



Canada's
Technology
Triangle



Where business is heading

Waterloo Region Cambridge Kitchener Waterloo

www.techtriangle.com

Canada's Technology Triangle:
Waterloo Region, Cambridge, Kitchener and Waterloo

“Innovation Station ...”

Presentation to REIN

By Catharine Gerhard - Business Development Officer

Diverse. Innovative. Entrepreneurial.



Canada's Most
Manufacturing-
Intensive Metro
Area



A
Recognized
High Tech
Cluster



Business &
Financial
Services



An Emerging
Life / Health
Sciences
Cluster



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A Strategic Location



- ◆ Astride Hwy 401, Canada's Business Thoroughfare
- ◆ The Region of Waterloo International Airport served by Northwest Airlines
- ◆ 45 Minutes to Canada's Major International Airport, Pearson/Toronto
- ◆ Proximate to US/Canada Border Crossings (Windsor/Detroit, Niagara/Buffalo, Sarnia/Port Huron)
- ◆ 130 Million People within a Day's Drive
- ◆ A 100% Fibre-wired Community



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Region of Waterloo International Airport



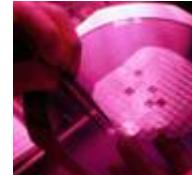
- International scheduled services through Northwest Airlines
- SunQuest and Signature Vacations flights
- WestJet scheduled service to Calgary
- \$27.5 M in Infrastructure Investment in 2002/03



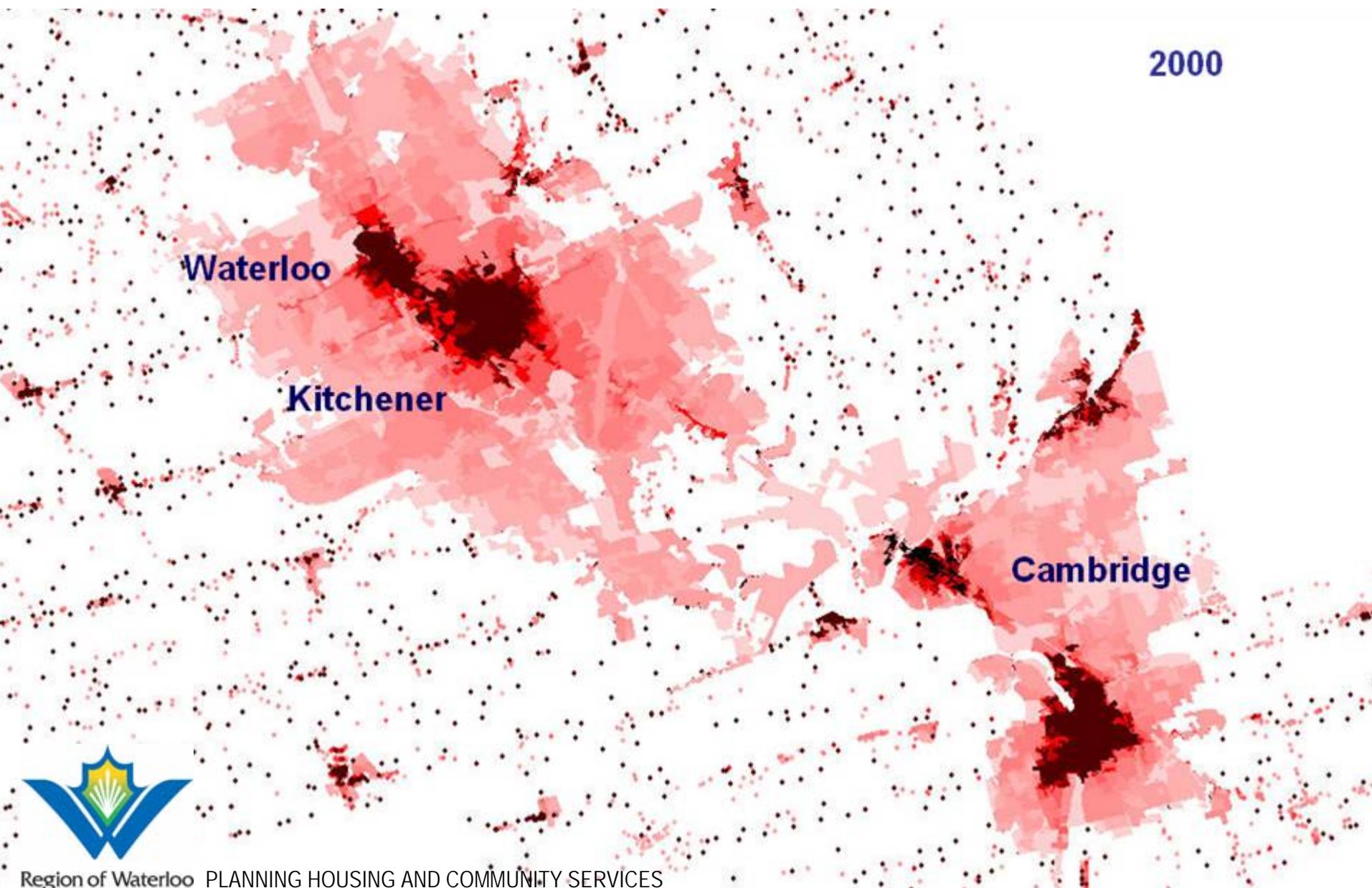
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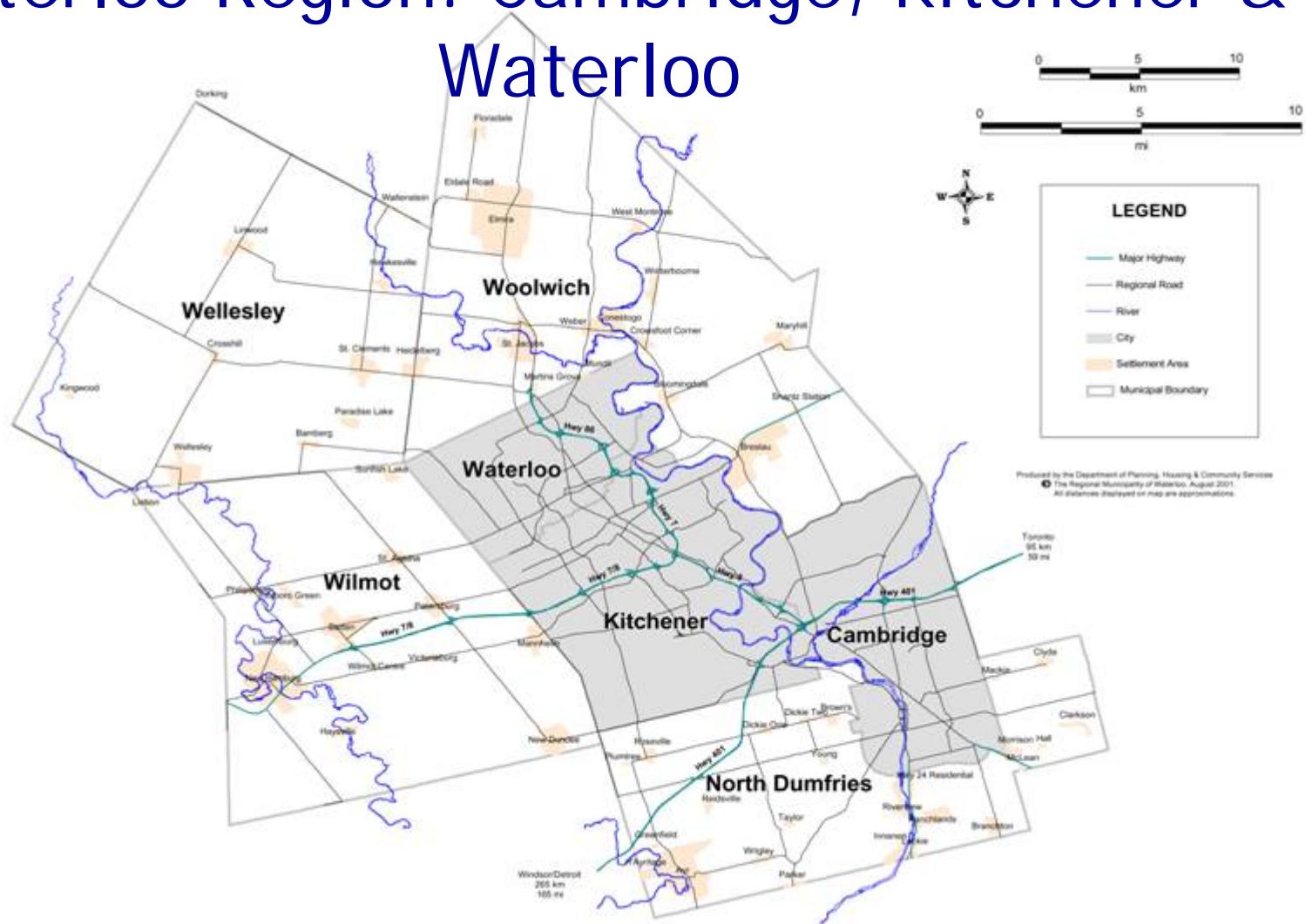
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How We've Grown So Far



Waterloo Region: Cambridge, Kitchener & Waterloo



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A Compelling Story to Tell

Globe and Mail

April 25-28, 2006

"The model for Canada's economic future: Waterloo Region"

"... it has relied on a century of change and innovation to produce one of Canada's strongest economies. It's a knowledge capital with a thriving entrepreneurial culture. It's our future. If Canada is to prosper beyond the current commodities boom, we must learn from Waterloo's success, or risk becoming a global economic backwater."

Report on Business, April 25, 2006



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A Compelling Story to Tell

Premier Dalton McGuinty

“This community is a hotbed of innovation. Whether you are talking about post-secondary institutions, research centres or business and high-tech sectors, this place has it.”

At CIGI, October 21, 2005

Bill Gates

“Just in terms of scale and focus on computer science, Waterloo stands out . . .”

“There are many years when Waterloo is the university that has the most people (at MicroSoft) of any university in the world . . .

Waterloo has always been in the top five every year.”

At University of Waterloo, October 1, 2005

Paul Wells, “Back Page” Column, Maclean’s

“. . . this increasingly fascinating region . . .”

“I’ll just say this: watch it go”

Macleans, October 19, 2005



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Recent Headlines

- New directions for auto industry- Region may be well-positioned to pursue 'green' automotive technology
- German auto parts firm expands into Cambridge
- Region has national allure

Skilled workers attracted to this area, Conference Board of Canada report says

Kitchener CMS is fourth in population density among Canadian cities, behind only Toronto, Montreal and Vancouver. The Conference Board gave the Kitchener census market area several top-five rankings, including third place for gross domestic product per capita, an indicator of wealth, behind Calgary and Edmonton. Waterloo Region also ranked fifth for productivity, fifth for employment rate and fifth for lowest crime rate. With its growing tech sector, the region ranked fifth for innovation. It was second only to Ottawa for the number of patents registered, with 28 patents per 100,000 people. The region ranked eighth for social health, which includes diversity, arts and culture and voter turnout.

December 11, 2007

- Expedia.ca Joins the List of Fortune 500 Company Clients for arvato Growth Brings New Jobs to Kitchener's Downtown



Demographic Benchmarks



- 507,000 people (Regional Municipality of Waterloo 2006)
- Population growth of 8.9% (2001-2006 StatsCan)
- Work force of 272,530 (2006 StatsCan)
- Net Inflow of 23,010 skilled and talented people (2001-2006 StatsCan)
- Immigrants comprise 22% of the population (2006 StatsCan)
- Countries of origin of immigrants shifting from UK, Portugal, Germany and Poland to India, China, Pakistan and Romania (2001-2006 StatsCan)
- 3rd youngest median age of major Canadian urban areas (2006 StatsCan)
- 6% unemployment rate



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Diverse. Innovative. Entrepreneurial.



\$20.9 Billion GDP (2005)



Canada's Most Manufacturing Intensive Regional Economy (26% of work force)

- ❖ Automotive
- ❖ Advanced Manufacturing
- ❖ Fabricated Metal Products
- ❖ Electrical and Electronics
- ❖ Food
- ❖ Machinery
- ❖ Plastics



Recognized High Technology Cluster

- ❖ Information Technologies
- ❖ Communications Technologies
- ❖ Imaging/Photonics
- ❖ Bio/Health Sciences
- ❖ Medical Devices
- ❖ Environmental



Insurance and Business Services



Emerging Life / Health Sciences



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Internationally Oriented



\$12 Billion Goods Exported (2004)



Major Markets: US, UK, China, Germany and Japan



\$50,000 Product Exports Per Employee Compared to \$31,000 for Ontario (2004)



Waterloo Region Exports Greater Than Five Provinces



More Than 240 Foreign-Owned Firms



Major Sources of Foreign Investment: US, Germany, UK, France, Japan and The Netherlands



Recent Investment News

- ❖ Toyota Motor Manufacturing Canada Expansion, Thomas Magnete,
- ❖ R&D Intensive - Google, McAfee, Nuvation, Gabae, Canterriss
- ❖ CAPTEC, Oemeta, Preferred Sourcing, Rimowa
- ❖ CGI Group, Arvato (Bertlesmann), Marusa Marketing, CBCL Outsourcing, Regus
- ❖ KRUG Furniture Consolidation/Expansion (Kitchener)
- ❖ Archways and Mothers's Cookies Consolidation/Expansion (Kitchener)
- ❖ Nordia Expansion
- ❖ University of Waterloo Research + Technology Park
 - ❖ iAnywhere Solutions (a Sybase subsidiary)
 - ❖ Open Text
 - ❖ Accelerator Centre/Multi-tenant Building
 - ❖ Tech Town
- ❖ Municipal/Post-Secondary Partnerships
 - ❖ University of Waterloo School of Architecture, Downtown Cambridge
 - ❖ Wilfrid Laurier University (WLU) School of Social Work, Downtown Kitchener
 - ❖ UW Downtown Kitchener Health Sciences Campus (School of Pharmacy and Regional Medical Education Campus - Michael G. DeGroote School of Medicine)



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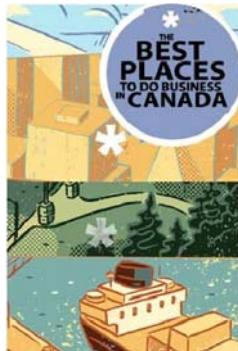




ForeignDirectInvestment

FT Business
FINANCIAL TIMES

TOP 5 Small "North American Cities of the Future" 2007-2008



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Major Employers

(Companies With 500+ Employees)

- Toyota Motor Manufacturing Canada
- Manulife Financial
- Sun Life Financial/Clarica
- Research In Motion
- ATS Automation Tooling Systems
- Schneider Foods
- Kitchener Frame (Martinrea)
- Home Hardware
- CBCL Outsourcing
- Rockwell Automation
- Challenger Motor Freight
- Babcock & Wilcox Canada
- Loblaws Distribution
- Arvato Services (Bertelsmann)
- MTD Products
- Canadian General-Tower
- Economical Insurance Group
- NCR Canada
- Lear Canada
- COM DEV International Ltd.
- Bend All Automotive Incorporated
- Kuntz Electroplating Inc.
- Krug Inc.
- Dare Foods Limited
- Rogers Communication
- Frito-Lay Canada
- BLM Transportation Group



A Few of the Region's Distinctive Products

Luxury SUVs



TMMC Toyota Motor
Manufacturing Canada

Leading-Edge Handheld
Wireless Technology



RIM Research In Motion



Where business is heading

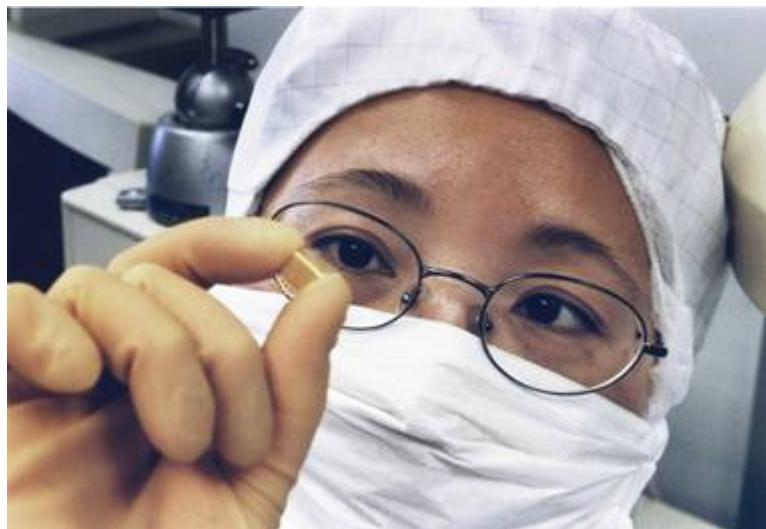
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A Few of the Region's Distinctive Products

Components for Space
Exploration



COM DEV International

Luxury Polycarbonate Luggage



Rimowa



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A Few of the Region's Distinctive Products

Amphibious Vehicles



ODG Ontario Drive & Gear

Quality Delicatessen Meats



Schneiders Foods



A Few of the Region's Distinctive Products

High Resolution Digital Projectors (CP2000)



Christie

Contract Pharmaceutical Research



Orbus Pharma



A Few of the Region's Distinctive Products

Biologics for Agriculture



Stunningly Designed Office Furniture



EMD Crop Bio Science Canada
(Merck KGaA)

Krug



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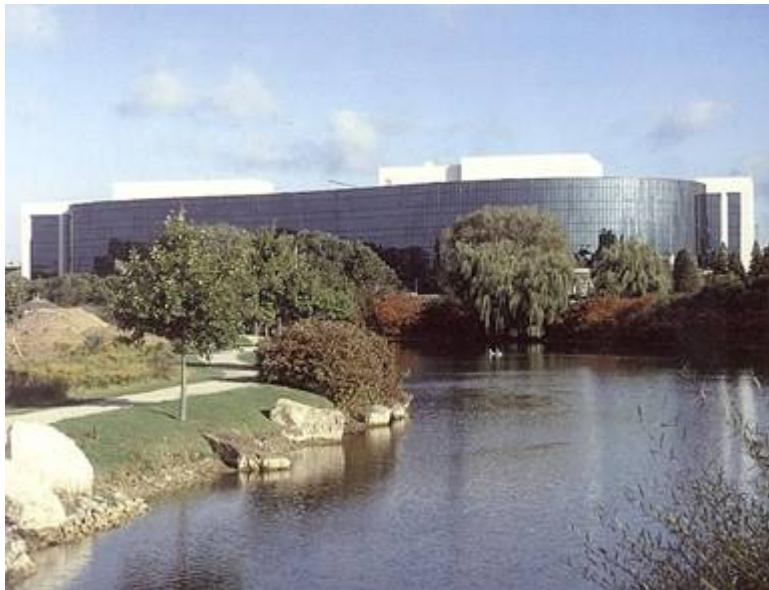
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A Few of the Region's Distinctive Products

Insurance



Manulife Financial

Components for Landing Gear



Héroux-Devtek



World Class Post-Secondary Education



University of Waterloo



Wilfrid Laurier University



Conestoga College Institute of Technology and Advanced Learning



Nearby University of Guelph



Outstanding Post-Secondary Education

Leaders in:



- Cooperative Education
- Mathematics
- Computer Science
- Engineering
- Nanotechnology
- Life Sciences
- Environmental Sciences
- Optometry



- Entrepreneurship
- Economics
- Business
- Architecture
- Social Work
- Music
- Political Science
- Actuarial Science



- 50,000 Full-time Post-Secondary students
- Includes 14,000 co-operative education students



World Class Research



Home to Think Tanks with Global Ambition:

- Perimeter Institute for Theoretical Physics,
- The Centre for International Governance Innovation (CIGI), and
- The Academic Council on the United Nations System (ACUNS).



150 Research Centres



\$277 Million in Private-Sector R&D (2002)



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Regional Growth Management Strategy

Accommodating future growth



729,000 Population By 2031



Reinforcing Growth of City Cores



Rapid Transit Along Central Transit Corridor



Development Incentives



Brownfield Development



Maintaining Urban/Rural Boundaries



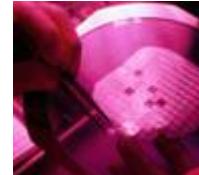
Conservation Reserves



130,000 New Jobs By 2031



Expansion of Employment Lands



Transportation Infrastructure



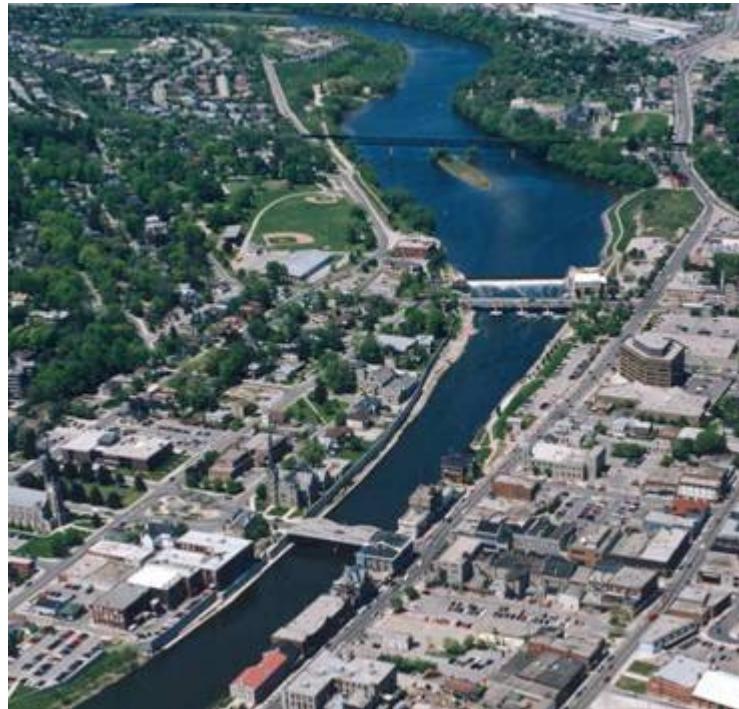
Integrated Grand
River Transit and New
iExpress Transit



Proposed Rapid Transit in Central
Transportation Corridor



Three Urban Core Areas



Downtown Cambridge



UpTown Waterloo



Downtown Kitchener



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Innovative Revitalization Projects



Lang Tannery

The Barrelyards



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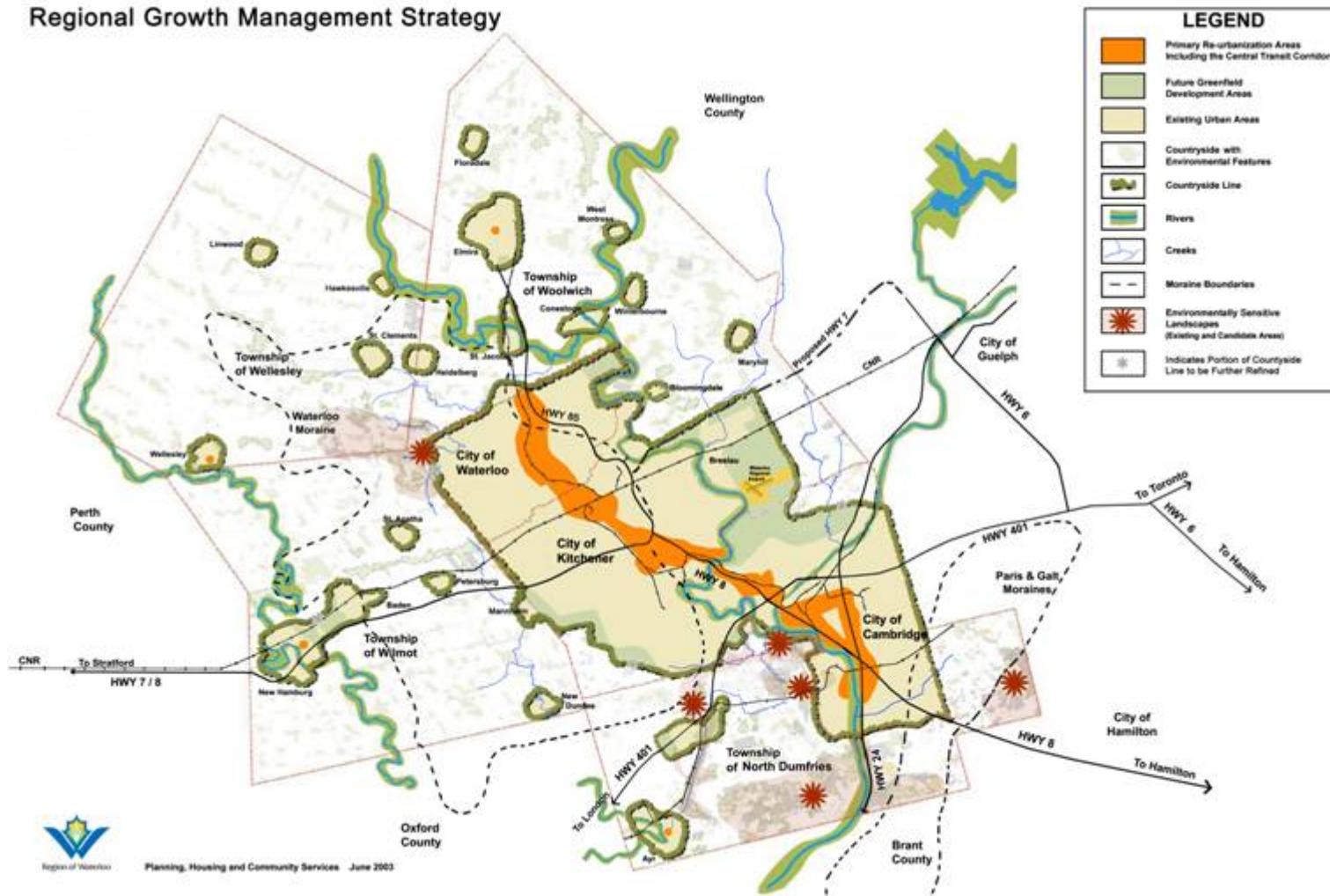
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Regional Growth Management Strategy

Regional Growth Management Strategy

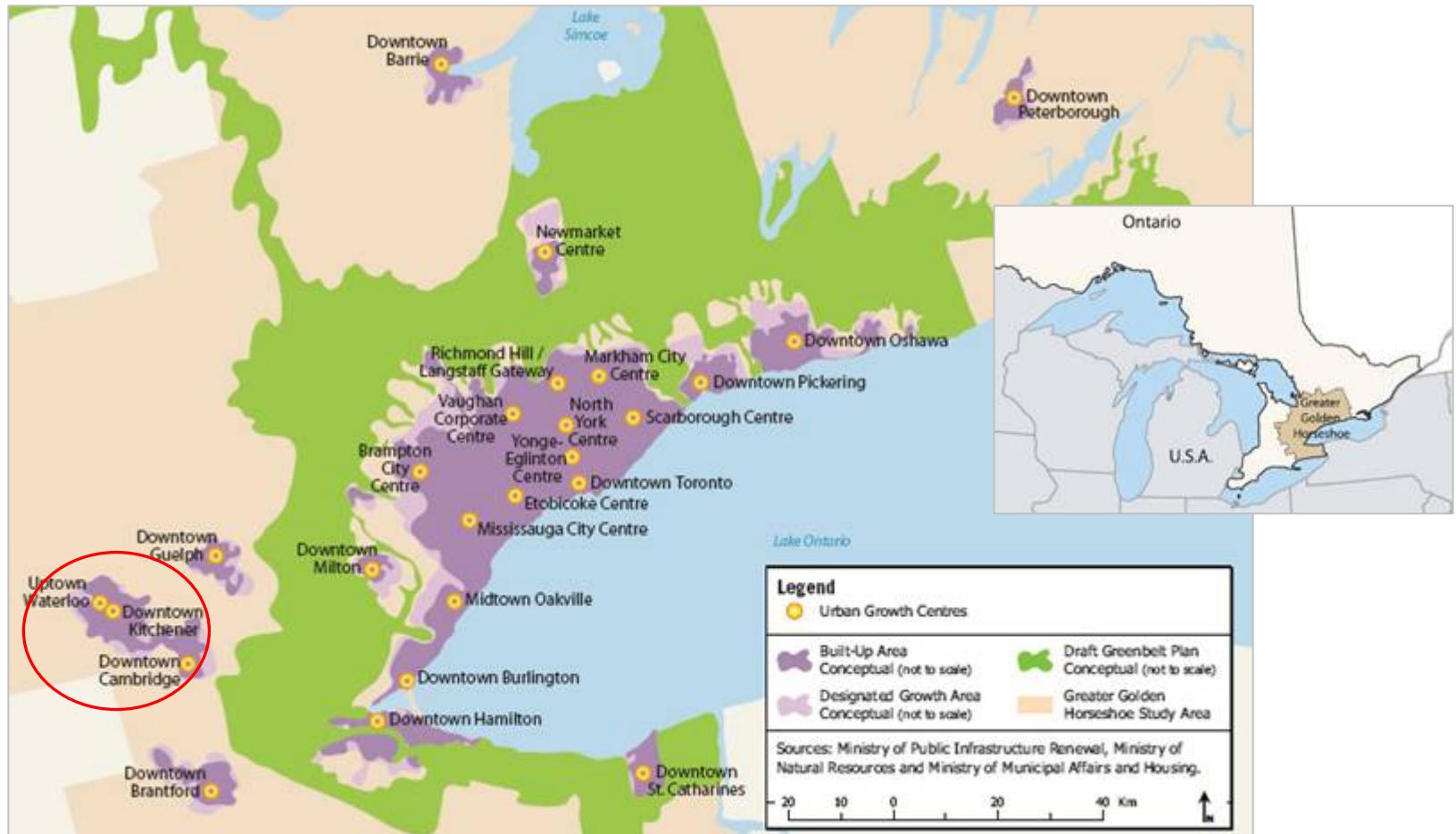


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Ontario's "Places to Grow" Growth Plan for the Greater Golden Horseshoe



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Telecommunications Infrastructure

- ❖ National Providers such as Bell Canada, Allstream & Rogers
- ❖ Full Cellular Capabilities (Digital/Analogue)
- ❖ Locally owned Atria Networks, sub of power utilities
- ❖ Fibre-optic Metro Ethernet to 1,000 Mbps
- ❖ Bandwidth from ISDN to OC-48 to Gig-E
- ❖ Fully Redundant
- ❖ Wireless Internet (Wi-Fi) Zones
- ❖ Waterloo Region Education & Public Network (WREPNet)
Utilizes Atria to Connect 200 Public Sector Sites
- ❖ Commercially Available Server Fortress



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Neighborhoods for Every Taste



Multi-Residential
Central
Urban Options



New Two-Storey Homes



Established
Residential
Neighbourhoods



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Kitchener-Waterloo Real Estate Board

Dec 31/08

NUMBER OF UNITS SOLD (ALL CATEGORIES)

	YTD 08	YTD 07	%CHANGE 07/08
Total Residential Only	6,115	6,811	10.2-
Multi Family	189	246	23.2-

UNITS SALES BY TYPE OF DWELLING (RESIDENTIAL ONLY)

	YTD 08	YTD 07	%CHANGE 07/08
Sgl Family-Detached	3,972	4,515	12.0-
Semi-Detached	507	618	18.0-
Freehold Townhouse	453	484	6.4-
Condominium Unit	1,123	1,131	0.7-



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Kitchener-Waterloo Real Estate Board

Dec 31/08

UNIT SALES -- RESALE AND NEW (RESIDENTIAL ONLY)

	YTD 08	YTD 07	%CHANGE 07/08
Resale Homes	5,553	6,108	9.1-
New Homes	562	703	20.1-
Total	6,115	6,811	10.2-



Kitchener-Waterloo Real Estate Board

Dec 31/08

UNIT SALES BY PRICE CATEGORY (RESIDENTIAL ONLY)

		YTD 08	YTD 07	%CHANGE 07/08
Under	\$50,000	72	52	38.5
50,000	99,999	31	51	39.2-
100,000	124,999	130	240	45.8-
125,000	149,999	330	414	20.3-
150,000	174,999	393	492	20.1-
175,000	199,999	554	847	34.6-
200,000	224,999	828	1,084	23.6-
225,000	249,999	1,000	1,020	2.0-
250,000	274,999	750	690	8.7
275,000	299,999	484	474	2.1
300,000	349,999	599	607	1.3-
350,000	399,999	371	357	3.9
400,000	499,999	323	291	11.0
500,000	749,999	199	167	19.2
750,000	999,999	39	19	105.3
OVER	1,000,000	12	6	100.0
Total-Residential Only		6,115	6,811	10.2-



Kitchener-Waterloo Real Estate Board

Dec 31/08

AVERAGE SALE PRICE (RESIDENTIAL ONLY - ALL AREAS)

	YTD 08	YTD 07	%CHANGE 07/08
Sgl Family-Detached	\$302,711	\$283,126	6.9
Semi-Detached	\$207,124	\$194,271	6.6
Freehold Townhouse	\$227,908	\$211,428	7.8
Condominium Unit	\$174,347	\$163,765	6.5
Total-All Categories	\$264,367	\$248,882	6.2
Link Home	\$218,486	\$200,552	8.9
Cottage / Recreational	\$170,954	\$143,740	18.9
Mobile Home	\$78,591	\$62,500	25.7



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Kitchener-Waterloo Real Estate Board

Dec 31/08

MEDIAN SALE PRICE (RESIDENTIAL ONLY - ALL AREAS)

	YTD 08	YTD 07	%CHANGE 07/08
Sgl Family-Detached	\$271,000	\$256,000	5.9
Semi-Detached	\$206,000	\$192,000	7.3
Freehold Townhouse	\$227,000	\$210,000	8.1
Condominium Unit	\$162,000	\$147,900	9.5
Total-All Categories	\$242,000	\$229,900	5.3
Link Home	\$220,000	\$204,750	7.4
Cottage / Recreational	\$165,000	\$147,000	12.2
Mobile Home	\$79,000	\$58,000	36.2



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Kitchener-Waterloo Real Estate Board

Dec 31/08

NEW LISTINGS PROCESSED

	YTD 08	YTD 07	%CHANGE 07/08
Sgl Family-Detached	7,059	6,730	4.9
Sgl Family-All Other	2,952	2,916	1.2
Total Residential Only	10,011	9,646	3.8
Multi Family	510	518	1.5-
Total - All Categories	12,321	11,797	4.4
Land	280	227	23.3
Commercial	1,428	1,312	8.8



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Kitchener-Waterloo Real Estate Board

Dec 31/08

NUMBER OF ACTIVE LISTINGS (END OF PERIOD)

	DEC 08	DEC 07	%CHANGE 07/08	NOV 08	%CHANGE NOV/DEC
Sgl Family-Detached	1,122	871	28.8	1,497	25.1-
Sgl Family-All other	440	360	22.2	536	17.9-
Total Residential Only	1,562	1,231	26.9	2,033	23.2-
Total - All Categories	2,400	1,985	20.9	3,078	22.0-

Strong Sense of Community

Deep Traditions



- Early German Settlement
- Mennonite Traditions
- Okttoberfest! 2nd Largest Bavarian Festival
- Many Other Cultural festivals
- Farmers Markets
- Scottish Roots



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Arts, Culture & Heritage

- ❖ Artists in Residence
- ❖ Cambridge Centre for the Arts
- ❖ Canadian Clay & Glass Gallery
- ❖ Castle Killbride
- ❖ Centre in the Square
- ❖ Centre for International Governance Innovation Lectures
- ❖ Center In The Square
- ❖ Doon Heritage Crossroads
- ❖ Elam Martin Farmstead
- ❖ Kitchener Industrial Artifacts
- ❖ Kitchener Waterloo Art Gallery
- ❖ Kitchener Waterloo Chamber Music Society
- ❖ The Grand Philharmonic Choir
- ❖ Kitchener Waterloo Symphony Orchestra

- ❖ Moorside: Mackenzie King Estate
- ❖ McDougall's Cottage Interpretive Centre
- ❖ Nearby Stratford Festival
- ❖ Opera Ontario: Kitchener Waterloo Opera
- ❖ Perimeter Institute Culture Club
- ❖ Perimeter Institute Public Lecture Series
- ❖ Registry Theatre
- ❖ Rotuna Gallery
- ❖ Steckle Farmstead
- ❖ St. Jacob's Country
- ❖ Theatre Athena
- ❖ Theatre Cambridge
- ❖ Joseph Schneider Haus Museum & Gallery
- ❖ Theatre & Company
- ❖ Homer Watson House & Gallery
- ❖ Waterloo Entertainment Centre
- ❖ Waterloo Regional Children's Museum



Festivals

- ▷ Cambridge Grand Riverfest
- ▷ Cambridge Fall Fair
- ▷ The Cambridge Highland Games
- ▷ Chriskindlmarkt
- ▷ Drayton Festival
- ▷ Elmira Maple Syrup Festival
- ▷ Grand River Baroque Festival
- ▷ Grand Christmas
- ▷ Kitchener Blues Festival
- ▷ Multicultural Festival



- ▷ Mill Race Festival of Traditional Folk Music
- ▷ Oktoberfest
- ▷ Open Ears Festival
- ▷ Uptown Waterloo Jazz Festival
- ▷ Waterloo Buskers Festival
- ▷ Waterloo Community Arts Festival
- ▷ Waterloo County Quilt Festival
- ▷ Wellesley Apple Butter and Cheese Festival



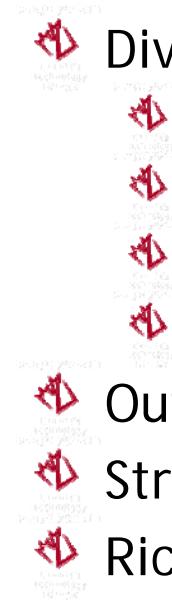
Recreation

- ❖ A Heritage River: The Grand River
 - ❖ Grand River Trails
 - ❖ Canoeing & Rafting
 - ❖ Sport Fishing
- ❖ 6 Conservation Areas and Over 3,000 Acres of Parks
- ❖ More than 22 Golf Courses
- ❖ Nearby African Lion Safari
- ❖ Bingemans Park
- ❖ Chicopee Ski Resort
- ❖ RIM Park (Waterloo)
- ❖ Sports World
- ❖ The Kitchener Auditorium
- ❖ The Trans-Canada Trail
- ❖ Wings of Paradise Butterfly Conservatory
- ❖ Within 1½ hours of 3 Great Lakes



What Defines the Waterloo Region

Canada's Technology Triangle



Diverse. Innovative. Entrepreneurial.

- ◆ A Growth Leader
- ◆ Skilled and Educated Talent Pool
- ◆ Cost Competitive
- ◆ Internationally Oriented
- ◆ Outstanding Post-Secondary Educational Institutions
- ◆ Strategic Location
- ◆ Rich Traditions and a Vibrant Lifestyle



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