

# Toronto: Financial Services Capital of Canada



## What gives Toronto its competitive edge?



**Toronto. Financial services capital of Canada.** One of North America's premier financial centres and the fastest growing. A dynamic and vibrant business centre, Toronto has a sophisticated cluster of financial services companies, offering a range of quality services and expertise that rank among the best in the world.

Head office and strategic planning functions, financial product development, risk management and systems design, training and development and other high level business services—this is just some of the expertise that can be found in this, the business hub of the country.



## ITS STRATEGIC LOCATION

Toronto is a gateway to North and South America. With the full range of financial and business services concentrated within 2.5 kilometres of the downtown core, Toronto offers easy access to North American markets and beyond. More than 180 million customers—approximately 40 per cent of the U.S. population—live and work within a two-hour flight time from the City, and Toronto's Pearson International Airport has non-stop service to more than 50 cities in the U.S. and Canada, and dozens more around the world.



## ITS STATUS AS A TRADING NATION

The trading partnership between Canada and the U.S. is the largest in the world—surpassing the combined trading activity of all European Union countries. The North American Free Trade Agreement, NAFTA for short, has resulted in an explosion of cross border business as both American and Canadian companies expand in each other's countries.

Opening markets in Central and South America, stronger links with Europe and growing business connections with Asia's dynamic economies give Toronto's financial services a truly global reach.

## ITS LEADERSHIP IN INFORMATION TECHNOLOGY

Toronto is located in the longest "cellular corridor in the world"—a continuous communications area that extends more than 1,125 kilometres from Windsor–Detroit to Quebec City. Over 90 per cent of the Toronto Region has access to broadband technology.

The Intelligent Community Forum in its 2005 ranking noted that Toronto is "a truly digital city ready and willing to compare with any urban area in the world." Ernst & Young, in a 17 country study, identified Toronto-based financial firms as global leaders in electronic banking and alternative service solutions. The City's financial services sector is globally competitive in e-readiness, e-service support and e-literacy rates with the third largest concentration of private information and computing technologies facilities in North America.

## ITS INTERNATIONAL WORKFORCE

What makes Toronto's financial services so dynamic is a deep pool of well-educated, business-savvy individuals with international ties. Approximately 50,000 new immigrants a year provide the City with a rich diversity of 100 spoken languages, broad cultural knowledge, international business connections and an understanding of foreign markets—a distinct advantage for our growing global players.



## CANADA'S SUCCESSFUL ECONOMY

The country's fiscal performance over the past 10 years is unmatched among G-7 countries. That and sustained economic growth have given Canada a debt to GDP ratio that is the lowest among the G-7. With some of the lowest interest and inflation rates in the world, exceptionally strong employment growth and an excellent standard of living, Canada has enjoyed a three-fold increase in foreign investment since 1990. In fact, the Economist Intelligence Unit ranks Canada second overall in the global business environment rankings forecast for 2005–2009.

## ITS SUPERLATIVE QUALITY OF LIFE

Whatever one's tastes, Toronto's abundance of arts and recreational opportunities and its strong education system can meet the expectations. One of the world's most diverse communities, nearly 50 per cent of Toronto residents were born outside Canada, the highest percentage in the world. With 80 cultures thriving and over 100 languages spoken within its borders, the City offers an eclectic and cosmopolitan charm that welcomes all nationalities.

The third largest theatre centre in the English-speaking world, Toronto's cultural offerings encompass the world-renowned Royal Ontario Museum, the Art Gallery of Ontario, the National Ballet of Canada, the Toronto Symphony Orchestra and the Canadian Opera Company. Toronto's 402 museums, 35 dance companies, 14 theatre companies, 6 symphony orchestras, and 5 opera companies round out the offering.



### **INNOVATIVE WORKERS WITH EXEMPLARY SKILLS AND KNOWLEDGE**

With 3 world renowned universities and 5 dynamic colleges, Toronto's financial services sector has the infrastructure needed to provide a readily accessible workforce of highly trained professionals.

More than 70 per cent of Toronto's financial services employees have post-secondary degrees and accreditation, one of the highest percentages among industrialized countries. The Toronto Chartered Financial Analysts' Society (CFA®) has over 5,500 members, making it the second largest in the world after New York.

The City is also a centre for continuous learning with specialized training programs offered by industry associations and other organizations that ensure Toronto's financial sector employees meet the highest international professional standards.

### **A BUSINESS ENVIRONMENT THAT OFFERS VALUE, STABILITY, SUPPORT AND SECURITY**

As a business location, Toronto offers very competitive costs for both labour and office space—especially when compared with major U.S. and European financial centres.

Toronto's financial service companies also receive strong business support from accounting, legal, consulting and recruitment firms. One in 3 accountants and lawyers specializes in financial services. Canada's top 6 accounting firms and 6 of the country's national law firms are headquartered in Toronto, all of which offer global services.

Well-regarded around the world for a regulatory environment that provides stability, security, and compliance with the highest international standards, Canada also offers a stable political climate.



## TORONTO REGION QUICK FACTS:

- The third largest North American financial services centre after New York and Chicago, based on direct employment.
- North America's fastest expanding financial services sector—growing 41 per cent between 1994 and 2004.
- Home to Canada's 5 largest banks, 50 foreign bank subsidiaries and branches, and 115 securities firms.
- Headquarters for 6 of Canada's top insurers that manage over 90 per cent of the industry's assets, 61 mutual funds companies, 58 pension fund managers, and 5 Canadian pension plans with combined assets in excess of \$250 billion.
- Home-base for the TSX Group, the third largest stock exchange in North America and seventh largest in the world, based on market capitalization, and the world leader in mining sector listings.
- The centre for over 10 per cent of all Canadian economic activity with a population of 5.2 million and a GDP of over \$253 billion.

## **TFSA** | TORONTO FINANCIAL SERVICES ALLIANCE

**The Toronto Financial Services Alliance (TFSA)** was created in 2001 to enhance and promote the competitiveness of Toronto as a premier financial centre. The TFSA works closely with industry, affiliate services and government. Its membership encompasses core financial services companies—banks, brokerages, investment fund managers, insurance companies—as well as partner sectors—accounting, law, education, and executive search.

Our expert team is ready to answer all your questions about business and investment opportunities in Toronto's dynamic financial services sector. We offer an in-depth industry profile, information on the city's key economic sectors and helpful liaison with government and industry organizations.

**We invite you to contact TFSA at 416.397.4833, or [info@tfsa.ca](mailto:info@tfsa.ca), or visit our web site at [www.tfsa.ca](http://www.tfsa.ca).**