

# CHARLOTTETOWN INVESTING IN HIGH PERFORMANCE

## CHARLOTTETOWN. INVESTING IN HIGH PERFORMANCE.

Charlottetown ranks as the third lowest-cost city among 91 G7 locations — providing exceptional value to your investments. This impressive result comes from *Competitive Alternatives: KPMG's Guide to International Business Costs, 2006 edition*. The comprehensive study of location-sensitive costs compares 128 cities in North America, Europe and Asia-Pacific, using the U.S. average as the study benchmark. Charlottetown is a fierce international competitor that has secured No. 1 low-cost G7 rankings in the electronics and corporate service centre sectors. It further builds on this position by ranking as the number two overall cost leader in the New England/Atlantic Canada region, with a cost advantage between 7 and 16.1 percentage points over U.S. cities.



### LEADING THE PACK

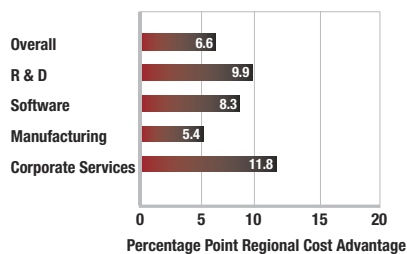
In the New England/Atlantic Canada region, Charlottetown proves its low cost mettle with No. 1 or number two rankings in 12 of 17 sectors. These No. 1 rankings are in aerospace, precision manufacturing, electronics, Web and multimedia and corporate service centre industries. For other sectors, including automotive, agri-food, chemicals, medical devices, metal components, plastics and software design, the city ranks number two in the region according to KPMG. In fact, compared to all U.S. locations in the region, Charlottetown is less expensive across all 17 sectors studied.

### MAXIMIZING COST ADVANTAGES

The KPMG study confirms Charlottetown's substantial cost advantages over U.S. cities. The city has an over 16 percentage point cost advantage over Boston, while holding a 7 percentage point cost advantage over Lewiston, a comparable U.S. city.

That's just the start. Charlottetown has across-the-board regional cost advantages in each sectoral category analyzed by KPMG as proven in the graph below:

#### CHARLOTTETOWN'S REGIONAL COST ADVANTAGES



Source: *Competitive Alternatives: KPMG's Guide to International Business Costs, 2006 edition*.

The cost advantage is clear. The choice is yours. Investing in Canada simply makes a whole lot of business sense. To find out more about investment opportunities in Canada, visit [www.investincanada.gc.ca](http://www.investincanada.gc.ca).



### CHARLOTTETOWN QUICK FACTS

**Province:** Prince Edward Island

**Population:** 58,358 (2001)

**Traditional Industries:** Agri-food, fishing and aquaculture, tourism.

**Emerging Industries:** Aerospace, biotechnology and call centres.