

# WE RISE AGAIN

## *An Image of Cape Breton Island*

### ✧ WE RISE AGAIN ✧

*When the waves roll on over  
the waters  
And the ocean cries  
We look to our sons and daughters  
To explain our lives  
As if a child could tell us why  
That as sure as the sunrise  
As sure as the sea  
As sure as the wind in the trees  
We rise again in the faces  
of our children  
We rise again in the voices  
of our song  
We rise again in the waves out  
on the ocean  
And then we rise again.*

So true are the lyrics of the song *We Rise Again* written in 1985 by Leon Dubinsky of Englishtown, Cape Breton, and brought to prominence by Raylene Rankin!

The people of Cape Breton Island have a history of resiliency and stoicism that has seen them through difficult and changing times. Testimony to this can be seen today in the way Cape Breton Island is moving away from its dependence on traditional industries and on to newer technologies.

The island has undergone dramatic changes. Over the past 40 years, more than 20,000 jobs have been lost due to the elimination of the coal and steel industries. In fact, in 1961, 24 per cent of the workforce was employed in these two sectors. Today that percentage is zero. Despite the challenges, a sense of optimism prevails. Just as the mythical phoenix rises from the ashes of its former self, Cape Bretoners, blessed with an indomitable spirit, are renewing themselves. They are restructuring their economic base and are poised to seize new opportunities. Customer

interaction centres, auto-parts manufacturing, Internet-based consulting firms, animation studios and a host of export-oriented small businesses have brought thousands of new jobs to the island.

This rebirth of the island's economy is moving forward because the fundamentals of business success are here—an abundance of skilled workers, cutting-edge technology and infrastructure, very competitive business costs, educational support and a quality of life second to none. Such an atmosphere opens the door for corporations located elsewhere, as well as those already on the island, to expand and create new investments in an economy that is designed to welcome them.



*Cape Breton Island is a unique blend of people who possess a deep loyalty to this place they call home. The island is world-renowned for its majestic beauty and distinct culture. It is home to over 154,000 people whose lives have long been shaped by the land and sea.*

*Strategically located on Canada's east coast, it offers quick access to markets in central Canada, the United States and Europe. Cape Breton is an island of opportunity in north-eastern Nova Scotia where a new and exciting image is emerging, one that builds on a skilled and dedicated workforce, a fabulous quality of life, creativity and innovation.*



### *An Exceptional Workforce*

Cape Bretoners are known throughout Canada for their strong work ethic and commitment to quality each and every workday. There is no question that the island's workers continue to be its best asset.

Cape Breton Island has been the site of one of Canada's largest construction projects. A world leader in paper production, Stora Enso's Port Hawkesbury mill boasts the largest and fastest paper-machine in the world, making supercalendered paper for magazines, catalogues and inserts. The new paper-machine recently achieved its fourth daily world-speed record.

Employing approximately 800 people, the mill produces 185,000 tonnes of newsprint and 350,000 tonnes of supercalendered paper each year. In 1998, more than 2,000 professionals and tradespeople completed a two-year, \$850-million expansion of the plant, as scheduled.

PFC, a division of TESMA International, designs, engineers and manufactures engine, powertrain, fuelling and cooling components, and systems for the automotive industry. PFC currently employs over 300 highly skilled workers who use CAD systems and CNC machinery to exceed its certified QS-9000 supplier requirements. The company has operated its North Sydney plant since 1987.

The Membertou First Nation community has recently joined other island businesses and organizations that have achieved ISO certification. This is a first for an indigenous government in North America and an opportunity for business development and expansion on the island.

### *The Cost of Doing Business*

A recent KPMG study entitled *Competitive Alternatives Study: Comparing Business Costs in North America, Europe and Japan* examined the cost of doing business in 12 industrial sectors in 86 cities across nine countries.

Among the findings, Canada placed first as the most competitive nation, overall, for location-sensitive costs. While the winning Canadian cost index was 14.5 per cent lower than that of the average American city, the cost index of the Atlantic provinces was better yet at 16.2 per cent lower than the American average. The Cape Breton Regional Municipality (CBRM), centred in Sydney, was one of the communities surveyed in the KPMG study. It ranked among the best places in the world to do business.

The study notes that the CBRM "had a cost index that was 15.5 per cent below the average U.S. city. With traditional strengths in health/education, tourism, and business/personal services, the area is moving into engineering/environmental technologies, information/communications technologies, and shared services/call centres. The CBRM is home to Nova Scotia's second largest concentration of information technology companies."

### *Lifelong Learning*

Thanks to a quality education system, Cape Breton Island boasts a strong commitment to lifelong learning. As industry demands new skills, the island's post-secondary institutions are there to meet the challenges.



*Alastair MacLeod, president, Industrial Cape Breton Board of Trade, believes that a new sense of optimism is taking hold.*



*Atlantic Canada's only pre-finished hardwood flooring manufacturer, Forest Insight, targets export markets.*

The University College of Cape Breton (UCCB) offers an innovative blend of degree, diploma and certificate programs, combining liberal arts and sciences with engineering, technology and traditional trades. Located near Sydney, UCCB serves approximately 3,250 full- and part-time students. It is a

## Advertising Supplement



*Cape Breton Island means business! The Memberton First Nation is the first indigenous government in Canada to achieve official ISO 9001 certification.*



*Sydney's natural harbour offers easy access to the St. Lawrence Seaway and major worldwide shipping routes.*



*Tesma PFC of North Sydney is a certified QS-9000 supplier of components to the automotive industry.*



*Stora Enso, a world leader in paper production, produces newsprint and supercalendered paper for markets in North America.*



*The University College of Cape Breton and the Nova Scotia Community College play key roles by providing strong educational support.*



*Sydney airport is the most sophisticated regional airport in Canada.*



*The Strait of Canso Superport is one of the deepest ice-free ports in the world.*



Left: A KPMG study finds that the Cape Breton Regional Municipality offers very competitive business costs. Centre: A qualified and dedicated workforce has enabled U.S.-based Stream International to bring 1,000 people 'on stream' in less than five months. Right: Highlands Links Golf Course, in Ingonish, is rated the top-ranked Canadian course in Golf Magazine and Score Golf.



foundation for growth in the region, offering an MBA in community economic development, the most comprehensive aboriginal programming in the region, and arts degrees steeped in the culture, heritage, communities and music of the island. In addition, UCCB offers applied research and education in offshore oil and gas operations, and environmental sciences as well as an NRC research facility in wireless micro-electronics. Cape Breton and its university college are building for a new future.

The Canadian Coast Guard College is one of the most modern and best-equipped marine training facilities in the world. From its waterfront campus on Sydney Harbour, the College offers specialized maritime training to both Canadian and foreign students.

The Nova Scotia Community College, with two campuses on Cape Breton Island, provides career training designed to respond to the needs of the community, business and industry. The campuses provide industry-specific training and can assist students who want to upgrade their skills.

The Collège de l'Acadie, Nova Scotia's francophone community college, offers French academic and business programming.

A comprehensive workforce development system is in place to help businesses seeking to expand or locate in Cape Breton. When companies require a new skill set for employees, the university college and technical schools work closely with them to provide customized training.

### *An Envidable Lifestyle*

*Maclean's* magazine identified Nova Scotia as one of the "last best places to live" in North America. Why? Because it combines the best opportunities the future has to offer with a satisfying lifestyle that many people think is now a part of the past. No matter where you go on Cape Breton Island you are never more than 35 minutes from the ocean. The average commute to work is only 20 minutes. That means executive housing along the coast, or on the shores of the world-famous Bras d'Or Lakes, is still an affordable reality. Close-knit communities, cultural landmarks, historical sites and natural beauty make Cape Breton Island a superb place to live, work and raise a family. After hours, islanders celebrate life with ceilidhs, festivals and entertainment to suit every interest. A hotbed of musical talent, Cape Breton boasts national and international recording stars.

Challenging, beautiful landscapes provide the perfect backdrop for recreational activity. Summer or winter, there is never a dull moment when it comes to getting out and doing things on the island. A golfer's paradise, Cape Breton Island is home to Canada's top-ranked course, the Highlands Links, as well as the contemporary Bell Bay course.

Surrounded by the Atlantic Ocean and the Gulf of St. Lawrence, Cape Breton Island is the perfect spot for whale-watching, sailing, windsurfing and scuba diving. Endless beach-



*Celtic Colours, voted the top cultural event in Canada for 2001 by Attractions Canada and the top Canadian event for 2001 by the American Bus Association, drew attendance from 18 countries around the world. Visitors came from every province and territory of Canada and from 49 American states. The nine-day international festival continues to grow in scope and size each year.*

es with rolling surf and sea breezes make the island one of the world's great playgrounds.

The Cape Breton Regional Municipality is the commercial and service centre of Cape Breton Island. With a population



## *An Island of Opportunity* Knowledge Economy—Online for the Future

### *Cape Breton Island and Telecommunications*

While much has changed since Guglielmo Marconi and Alexander Graham Bell came to Cape Breton Island a century ago, the island's pool of creative and innovative minds continues to fuel the information technology sector. Geomatics systems, distance education, digital animation and the research, development and application of embedded-device design are all being pursued on the island.

Most recently, a number of customer interaction centres have been established, with EDS Canada prominent among them. EDS is a world leader in this field and its Sydney centre is considered state-of-the-art. The centre's job growth has significantly exceeded expectations. A second EDS facility has been announced. By bringing its total number of employees to approximately 1,500, EDS will soon be among the largest private-sector employers on Cape Breton Island.

### *The Word Is Getting Out*

Stream International of Massachusetts has recently established a similar facility in Glace Bay, employing 1,000. In the last two years, almost 3,000 customer interaction centre jobs have been created on Cape Breton Island. Corporations are impressed with the quality, dedication and loyalty of the island's workforce.

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*Mike Mansfield, executive vice president of EDS Canada says, "We have found that the workforce in Cape Breton is one of its best-kept secrets. Beyond being a strong, family-oriented community, Cape Breton provides a high calibre of employee. Our successful operations in Sydney have prompted us to open an additional centre in Port Hawkesbury."*

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In 2000, the National Research Council announced it would establish a research lab to collaborate with the Information Technology Innovation Centre at UCCB. The NRC-IIT/Wireless Systems lab is designed for

research and development in partnership with companies interested in applied wireless technologies.

### *Tourism*

Knowledge-based and IT industries are not the only Cape Breton Island economic growth sectors. Many of the island's cornerstone industries, like tourism, are benefiting from a change in attitude.

*National Geographic Traveler* recently listed Cape Breton Island as one of the world's 50 "places of a lifetime," while *Condé Nast Traveler* has called it "the most scenic island in the world." Over half a million visitors come every year for the spectacular scenery, the culture, the outdoor adventure and some of the best golf courses in Canada. And there is no shortage of high-end accommodations, services and attractions to keep them entertained.

The Cabot Trail, the Fortress of Louisbourg, the Gaelic College, Highland Village and Bras d'Or Lakes are legendary, as are the rich Acadian communities of Chéticamp and Île Madame. Cape Breton Island is truly Atlantic Canada's masterpiece.

Cape Breton's music industry is a major draw. The island's musical diversity provides something for every taste, and the traditional-music niche has exploded in recent years. Spurred on by the international recognition of performers such as Rita MacNeil, Natalie MacMaster, the Barra MacNeils and many others, traditional Celtic music is a staple at festivals and gatherings across the island. The Celtic Colours International Festival, each fall, brings people from around the world to experience Cape Breton Island's natural splendour and native talent.

The tourism sector now employs over 6,800 people and generates \$230 million in revenues each year.

### *Petroleum Development*

Oil and gas exploration is one of the latest industries to be viewed as a significant contributor to the new economy of Cape Breton

of 114,868 people within an 80-km radius, it is truly a community of communities. Here, you will find road, rail, shipping and air links to all points around the globe. The regional municipality is home to a full array of educational, health-care and business and professional services.

The town of Port Hawkesbury is a thriving community, which benefits from its strategic location as one of the deepest ice-free harbours in the world.

*Cape Breton has a qualified workforce and is in close proximity to Atlantic Canada's burgeoning offshore oil and gas industry.*



Island. Some of North America's largest potential oil and gas reserves lie just offshore. Cape Breton is positioning itself and training its workforce for future developments in this area.

The oil and gas industry can benefit from a pool of over 2,500 skilled workers with experience in associated trades. This is good news for companies considering locating in the area. As for ongoing training, there is a Centre of Excellence in Petroleum Development located at the University College of Cape Breton, and a Petroleum Institute at the Nova Scotia Community College.

### *Environment*

Environmental remediation (repairing or restoring damaged sites) is a surprising new opportunity for the island. It is ironic that while 100 years of steelmaking and coal production have come to an end, there is an ongoing need to develop the expertise to deal with the industries' environmental legacies. Cape Bretoners are now developing the skill set necessary to provide remediation technologies and services—an expertise that can be exported around the world.

### *Resource Sector*

Traditional resource-based industries are also contributing to this new version of the Cape Breton Island economy. The fishery continues to play a major role as entrepreneurs increasingly invest in new processing capacity and aquaculture, as well as new value-added products. The forests have always been a source of income for Cape Bretoners, and now that more of the wood is processed on the island, its value is increasing. A local entrepreneur, Forest Insight, has just established Atlantic Canada's first pre-finished hardwood flooring facility. Hardwood from Cape Breton Island graces the floors of homes and businesses across Europe and North America.

The island's dynamic agricultural community also sells its products internationally. Even cheesecakes from Cape Breton Island's Classic Cheesecakes can be found in supermarket freezers across Canada and in the United States.

### *Business-Friendly*

Doing business on Cape Breton Island makes good sense. The dedicated, highly productive workforce, competitive business costs, state-of-the-art telecommunications

system, strategic global location, entrepreneurial spirit and amazing quality of life are only some of the reasons.

Local business development agencies are keen to showcase their incentives and services. One thing is sure—setting up business in Cape Breton is an attractive opportunity. The island wants to share in building your success!

Cape Breton Island's strong tradition of resilience has enabled it to transcend adversity in the past. Today, this is manifest in its undying determination to create a new diversified economy. It is doing so by creating a business climate that embraces ingenuity and imagination as it faces the new frontier. The people of Cape Breton Island look to the future with optimism and confidence. Their enduring spirit, not unlike the mythical phoenix rising from the ashes of its former self, seems to sing, "And then we rise again!"

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