

You should know about New Brunswick, Canada



Home to 729,500 people, the province of New Brunswick is located in Eastern Canada, adjacent to New England and sharing the border with the state of Maine to the southwest.

New Brunswick boasts a dynamic and steadily diversifying economy – a happy and productive marriage of traditional, resource-based industries, and technology-oriented knowledge-sector enterprises. Its people are heirs to a rich and varied history of social and linguistic harmony – New Brunswick is Canada's only officially bilingual province (66% anglophone, 33% francophone).

As a place to visit, New Brunswick is second to none in its mix of natural splendours and urban amenities. As a place to live, New Brunswick offers safe neighbourhoods, friendly people, affordable housing and a stimulating environment for live theatre, music and film, fresh and sea water boating, kayaking and whale watching, plus world class hiking, climbing and national level sports.

The Gateway to the USA!

- Situated in the heart of the Atlantic Trading Rim, New Brunswick is strategically located at the tip of I-95 for investment and trade, and within deal-making distance of two of the world's great trading blocs: The European Union and the United States. The Port of Saint John is closer to Europe than any other U.S. seaport and offers year-round deep-water service.
- New Brunswick's relationship with the United States predates both the Canadian Confederation and the American Revolution. Strong social and economic ties continue to characterize the province's kinship to its neighbours across the border.
- New Brunswick industry is able to offer cost-effective next day delivery to a marketplace of more than 70 million consumers including Toronto, Boston and New York, thanks to world-class intermodal shipping networks.
- NAFTA creates a single North American market of nearly 400 million consumers – larger than the European Union – and a combined GDP of \$11 trillion CDN, one of the richest in the world. New Brunswick companies have preferred access – no quotas, no tariffs on Canadian-manufactured exports to the United States, and duty deferral and reimbursement programs for U.S. imports.



We're Well-Educated and Productive!

- With a total population of 729,500, New Brunswick boasts one of the highest per capita concentrations of institutes of higher learning in Canada. Indeed, the province is home to 17 universities and community college campuses, as well as over 100 private training institutions. That is one institution for every 6,200 people.
- New Brunswick's educational attainment rates are consistently higher than many other Canadian provinces with more young people graduating from high school and qualifying for enrollment in post-secondary institutions. All high school graduates must be computer-literate, a pre-requisite since the mid 90's.
- Mount Allison University, based in Sackville, has been ranked Canada's "best undergraduate university" for 10 years running, and has produced, over the years, no fewer than 42 Rhodes Scholars.
- The Université de Moncton, based in Moncton, boasts the highest proportion of graduating students in Canada.
- UNB, with campuses in Fredericton and Saint John, is the oldest English-language University in the country. Since the Second World War, it has developed into a comprehensive, multi-campus organization with students and alumni from across Canada and around the world, a broad research capability, a strong record of service to the community, and linkages to more than 60 international institutions. Its Faculty of Engineering ranks among the top 20% of undergraduate engineering schools in North America and 87% of professional engineers employed in New Brunswick are UNB graduates (2,600 of 3,000).

We're Competitive!

- New Brunswick is one of the most competitive business locations in the world in terms of energy, leased space, payroll, capital investment and training. New Brunswick's energy is safe, clean, economical and reliable. This degree of reliability and the fact that costs are as low as 25% of U.S. industrial rates ensures that our power infrastructure is one of our most compelling features. New Brunswick's employer-paid costs are only 15% of payroll, compared with as much as 32% in the United States. Health care costs are funded by the government, at no cost to the employer. And sales taxes are 100% refundable for most businesses.



- With a participation rate of 63% and unemployment rates typically hovering around 10-11%, New Brunswick has an ample supply of qualified workers. New Brunswickers also work, on average, longer hours than other Canadians. The province has a surplus of workers in several key occupations, including clerical and white collar, and thousands of people underemployed seeking full-time work.
- The average New Brunswicker remains in one place of employment for eight years, more than double the norm in the United States. Absenteeism is also among the lowest in Canada, only 8.6 days lost per worker per year on average, translating into increased savings for New Brunswick based companies, and worker-initiated turnover is well under 5% across all industries.
- In a recent survey of employers in New Brunswick, 93% said that they were satisfied with their employees' performance. Only 5.4% of New Brunswickers work from their homes. The vast majority prefers to work with others in social, team-oriented settings and many are willing to commute or relocate for better employment opportunities.

We're Ready for Business!

- Over the past 10 years, New Brunswick exports have more than doubled. More than \$8 billion CDN worth of goods were produced for world markets in 2001, representing 41.2% of GDP.
- We are exporters. We understand trade and the drive to be globally competitive. Over 1000 New Brunswick companies profitably export to 111 countries around the world. About 85% of New Brunswick's exports are destined for the US market, nearly half of all trade in goods and services are destined for the New England marketplace just next door.
- New Brunswick possesses one of the most advanced information technology infrastructures in North America, able to boast two fully-digital telecommunications networks with advanced broadband capabilities, and technology-oriented firms clustered in key parts of the province. We are known as the "living lab" in telecommunications circles.
- Independent studies have highlighted New Brunswick's competitive advantages over several U.S. and Canadian cities in a variety of industries including Contact Centres, Metal Fabrication, Light Manufacturing, Plastics, Technical Services, Agri-food processing, textiles, and IT.



We're Innovative!

- New Brunswick develops and delivers the largest per capita number of online courses in the world – hosting more than 250,000 students at any given time. We were the first to offer a degree program in multimedia and electronic commerce, and to provide a home to Microsoft Corporation's Virtual Campus.
- New Brunswick's climate of higher learning has helped breed one of the highest per capita concentrations of R&D firms in Canada.

We're Attracting the World!

- New Brunswick is a profitable Canadian base of operations for multinationals. Xerox, IBM, UPS, Uponor Group, Kanälfakt, URBAN Machinery, Marriott Lodging, ICT, McCain Foods, CGI, Sunflag Group, and The Irving Group are only a few of the global enterprises that call New Brunswick home.
- New Brunswick attracted nearly 1.5 million visitors to the province in 2001, generating \$900 million CDN in tourism revenues. A quarter of all visitations originated from the United States and 2% came from Europe.
- In 2000, the Society of American Travel Writers chose two New Brunswick attractions, Kings Landing Historic Settlement and the Hopewell Rocks Tidal Exploration Site, for their prestigious Phoenix Award.

We're Culturally Dynamic!

- New Brunswick is becoming a hot location for production films too. In just 5 years, 109 productions ranging from feature length films, documentaries and popular children's programming to a \$22 million CDN dollar science fiction series have been shot in picturesque New Brunswick.

Are You Interested in Doing Business with New Brunswick?

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