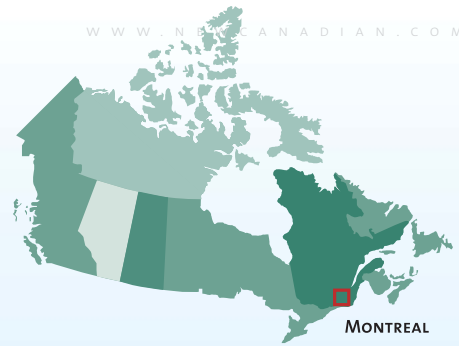


DESTINATION CANADA

MONTREAL

By Richard Hammond



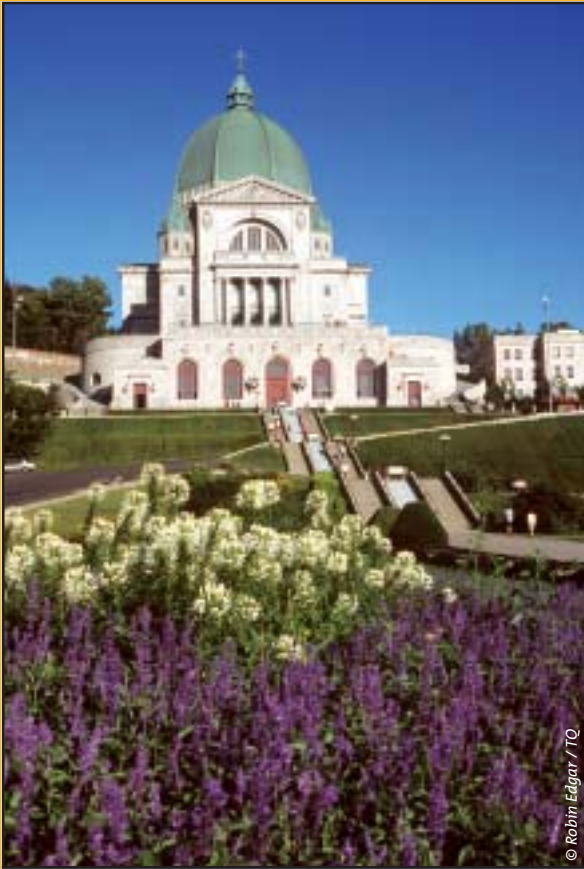
One hundred and twenty-one years ago, during a banquet to honour Mark Twain at the Windsor Hotel in downtown Montreal, the celebrated author and raconteur quipped, "This is the first time I was ever in a city where you couldn't throw a brick without breaking a church window." He was famous for his sharp wit and you can imagine the room full of fans, dignitaries, politicians, and even the pious among them, found his comment funny and perhaps a little bit uncomfortable, given the era. But, as in all good jokes, humour is most often found in its proximity to the truth.

Indeed, many people around the world think of Montreal as a city of many churches and, ironically, plenty of *joie de vivre*. However, there is a belief in commerce and honest hard work that deserves equal billing.

Business people have been coming to Montreal since 1535. To be frank, they were looking for a shortcut to Asia—for the usual reasons: more business, less overhead. But with North America blocking the way west, this imposing island at the crossroads of the St. Lawrence and Ottawa Rivers was settled and almost immediately opened for business with the aboriginals... and the world.

Many people around the world think of Montreal as a city of many churches and, ironically, plenty of joie de vivre. However, there is a belief in commerce and honest hard work that deserves equal billing.





**“Investing in
Montreal is invest-
ing in the quality of
life, in the environ-
ment, in knowledge,
in a North American
city with a
European twist.”**

Pierre Bourque
Former Mayor of Montreal



By the 1700s, with the rising demand for stylish and warm outerwear in Europe, Montreal and the Hudson's Bay Company were the eye at the centre of the whirlwind fur trade.

Today, the Hudson's Bay Company, now simply called “The Bay,” is still a major source of stylish and warm outerwear, along with a whole lot of innerwear, footwear, silverware, and even software and hardware. And Montreal is called the engine that drives the province of Quebec.

Welcome to Montreal in the 21st Century.

Bienvenue... Welcome... Willkommen...
Benvenuto... Boa vinda... Three hundred years later, in a city the British and the French fought to control, the citizens speak 35 languages, practice 30 religions, and have links to 41 countries... However, these three and a half million people have one thing in common—they're all Montrealers.



Montreal

How do you define a Montrealer? You don't. Because they're a myriad of races, colours, backgrounds, traditions and mother tongues. Whether they are making a point about politics, sports, great restaurants or the weather, most Montrealers can seamlessly slip from French to English, and sometimes to a third language, and half-way back again with a combination of the first two—and everybody gets it. In this world-class city, where communication is organic, the celebration of life is alive and well.

Since the end of the 19th Century, thousands of immigrants have come to Montreal, making it, by the very nature of its diversity, a welcoming and open city. People from all over the world enrich the communities with the best of their

cultures, which the “Paris of North America” embraces with a passion that fuels its legendary joie de vivre.

One of the oldest cities in North America, today's Montreal is cosmopolitan, lively

IN THIS WORLD-CLASS CITY, WHERE COMMUNICATION IS ORGANIC, THE CELEBRATION OF LIFE IS ALIVE AND WELL.

and vibrant. It's where newcomers can enjoy an outstanding quality of life that's made easier with living costs that are among the lowest in the world.

Location, location, location

If Montreal's location made it ideal for the fur trade more than three centuries ago, it's still in the right place at the right time today. With its two international airports, major waterways and

open-year-round harbour, this is the gateway to Canada and the United States. Less than an hour's flight from New York City and Toronto, less than two hours to Chicago and Halifax, Montreal is easy to do business in and from.



THRIVING UNDERGROUND CITY

With its underground, weatherproof city and its clean, safe and efficient rubber-wheeled Metro subway system, Montreal offers an original solution that links all corners of the city and provides a refuge from the sometimes unfriendly weather: freezing in winter, sweltering in summer. The underground 29-kilometre network permits access to all kinds of services, over 1700 stores, restaurants, bars, hotels... even a concert hall and museum.

WORLD CLASS LIVING

A renowned centre for haute cuisine and haute couture, Montreal is the essence of the art of living. The nightlife glitters, the bistros beckon, the nightclubs tantalize... and in the summer, the streets play host to world-class jazz and comedy festivals that attract visitors from all over the globe.

From professional sports teams to symphony orchestras and art galleries, from elegant dining to steamed hot dogs, smoked meat and french fries, and from cycling or roller blading beside the St. Lawrence River to relaxing on a park bench watching the world go by, Montreal has captured the essence of living well on a daily basis.

HIGHER LEARNING

Public education, from preschool to college, is free for Quebec residents and for children of foreign workers on temporary work permits. However, there are many private schools for elementary and secondary schooling and tuition fees vary from \$1,500 to \$3,500 per year.

At the university level, tuition fees in Montreal are among the lowest in North America at about \$2,500 per year. For foreign students, the fees vary from \$7,000 to \$10,000, depending on the number of credits in the program selected. All non-Quebec students are required to pay tuition, but some exceptions may apply (e.g.: members of diplomatic missions or non-governmental organizations).



DESTINATION CANADA

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A RENOWNED CENTRE FOR
HAUTE CUISINE AND HAUTE COUTURE,
 THE ESSENCE OF THE ART OF LIVING.



As Canada's higher learning capital, Montreal is home to four universities with yearly registrations totalling 150,000 students, including 11,000 foreign students from more than 140 different countries.

This year, Newsweek magazine ranked McGill University among the top 12 schools in America. The Université de Montréal is consistently rated as one of the top French-speaking universities in Canada.

UNIVERSITY AND R&D

Montreal universities spend in excess of \$400 million on R&D each year and have a total of about 200 research units. Each

year, the private sector finances about one third of university research. And close to half of all industry R&D financing in Canada is channelled into Montreal.

SPECIALIZED INSTITUTIONS

The Montreal region is enriched by the presence of specialized schools such as the École des Hautes Études Commerciales, the École Polytechnique, the École de Technologie Supérieure and the National School of Public Administration. Among others, the Institut National de la Recherche Scientifique (INRS) furthers scientific



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research, while the Armand-Frappier Institute specializes in biotechnology.

COLLEGES

Colleges in the province of Quebec are known as CEGEPs, which is a French acronym for General and Professional Training College. CEGEP is the first level of post-secondary education. A two-year CEGEP program leads to university training, while a three-year program leads to the job market with a professional certificate. Prior to entering CEGEP, students are required to complete six years of elementary school and five years of high school.

In Montreal, there are 28 public and private CEGEPs with some 90,000 students attending.

TECHNOLOGY TRANSFER CENTRES

Montreal CEGEPs have six technology transfer centres which conduct applied research and provide technical assistance to businesses. There is a highly specialized aerospace technology training center as well as the Centre de technologie des systèmes ordonnés (computer systems technology), the Centre d'Études des procédés chimiques du Québec (chemical processes, chemistry, petrochemicals), the Institut des communications graphiques du Québec (graphic communications), and the Centre spé-

Montreal CEGEPs have six technology transfer centres which conduct applied research and provide technical assistance to businesses.

Investors and entrepreneurs are already reacting positively to Quebec government measures to encourage investment, including a 10-year tax exemption. These new measures, combined with existing incentive policies, make Quebec a preferred choice for major investment projects in North America.

Quebec's provincial tax structure favours growing companies investing in production capacity, especially in new technology sectors. In addition, multimedia and IT companies may benefit from further tax credits when they locate in specially designated down-



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NEW MEASURES, COMBINED WITH EXISTING INCENTIVE POLICIES, MAKE QUEBEC A PREFERRED CHOICE FOR MAJOR INVESTMENT PROJECTS IN NORTH AMERICA.

cialisé de la mode du Québec (fashion design).

OPEN FOR BUSINESS

Whether a newcomer is looking for work or looking to invest, Montreal offers opportunities to establish a career, further a career or build a profitable business.

town buildings such as E-Commerce Place and the Cité du Multimédia.

Investors currently choosing Montreal are benefiting from corporate tax rates that are among the lowest in the industrialized world. And when you consider all the tax benefits, competitive salaries and low



© Béatrice Napoléon / IQ

turnover of R&D specialists, Montreal and the province of Quebec provide an ideal environment for business.

As one of Canada's major industrial, commercial and financial centres, Montreal has a reputation for excellence in several leading sectors:

AEROSPACE

Many high-tech industries have found a home in Montreal, but none more so than aerospace companies. In fact, more than half of the Canadian aerospace industry's activities are conducted in and around Montreal. This is the only place in the world where all the components to build an aircraft can be found within a 30-kilometre radius. With more than 40,000 aerospace jobs and annual sales reaching \$8 billion, Montreal hosts such high flyers as Bombardier, Pratt & Whitney, Rolls Royce, Bell Helicopter, Honeywell, and Lockheed Martin.

In 1998, over \$500 million was spent privately in aerospace research and development. And with a number of specialized schools and universities offering aerospace training, it's no wonder that several large international organisations such as the International Civil Aviation Organization (ICAO), the International Air Transport Association (IATA), and the Airline Telecommunication and Information Services (SITA) conduct their worldwide operations from Montreal.

BIOTECHNOLOGY AND LIFE SCIENCES

Merck Frosst, Abbott Laboratories, Bristol-Myers Squibb, Pfizer... Montreal is recognized as the Canadian capital of original biopharmaceutical products. 66% of Canada's new biotech companies are located here. With the third highest density of biopharmaceutical workers in North America, Montreal also ranks among the top 10 North American cities for the number of biopharmaceutical companies of more than 100 employees.

For those professionals who have their sights on a career in the health industry, there are more than 50 research centres to support their work and contribute to



the success of the biotechnology industry. In 1999, manufacturing shipments totalled \$2.3 billion while more than \$340 million in private R&D spending fuelled new product developments and the industry's forward momentum.

INFORMATION TECHNOLOGY, NEW MEDIA & E-COMMERCE

Among the top four regions in North America for the density of jobs and companies in high-tech sectors, Montreal is home to about 1,700 IT companies employing 61,000 workers. That's a full 75% of Quebec's IT activities. With annual R&D spending as high as \$600 million, internationally renowned companies such as CAE, IBM, Ubi Soft

**This is the only
place in the world
where all the com-
ponents to build an
aircraft can be
found within a 30-
kilometre radius.**

Entertainment, Discreet Logic and Softimage are able to attract highly skilled professionals and contracts from all over the world.

TELECOMMUNICATIONS

Montreal is an extraordinary environment for high-tech companies such as BCE, Microcell Telecom, AT&T, Teleglobe Canada, SR Telecom, Marconi and others. The local workforce offers good technical personnel at every company level, including engineers. Plus, Quebec has one of the world's most favourable R&D tax treatments, which has allowed some companies to obtain nearly twice as many resources per dollar compared to some high-tech U.S. cities. The competitive advantage is tremendous.

With one third of Canadian telecom companies located in Montreal, the industry provides 40,000 jobs in the region. More than 75% of North American Internet traffic travels through optic fibre transmission equipment manufactured in Montreal. And in 2000, Montreal ranked fifth in North America for telecom equipment manufacturing.

LOGISTICS AND DISTRIBUTION

A focal point for trade in North America for almost four centuries, Montreal today is still one of the continent's prime transportation hubs. In fact, more container traffic from Western Europe comes to North America through Montreal than through any other port.

The shortest sea link between Europe and the U.S. allows manufacturers to stay closer to their most important markets. With 100 million consumers living within a one-day drive from Montreal, delivering goods and services quickly and economically is a daily occurrence.

HOUSING COSTS

In a worldwide survey of 30 cities conducted by Century 21 in 2000, Montreal topped the North American space-for-money scale and ranked fifth on the

worldwide scale. For example, the average cost for an executive-quality house with an interior area of 190m², located in a residential suburb 20 kilometres from downtown Montreal is about \$221,000. That same house in Toronto is \$275,000. In Vancouver, the cost leaps to \$320,000, while comparable residences in Boston and New York are going to set you back \$590,000 and \$775,000 respectively.

Prefer to live in the city? The average price for a superior condominium with interior area of 130 m² in downtown Montreal is approximately \$215,000. In Toronto and Vancouver, the prices rise to \$295,000 and \$400,000, while in Boston and New York it is going to cost \$500,000 and \$740,000.

FUN!

All work and no play? That will never do in a city like Montreal. So, once you've got your career on track and your business up and running, it's time for some relaxation and recreation. This is where Montreal's joie de vivre kicks up its heels.

No matter what you enjoy doing for fun, Montreal is ready when you are.

More than 30 musical ensembles perform year-round throughout the region, including the Montreal Symphony Orchestra, the Opéra de Montréal, the Orchestre Métropolitain, the Laval Symphony Orchestra and others. Every July, classical music is featured at the Festival International de Lanaudière in Joliette, northeast of Montreal, with internationally acclaimed musicians and performers in a beautiful country setting.

Summertime is Montreal's festival season and people from all over the world converge on the city each year for the Montreal International Jazz Festival. One of the biggest and best jazz festivals in the world, this event brings together first-rate entertainers who perform in over 400 free and ticketed shows in front of some 2 million visitors.

ALL WORK AND NO PLAY?
THAT WILL NEVER DO
IN A CITY LIKE MONTREAL.

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Montreal also has about 100 theatre companies and the city hosts a number of annual theatre festivals including the Festival de théâtre des Amériques, Shakespeare in the Park, as well as a children's theatre festival.

The city is on the North American circuit for most international tours. Rock bands, symphony orchestras and musicals are featured in world-class facilities such as Place des Arts, the Bell Centre, Théâtre Saint-Denis, the Spectrum, as well as numerous smaller venues throughout the city.

Also, Montreal is home to the acclaimed Cirque du Soleil, the world-renowned circus company that has reinvented this traditional art form and constantly thrills audiences across North America, Europe and Asia.

Film lovers have hundreds of English and French films to choose from. Montreal's World Film Festival is the only North American film festival recognized by the International Federation of Film Producers. Some of the other film festivals that take place in the city include the International Festival of Films on Art, the Festival of Scientific Films, the International Festival of New Cinema and New Media, Vues d'Afrique (African and Creole Film Festival), the Fantasia Film Festival (Asian films), the Jewish Film Festival and more.

Over the last decade, more and more Hollywood films are being shot in Montreal. Producers appreciate this city as a film location, not only for its marvelously varied architectural styles and neighbourhoods, but also for the highly skilled local technicians and industry professionals.

Montreal has over 30 museums and exhibition centres. The largest, in terms of size and scope are the Montreal Museum of Fine Arts, the Contemporary Arts Museum, the Canadian Centre for Architecture, the McCord Museum of Canadian History, and the Pointe-à-Callière Archaeology and History Museum

For more action-packed entertainment, Montreal is a sports fan's dream. Since the 1976 Olympic Games, Montreal has

been equipped with top-notch sports facilities, including a 56,000-seat stadium, with its unique architecture, Olympic swimming pools, a rowing and kayaking course, and the multi-purpose Claude-Robillard Sports Complex. Other large-capacity sports facilities include the Du Maurier Tennis Stadium, which hosts the annual Du Maurier Open, the Gilles Villeneuve Circuit, which welcomes the Formula 1 Grand Prix and thousands of spectators every summer, the Bell Centre (formerly the Molson Centre), home of the Montreal Canadiens, a legendary NHL hockey team, Molson Stadium, which features the very popular professional football team; the Alouettes, plus numerous other sporting event centres.

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Montréal

the city with
the most
advantageous
operating costs*
in North America

* KPMG, 2002 : among cities with a population of 2 million or more.



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If you prefer doing rather than simply watching, you can choose from 50 marinas, 60 basketball courts, 100 golf courses, 150 outdoor pools, 474 soccer and football fields, 700 outdoor tennis courts, 750 kilometres of bike paths and 975 baseball parks. Some of the best golf courses in Canada are in the Montreal region. The Tour de l'île, the world's largest gathering of amateur cyclists, attracts 45,000 participants for a yearly 60-kilometre ride around the island of Montreal. And because the city is an island, water sports enthusiasts can enjoy 625 km of waterways and over 400 islands for a wide variety of boating activities.

The opportunities for fun and entertainment are plentiful here. From the sedate and fascinating Botanical Gardens to the bright lights and glitter of the Casino de Montréal, there is something to soothe or perhaps excite the spirit. From the Cosmodome Space Camp for would-be astronauts to La Ronde for ordinary thrill seekers, Montreal educates as easily as it entertains. And from the Old Port to Saint Joseph's Oratory, the history of Montreal is evident on every corner - the great cities of the world never forget their roots. Find a quiet spot in this island city and listen carefully. Under all the hum and verve of a modern metropolis at work, you sometimes hear the splash of the Voyageurs' paddles bringing their stacks of beaver pelts for trade. And the peal of church bells in the distance is a constant reminder that Mark Twain was so right about Montreal.



André Boulerice
*Minister delegate
Immigration Quebec*

**MINISTER ANDRÉ BOULERICE TELLS US WHY
MONTREAL IS A PLACE TO CALL HOME.**

"The best testimony anyone ever gave to me, came from an immigrant arriving from India. He told me how wonderful it is to live here. He said 'I have the very best schools for my daughter, she can walk freely and safely in the streets whenever she wants'. There is plenty of freedom and

space to travel, you can enjoy every moment and not be corrupted. The cultural life is so exciting; we have everything that New Yorkers have and more".