

# INVESTING IN CANADA LEADERSHIP

## SHERBROOKE. INVESTING IN LEADERSHIP.

Sherbrooke is *the* low-cost giant—No. 1 in the G7—providing exceptional value to your investment. 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. This low-cost giant is No. 1 in the G7 for aerospace, agri-food, automotive, metal components, precision manufacturing, biotechnology, product testing, plastics, software design, and Web and multimedia. And the city adds to its impressive low-cost track record with number two G7 rankings in medical devices, pharmaceuticals and corporate service centre industries.



### LEADING THE PACK

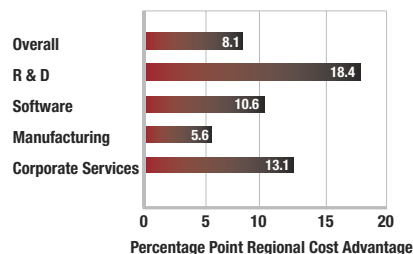
This exceptional G7 ranking is further underscored by the city's overall low-cost leadership in its region, located within a short 30-minute drive to 130 million North American consumers. Building on its stellar G7 ranking, the city is the cost leader in all 17 sectors in its region. No. 1 ratings in research intensive industries, such as clinical trials, biotechnology and product testing, further define Sherbrooke as a high-value investment location.

### MAXIMIZING COST ADVANTAGES

The KPMG study confirms Sherbrooke's substantial cost advantages over U.S. cities. Sherbrooke reinforces its cost leadership, holding about 13 and 18 percentage point cost advantages over Philadelphia and Boston respectively.

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

#### SHERBROOKE'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).



### SHERBROOKE QUICK FACTS

**Province:** Quebec

**Population:** 163,700 (2005)

**Traditional Industries:** Electronic equipment and components, metal manufacturing and products, and transportation equipment.

**Emerging Industries:** Biotechnology, engineering and environmental technologies, and information and communications technology.