

Doing Business in New Brunswick, Canada



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New Brunswick is located in Eastern Canada, adjacent to New England and sharing the border with the State of Maine to the southwest. New Brunswick boasts a dynamic and steadily diversifying economy of traditional, resource-based and value-added industries, and knowledge-sector enterprises. Uniquely, New Brunswick is Canada's only officially bilingual province (English & French).

As a place to visit, New Brunswick is second to none in its mix of natural splendours and urban amenities. As a place to live, New Brunswick offers safe neighbourhoods, friendly people, affordable housing and a stimulating environment for live theatre, music and film, fresh and sea water boating, kayaking and whale watching, plus hiking, climbing and team sports.

We're the Gateway to the USA

- Situated in the heart of the Atlantic Trading Rim, New Brunswick is strategically located at the tip of the I-95, and within deal-making distance of two of the world's great trading blocs: The European Union and the United States. New Brunswick companies offer cost-effective next day delivery to a marketplace of 70+ million consumers which includes Toronto, Boston and New York, thanks to world-class intermodal shipping networks and year-round deep water ports.
- NAFTA creates a single North American market of nearly 400 million consumers – larger than the European Union – and a combined GDP of \$11 trillion CDN, one of the richest in the world. New Brunswick companies have preferred access – no quotas, no tariffs on Canadian-manufactured exports to the United States, and duty deferral and reimbursement programs on U.S. imports.

We're Innovative

- New Brunswick's public policy encourages innovation and technology investment allowing us for example, to develop and deliver the world's largest per capita number of online courses and establish on-line universities. New Brunswick provides attractive assistance to companies involved in technology infrastructure development and offers 15% fully refundable provincial R&D tax credits plus the most generous national tax credit system in the world.
- The award-winning eNB.ca strategy is studied and modeled around the world. It is a partnership among the public, private, and academic sectors and is designed to ensure New Brunswick remains a world leader in the new economy through initiatives such as E-government, E-business, E-learning, and E-infrastructure.



For More Information on New Brunswick

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We're Well-Educated, Loyal and Available

- New Brunswick boasts the best high school graduation rate in Canada at 86%, and all students must be computer literate to graduate. Education is available in both official languages, and Spanish is now part of the grade 12 curriculum.
- Our five universities are well known for their expertise in computer science, engineering, forestry, nursing, e-business, law and the humanities. New Brunswick is very proud to have Canada's oldest engineering school, the first e-commerce degree in Canada, the first Multimedia degree in North America, and the first French-language Common Law program in the world. Eleven Community College campuses and over 100 private training facilities deliver programs in response to industry needs.
- With a labour force participation rate of 63% and unemployment rates hovering around 10-11%, New Brunswick has an ample supply of qualified people available for work. In addition, there are thousands of underemployed people seeking full-time work.
- The average New Brunswicker remains in one place of employment for eight years, more than double the norm in the United States. New Brunswickers also work, on average, longer hours than other Canadians. Absenteeism is among the lowest in Canada and worker-initiated turnover is only 5% across all industries. This unparalleled worker loyalty translates into increased savings for New Brunswick companies.

We're Competitive

- New Brunswick is one of the most cost-competitive business locations in the world in terms of energy, transportation, leased space, payroll, capital investment and taxation. New Brunswick's energy is safe, clean, and reliable from six different types of fuel. This degree of reliability and the fact that costs are as low as 25% of U.S. industrial rates means energy is one of the province's most compelling features.
- New Brunswick's employer-paid benefits costs are only half as much as in the United States. Health care is at no cost to the employer and there are no payroll taxes. Labour standards and wages round out New Brunswick's very competitive labour package.

We're Ready for Business

- Over the past decade, New Brunswick exports have more than doubled. In 2002, exports to the rest of the world amounted to 42 per cent of Gross Domestic Product (GDP) and inter-provincial trade amounted to 33.5 per cent of GDP. With these totals combined, New Brunswick sold 75.5 per cent of everything it produced to customers outside the province, making it Canada's most "trade-active" province.
- Companies profitably export to 108 countries around the world. 89% of New Brunswick's exports are destined for the U.S. market, nearly half of all trade in goods and services are destined for the neighbouring New England marketplace. Key exports include: energy, forest products, processed foods, metalworking, knowledge industries, seafood, and professional services.
- The province's telecommunications infrastructure is second to none with 100% digital local and long distance lines, as well as long distance trunk lines that are 100% fiber optic. Businesses enjoy seamless voice, video and data links with Aliant and major U.S., Canadian, and international carriers such as Sprint, AT&T, MCI and Cable & Wireless (C&W). Multiple fiber optic rings connected to all toll switches and the ATM network ensures system redundancy.
- Independent cost studies demonstrate New Brunswick's sustainable competitive advantages over U.S. and other Canadian locations across several industries such as Shared Services Centres, Metal Components, Manufacturing, Plastic Products, Food Processing, and Advanced Software.

We're Attracting the World

- New Brunswick is a profitable Canadian base of operations for multinationals like Xerox, IBM, UPS, Uponor Group, Kanäflakt, URBAN Machinery, Marriott Lodging, ICT, McCain Foods, CGI, Sunflag Group, and The Irving Group.
- New Brunswick is becoming a hot location for production films. In just five years, 109 productions ranging from feature length films, documentaries and popular children's programming have been shot in picturesque New Brunswick.
- The 2002 tourism season was the most productive in the history of the tourism industry in New Brunswick with all-time highs of \$1.2 billion in revenues and two million visitors.