# ICT

Nova Scotia, Canada

NOVA SCOTIA
CANADA

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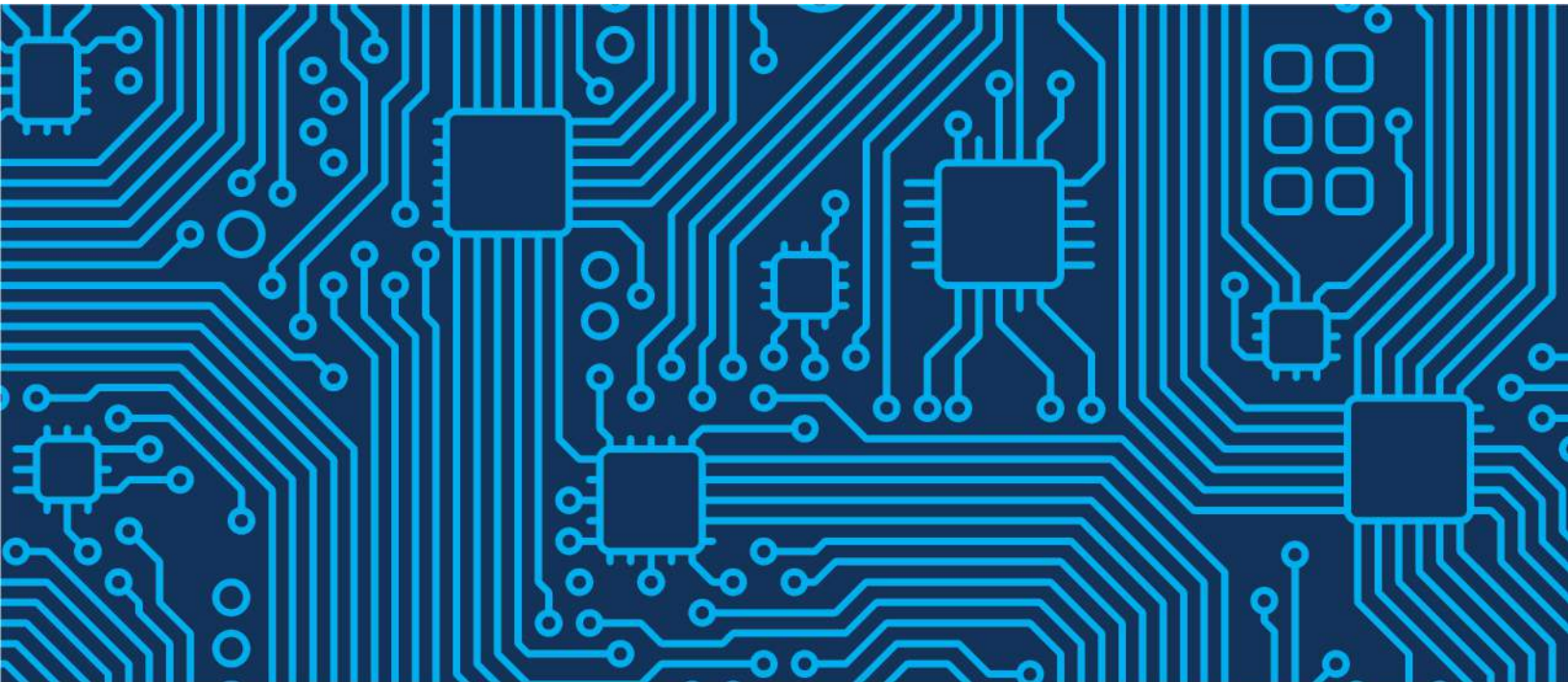
Nova Scotia Business Inc.

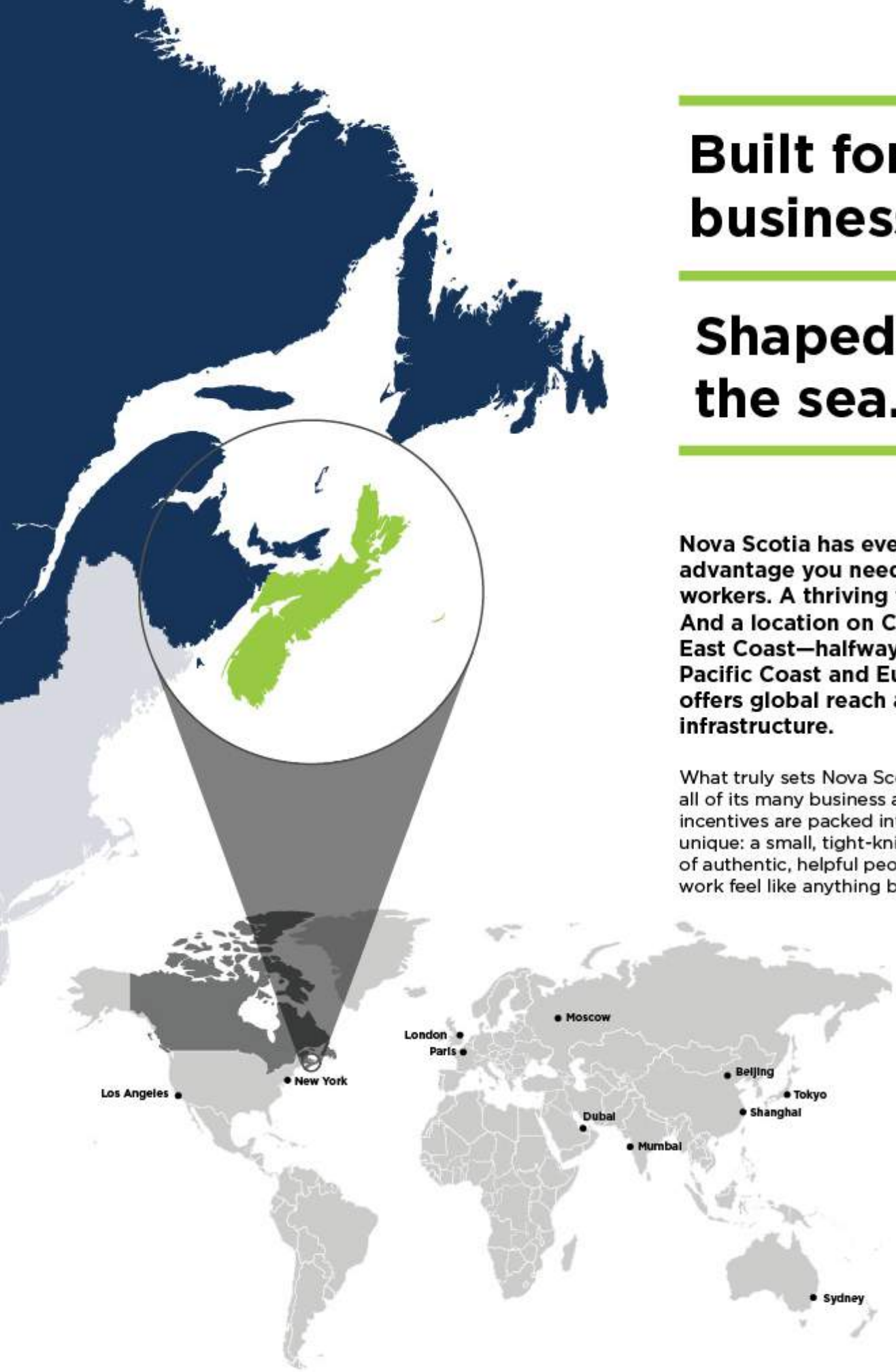


# Built for business.

# Shaped by the sea.

**Nova Scotia has every business advantage you need. Educated workers. A thriving tech sector. And a location on Canada's East Coast—halfway between the Pacific Coast and Europe—that offers global reach and modern infrastructure.**

What truly sets Nova Scotia apart is that all of its many business advantages and incentives are packed into something unique: a small, tight-knit community of authentic, helpful people who make work feel like anything but.



Nova Scotia is one of the four Atlantic provinces on the east coast of Canada. The province encompasses 7,400km of coastline and it's capital, Halifax, boasts the world's second largest natural ice-free harbour.

Nova Scotia has one of North America's most competitive business climates. Halifax, our urban centre, offers one of the lowest 10-year averages on annual total location sensitive costs of other international cities, according to KPMG studies completed in 2012, 2014, and 2016.

## FAST FACTS

Nova Scotia Population

**957,400**

2018

Halifax Population

**431,700**

2017

GDP (Millions)

**$38,213**

2016

Unemployment Rate (NS)

**6.7%**

April 2018

Unemployment Rate (Halifax)

**5.6%**

April 2018

Labour force growth (NS)

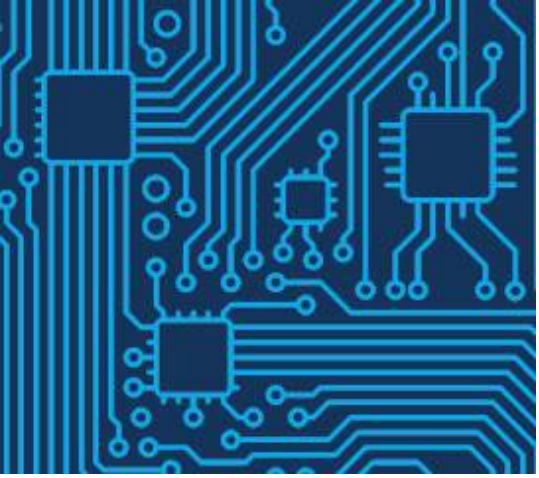
**9.2%**

2011-2016

**Continue reading to discover how Nova Scotia is ushering in a new wave of business opportunity.**

# The Right Location

## A Strategic, Accessible Location



# The Right Location

*Atlantic Canada - Halifax in particular - has been selected as the hub for analytics in Canada at EY and we're very proud of that.*

*- Steven Maynard, EY Performance Improvement Partner in Halifax*

## NOVA SCOTIA'S ASSETS

**A Strong Workforce**
Nova Scotia's Information Communications Technology (ICT) industry is focused on producing innovative products and services in FinTech, IT services, data analytics, healthcare and more.

**Specialised Education Programs**
Nova Scotia offers degrees relating direct to industry needs, including graphics, gaming and media, artificial intelligence and intelligent systems, communications technologies, SAP software expertise and cyber security. There are 10 universities and 13 community college campuses in Nova Scotia.

**Infrastructure**
In addition to world-class tech talent, Nova Scotia has some of the best ICT infrastructure.

- Nova Scotia offers a world-class fibre optic network with gigabit connections available across the province, a digital communications sytem, and a self-generating power grid
- Some of the world's best internet connections to both Europe and the eastern US, thanks to Hibernia Atlantic's network of subsea cables

**Vibrant Ecosystem**
Nova Scotia has the right mix of post-secondary education, established multinational firms, and an active startup community that results in a well-connected, global, cluster.

- The Nova Scotia ICT industry is 1000 establishments strong, accounting for 8.2% of Nova Scotia's business sector output
- The ICT sector accounts for more than 35% of all private sector R&D spending in Nova Scotia

# The Right People

## An Educated Workforce

# The Right People

One of Nova Scotia's key strengths is the quality of its people and its commitment to life-long learning.

## OUR PEOPLE

The province has among the highest ratios of educational facilities to population in North America. This translates to a highly skilled and diversified talent pool, ranging from new graduates, to expats and alumni who wish to return to the province to live and work. Nova Scotians have a long-standing reputation as loyal and hard-working employees. Employers often comment on the low turnover rates they experience here versus other locations.

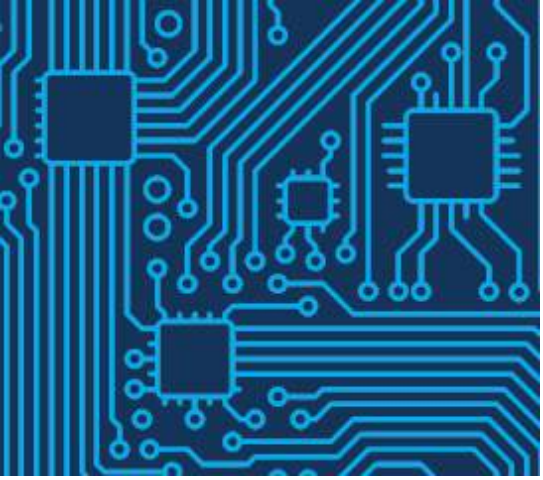
**University Graduates**
In Nova Scotia, you have access to skilled graduates from Atlantic Canada's 16 universities and beyond - and can take advantage of university and college co-operative education programs. As Canada's University Capital, Nova Scotia is home to 10 universities and 13 community college campuses in cities and towns across the province.

**Research & Development**
Nova Scotia has a critical mass of scientists undertaking exciting research and development in numerous centres and institutes across the province. This research hub encourages the development of each sector individually and at the point of intersection. It also supports an active research and development environment.

**Immigration**
In April 2011, the provincial government of Nova Scotia announced a new Immigration Strategy that will see the number of immigrants in Nova Scotia double by the year 2020. In 2016, Nova Scotia had 5,485 new immigrants arrive in the province with experience in a variety of professional services. Strong immigration policies and programs at the federal and provincial level mean your business can tap into a workforce outside of Nova Scotia.

# The Right Cost

**Competitive Cost of Business**



# Competitive Costs

## JURISDICTIONAL COMPARISON

According to KPMG Competitive Alternatives and fDi Benchmark, Halifax, Nova Scotia, boasts significant cost savings as compared to other jurisdictions. Taking an average of all industries categorized as "digital" in KPMG's database, relevant comparisons can be made as to how different cities relate to each other, and to the US average.

**KPMG Competitive Alternatives 2016: Digital Average**

The US average is set to 100 in the cost index, which provides a base line to compare these cities. KPMG ranks Halifax 13 out of more than 100 cities, in more than 10 countries, whereas the next closest in these select cities was Austin with a rank of 61.

| CITY | OVERALL COST RANK | OVERALL COST INDEX |
|---|---|---|
| Halifax | 13 | 75.4 |
| Austin | 80 | 94.2 |
| Chicago | 101 | 98.5 |
| San Francisco | 110 | 105.0 |
| New York | 111 | 106.2 |

**Incentives**

Both the federal and provincial governments offer corporate incentives and programs for companies looking to expand or grow their businesses. Some of these incentives/programs include:

- Digital Media Tax Credit (Provincial)
- Payroll Rebate (Provincial)
- ACOA Business Development Program (Federal)
- Scientific Research and Experimental Development Credit (Federal)
- Atlantic Innovation Fund (Federal)
- Industrial Research Assistance Program (Federal)

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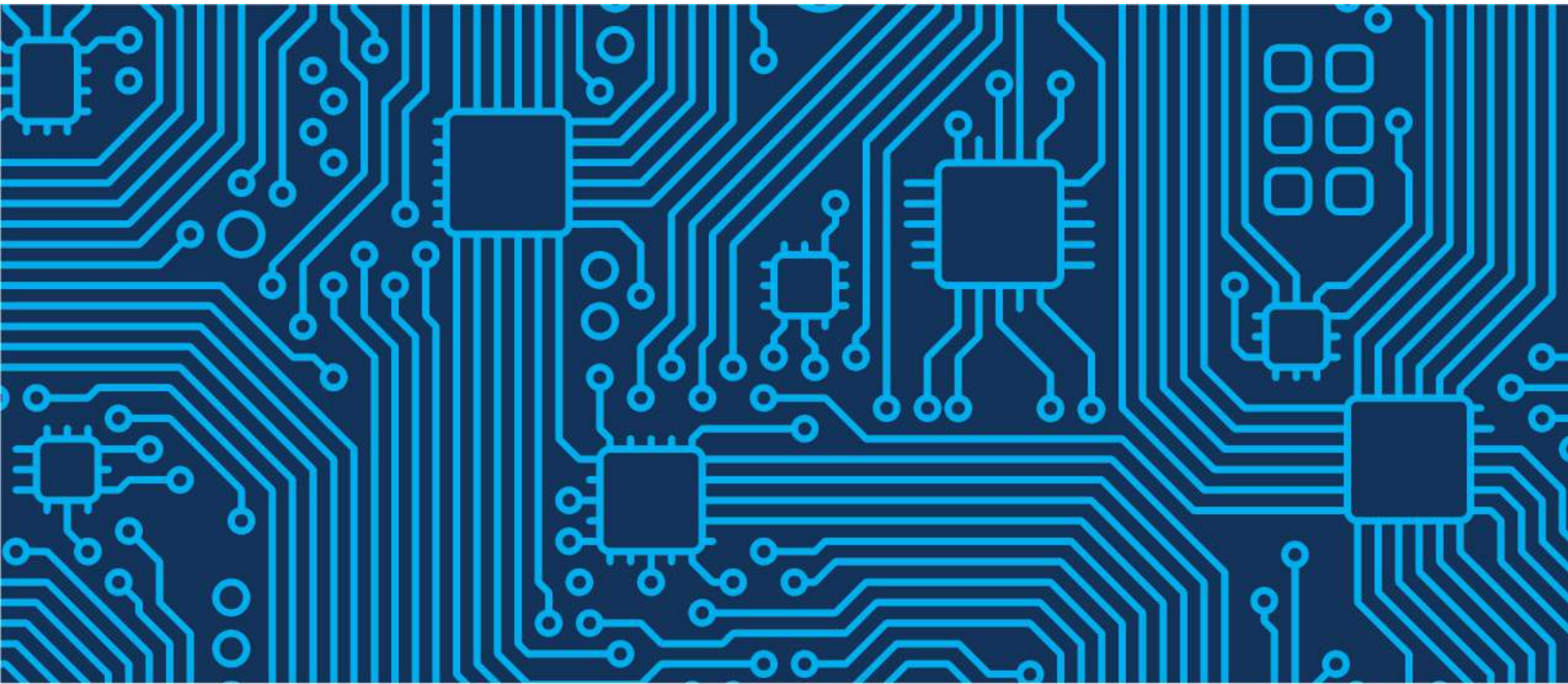
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