

NETHERLANDS - CANADA MISSION

GROW YOUR BUSINESS TODAY

Greetings,

A Canadian delegation from the Greater Toronto Marketing Alliance (GTMA), will be visiting the Netherlands from March 30 to April 3, 2015 in order to meet with companies who are interested in Canada as a gateway to expand their business into the North American marketplace. Vice-President of Corporate and Investor Services of the Greater Toronto Marketing Alliance (GTMA), Mr. Tony Romano, welcomes the opportunity to meet with you and with your clients interested in the Canadian marketplace to learn more about their plans for expansion into North America.

The Greater Toronto Marketing Alliance (www.greatertoronto.org) assists companies interested in the Canadian market place. The GTMA serves global companies with integrity and respect, providing services that are **free and confidential**. Also, high on the list, is their commitment to providing the best advice they can in ensuring that companies have the information they need to undertake their market due diligence. From its inception, the GTMA has assisted hundreds of foreign companies establish their operations in the Greater Toronto Area (GTA).

How can the GTMA help you?

The GTMA leverages their dedicated team of private and public sector partners to ensure newcomers find the ideal business location and effectively setup their operations in the Canadian market. Without a doubt, the single most important task is ensuring the effective management and servicing of active investment prospects and clients. This partnership helps guarantee that investors benefit from the competitive Canadian dollar, educated workforce and research & development advantages that the GTA has to offer.

Whether the company is at a preliminary stage or into the decision making process, we would like you to consider the GTMA as a value-added partner. The GTMA understands the variables and uncertainties companies face when expanding to a foreign market, which is why they create a partnership that assists companies in the most competitive fields such as real estate, legal, immigration and accounting to help businesses make a sound investment decision.

But it does not end there; the GTMA introduces investors to key public sector officials and private sector companies in order to build a relevant network that will help the investor's project grow in the North American market. Investors do not have to worry about scheduling meetings; the GTMA coordinates meeting itineraries and visitation programs. The GTMA will help your investment run smoothly and hassle free, always taking advantage of the top opportunities available.

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A Value-Added Partnership

The GTMA takes a team approach. In a nutshell, the GTMA's clients have access to experts and leaders in the legal accounting, human resources and banking topics. I have attached the document 'Value Proposition' which details the services that they are ready to offer and research on why the Greater Toronto Area is the next step for your business.

By doing business in Ontario and in particular in the GTA, companies from the Netherlands can benefit from the following:

- The GTA is projected to be the fastest growing region of Ontario with an average GDP growth forecast of 3.3% between 2012-2015 is an average of 3.3%
- Low-risk business environment: The World Economic Forum has rated Canada's banking system as the soundest in the world for five years in a row.
- Proximity and Access to Market: Located within an 800 kilometer (500-mile) radius of 135 million people
- Diverse Economy: Labour Force: Toronto is home to 40% of Canada's corporate headquarters.
- Cost Competitive –Corporate Tax Rates in Ontario are a total of 26.5% -combined Federal and Provincial.
- R & D Cost Advantages: Ontario offers attractive tax credits. With an after-tax cost of \$100 R&D Expenditure, small and medium sized manufacturers can spend as little as \$40.11 actual expenditure.
- Recent signature of CETA Agreement: The agreement will remove over 99% of tariffs between the two economies and create sizeable new market access opportunities in services and investment.

This is just a glimpse of the advantages available to you and your clients and that are currently being explored by many companies. Additional information on the Greater Toronto's investment value proposition has been attached for your review.

If you are interested in learning more about the mission or would like to book a meeting with Mr. Tony Romano, please contact Ms. Seema Singh.

Seema Singh
416-315-8179
seema@thinkCOMPASS.ca