



Invest in Canada



Manitoba

Total area: 647,797 km²	Capital: Winnipeg
Demographics (2007)	
Population of the province • 1,208,000 <ul style="list-style-type: none"> • Early settlers were primarily of British or French origin. Currently, an ethnically diverse population, with a significant Francophone community. • Around 60% live in Winnipeg. 	Population of major urban centres (000s) Winnipeg (CMA) ¹ 720,000 Brandon (CA) ² 43,000 Portage la Prairie (CA) 13,000 Thompson (CA) 13.2 Steinbach (ity) 11.1
Total labour force (000s) 597	Employment by industry (000s) Wholesale and Retail Trade 89.4 Healthcare and Social 79.8 Manufacturing 70.6 Transportation & Warehousing 34.3
Economy (2008)	
Real GDP growth 2.2% Unemployment rate 4.2%	Total international trade (\$CDN billions) Exports 11.0 Imports 13.0
Trade and Investment (2008)	
International export markets (%) United States 69.1 Japan 4.9 China 4.8	Top four international exports (%) Manufacturing 71 Agriculture 18 Electrical Power 5 Electrical Mining 3

¹ CMA: Census Metropolitan Area

² CA: Census Agglomeration



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Business and Investment Environment

- Service industries account for 73% of the GDP –ensuring a stable economy.
- Expected to post one of the best economic performances in Canada in 2009 and independent forecasters predict the province's economy will outperform Canada's for the fourth consecutive year.
- Economic growth of 2.2% in 2008- more than four times the national increase.
- One of Canada's most diversified economies, helping to make it the most stable economic performer in the country.
- Competitive tax rates and R&D tax credits, low land costs and the most affordable housing in Canada.
- Home to an extensive and rapidly-growing network of research facilities in agri-foods, biotechnology, engineering and communications.
- A well-educated, productive and multilingual workforce is available at competitive wage rates.
- Manitoba is home to Great West Life Co., IGM Financial and Canwest Global Communications Corporation. Other multinational corporations that have established or expanded operations include Boeing Canada Technology, Motor Coach Industries, Biovail Corporation, Maple Leaf Foods, Standard Aero Limited, Monsanto, Pillsbury, 3M Canada and Magellan Aerospace.

Sectoral Strength

Aerospace

- The industry directly employed an estimated 5,100 people and brought in revenues exceeding \$1.6 billion in 2008.
- Aerospace manufacturing, and repair & overhaul account for approximately 80% of industry revenues with aerospace training and services providing 20%.
- The industry is led by four world-class firms -- Boeing Technology Canada, StandardAero, Magellan Aerospace Limited – Winnipeg (Bristol Aerospace), and Aveos Fleet Performance Inc., as well as 23 established regional and national firms.

Life sciences: biotechnology and pharmaceuticals

- Home to 41 companies with 2,300 employees.
- 30 research and development establishments, representing employment of 1,900.
- Diverse industry including pharmaceutical & biopharmaceutical R&D and production, agricultural biotechnology, including: development of crop varieties with improved pest resistance and enhanced qualities, cereal and oilseed quality and pathology, cereal genomics, identification and extraction of high value materials from crops.
- Biovail Corporation is one of the largest Canadian-owned pharmaceutical companies in the world. The firm recently completed a \$28 million expansion of its Manitoba-based biopharmaceutical manufacturing capacity in Steinbach. This expansion is in addition to a recently completed \$44 million expansion at the same facility.

Electricity and Natural Gas Technologies

- Total revenues in 2005-2006 were \$2.39 billion.
- The industry directly employs 4,400 persons and \$11 billion in capital assets.
- Predominant activities are the generation, transmission and distribution of hydroelectric power; and the transmission and distribution of natural gas.
- Hydroelectric power represents 98% of electrical power generated in Manitoba.
- Manitoba Hydro is the province's sole electrical utility with a power supply generated primarily from renewable and clean sources of energy: 14 hydroelectric stations and a wind farm.

Information and Communications Technologies (ICT)

- Employs over 15,000 Manitobans and generates revenues of over \$600 million.
- Exports more than \$227 million worth of goods throughout the world
- Over 1,500 companies in the sector (concentrated in Winnipeg) are supported by an extensive network of R&D organizations.
- Capabilities include geomatics, microelectronics, broadcast & digital media, biomedical informatics, software and communications technologies.



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Advanced Manufacturing

- A major cluster centred on OEM equipment manufacturing (transportation equipment, agricultural equipment and aerospace).
- Significant government/industry partnership programming (e.g., Advanced Manufacturing Initiative, Vehicle Technology Centre and Composites Innovation Centre).

Culture and New Media

- Diverse cluster of activity in print, film and sound and digital media.
- Manitoba's film industry (including indigenous and off-shore production) has grown from \$9.6 million in 1992/93 to about \$125 million in 2005/2006.

Other key sectors

- Chemicals
- Environmental services
- Fabricated metal products
- Financial services
- Furniture and building products
- Machinery and equipment
- Paper products
- Plastics
- Resource-based industries
- Transportation equipment

To learn more about other investment opportunities in Canada, please contact:

Invest in Canada Bureau

Email: investincanada@international.gc.ca

Internet : www.investincanada.gc.ca