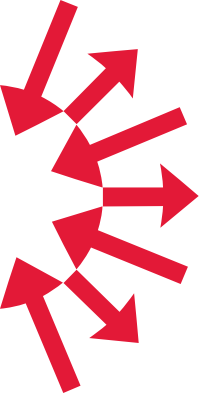


The Greater Toronto Area (GTA) is the **largest metropolitan area** in Canada



GTA Quick Facts

- Area of 2,700 sq miles (7,000 sq km)
- 20% of Canada's GDP
- Population of 6.1 million
- 14% of Canada's businesses
- Direct access to Great Lakes – 95% of North America's fresh surface water



GTA & Turkey Relations

Associations & Support

- ✓ [Turkish Consulate General in Toronto](#)
- ✓ [Canadian Turkish Business Council](#)
- ✓ [Turkish Society of Canada](#)
- ✓ [The Federation of Canadian Turkish Associations](#)

Major Negotiations & Agreements

- ✓ Free Trade Agreement (exploratory discussions)
- ✓ Air Transportation Agreement
- ✓ Double Taxation Agreement
- ✓ Nuclear Cooperation Agreement

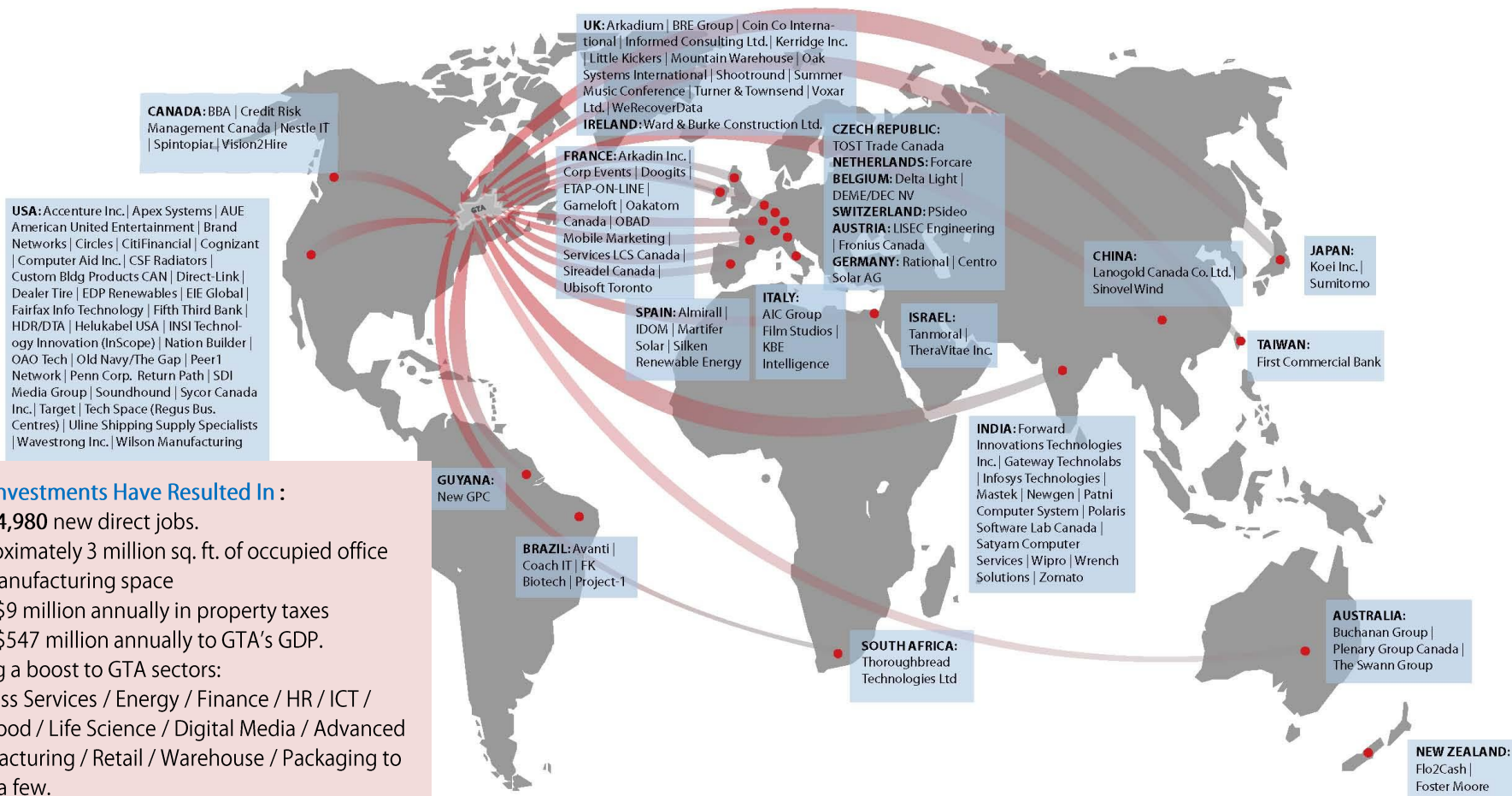


Turkish Population:

In Canada: 100,000
In Ontario: 60,000
In the GTA: 30,000

GTMA's Success and Global Reach

To-date, the GTMA has helped **127** foreign companies start operations in the GTA



New Investments Have Resulted In :

- Over 4,980 new direct jobs.
- Approximately 3 million sq. ft. of occupied office and manufacturing space
- Over \$9 million annually in property taxes
- Over \$547 million annually to GTA's GDP.
- Giving a boost to GTA sectors:
Business Services / Energy / Finance / HR / ICT / Agri-Food / Life Science / Digital Media / Advanced Manufacturing / Retail / Warehouse / Packaging to name a few.

*Based on estimates given by the City of Toronto (2013): \$3/sq ft and \$110,000/employee



GTMA's Soft Landing Program – How we can help!

The GTMA:








































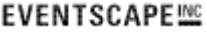
- ✓ Provides economic, sectoral and community profile information
- ✓ Makes the competitive business case for investing in the GTA
- ✓ Introduces investors to key public sector officials and private sector companies
- ✓ Coordinates meeting itineraries and visitation programs

Personalized 1-2 Day Program

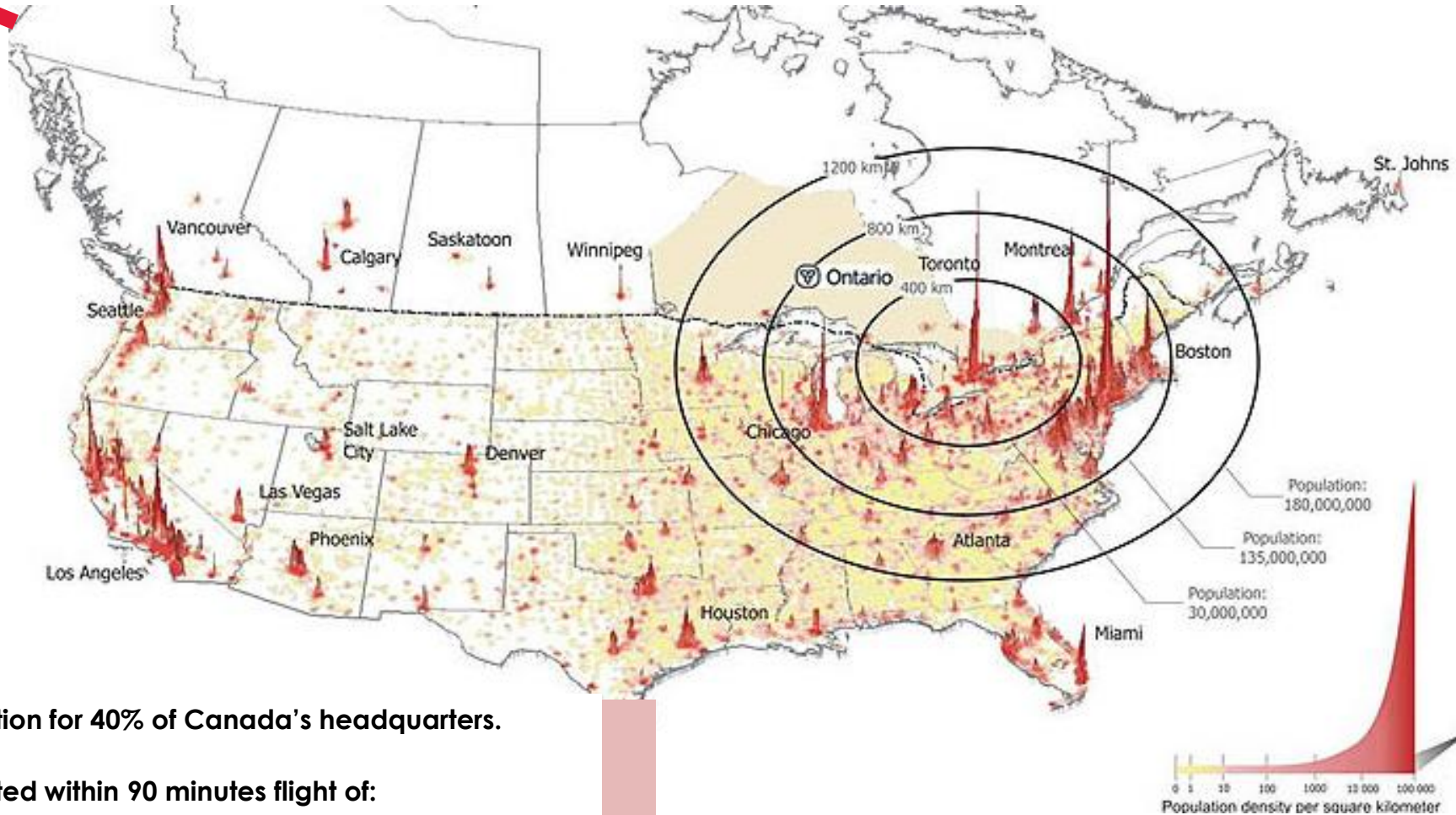
- 9:00 am** Welcome to GTA Breakfast
Meet with **Government Officials**
- 9:30 am** How the GTA can fit in your investment plans - **GTMA**
- 10:00 am** How to incorporate your business– **Legal Firm**
- 11:00 am** How to file for tax and access credits
–**Accounting Firm**
- 12:00 pm** Lunch
- 1:00 pm** How to apply for business immigration
– **Immigration Law Firm**
- 1:30 pm** How to access the GTA labour force
– **Human Resource Firm**
- 2:00 pm** How to set-up a corporate bank account
– **Financial Institution**
- 3:00 pm** How to acquire office space– **Real Estate Agent**
- 4:00 pm** How to access North American customers
–**Marketing Agency**
- 5:00 pm** Adjourn

Key Industries in the GTA

The GTA's broad industrial base and strength across sectors supports cross-cluster collaboration that often leads to innovation

GTA Industry	ICT	Financial Services	Food & Beverage	Life Science	Automotive & Advanced Manufacturing	Film & Media	Design
North America Ranking	3 rd	2 nd	2 nd	3 rd	3 rd	3 rd	3 rd
GTA Key Players	     	    	      	    	     	    	     

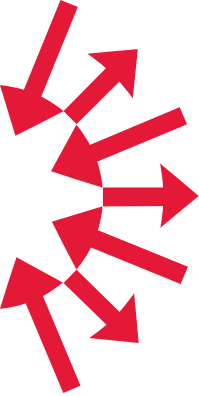
The GTA is located within an 800 kilometre (500 mile) radius of 139 million customers



Location for 40% of Canada's headquarters.

Located within 90 minutes flight of:

- New York / Chicago / Boston / Washington



The population of the GTA is forecasted to increase from 6.1 million to 9.2 million by 2036.



Toronto, 2004



Toronto, 2014 – 2,211 High-rise buildings



Toronto, 2023



Source: Scott Dickson, Creative Director



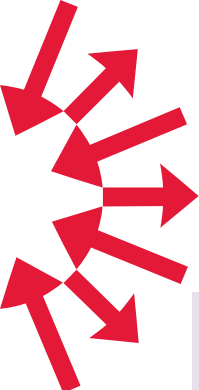
Reasons to Invest in the Greater Toronto Area

Businesses in Ontario enjoy some of the most competitive tax rates in the industrial world, as well as generous tax credits for activities such as R&D.

- The GTA is Canada's biggest centre of innovation. 35% of all R&D conducted in Canada takes place in the GTA.
- The GTA is home to 12 teaching hospitals and more than 300 research institutes.
- Business Costs are **7.2% lower** in Canada than in the USA.
- With a total combined provincial and federal (15%) corporate income tax rate of 26.5%, Ontario's combined general federal-provincial CIT rate is lower than the average of G8 and G20 countries and lower than the average federal-state CIT rate in the United States.



Southlake Regional Health Centre, York Region



The GTA is home to 8 Universities and 6 Colleges

The GTA possesses the most educated workforce in the G8 – 64% of the Ontario labour force aged 25-64 holds a post-secondary degree or equivalent.



Sample of academia-industry collaboration and partnerships:

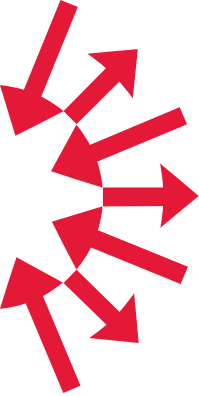
Centennial College sent animation, media and fine arts students to Toronto based **Bitstrips** for four months to create art assets for the popular web tool.

UOIT's Automotive Centre of Excellence (ACE) is the first testing and research centre of its kind in Canada, and in many respects the world.

Sheridan College and Brampton robot maker **ABB Canada** created a new Robotics Centre Sheridan's Brampton campus.



Durham College, DURHAM REGION

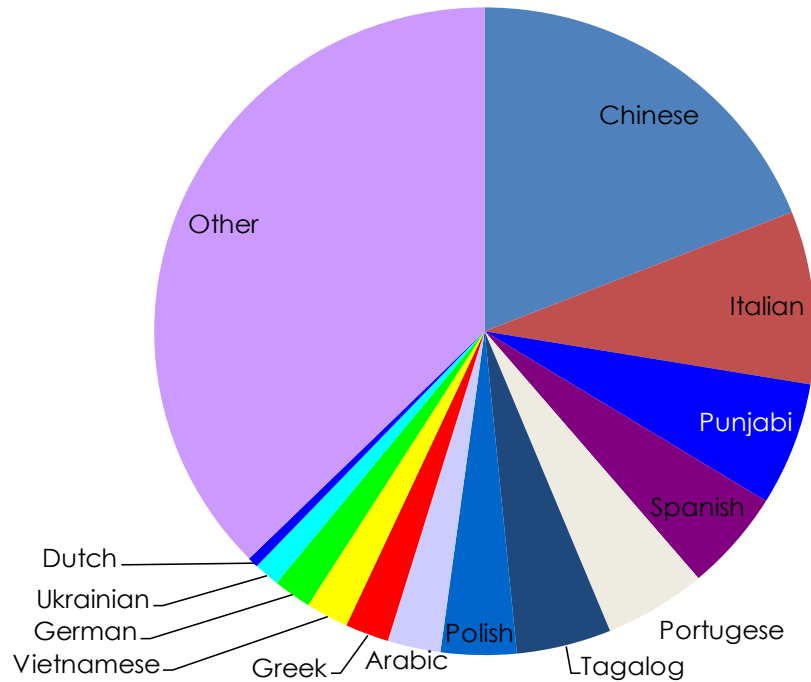


The GTA's multicultural population stimulates a welcoming and rich business environment

One of the world's **most international cities**; 50% of population born outside of Canada.

The GTA continues to be a **national hub** for new immigrants into Canada and is one of the major contributors to GTA's economic strength relative to other Canadian cities.

Over 163 languages and dialects are spoken in the GTA In 2011,



The GTA is ranked **2nd** in transportation and infrastructure among 27 global cities



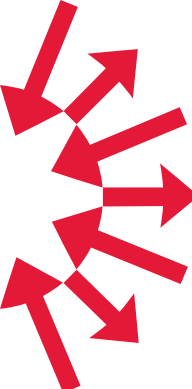
Toronto Pearson International Airport is **Canada's largest and busiest airport**, processing over **50%** of Canada's air cargo.

METROLINX



25 Years from now...

GTA's Public transportation will accommodate **50% MORE PEOPLE** in the region with **LESS CONGESTION** than we have today



The **GTA** has a robust eco-system of **business supports** that help executives start and grow their **businesses successfully**.

Toronto ranked as **the fourth-best** start-up ecosystem

1. Silicon Valley
2. New York City
3. London
- 4. Toronto**
5. Tel Aviv
6. Los Angeles
7. Singapore
8. Sao Paulo
9. Bangalore
10. Moscow



Co-sharing office space in the GTA

- | | |
|---|--|
| ✓ BrightLane , Toronto | ✓ Markham Convergence Centre , City of Markham |
| ✓ Agile Office , Toronto. 10% discount for GTMA | |
| ✓ DMZ , Toronto | ✓ VentureLab , City of Markham |
| ✓ MaRS , Toronto | |
| ✓ HalTech , Halton Region | ✓ RIC Centre , City of Mississauga |
| ✓ Spark Centre , Durham Region | |

Teşekkür ederim!



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visit us at:
www.greatertoronto.org



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