



By Prem Prathap

Canada as we all know is one of the most vibrant countries in the world & could easily be called a Melting Pot of cultures. With a GDP Nominal of \$1.75 Trillion, Canada features in the Top 10 economies of the world and the country enjoys a bright-spot in the G7 Bloc of nations.



TALENT ACQUISITION

With immigration at break-neck speed and a positive business climate, Canada continues to attract the best & brightest from across the world.

It could also be the “Trump Effect” that we see ever increasing “Talent cross-over” from across its southern border and IT (Information Technology) sector benefiting the most from this under the new “Express Entry” program.

Most of them already working with major Tech Corporations in the United States and coming through either an ICT (Intra Company Transfer) or taking the traditional PR route.

Express Entry: - Canada's world-renowned Points based PR application System

Date Implemented: - Jan - 2016

BUSINESS MIGRATION

CANADA is also dynamically welcoming Business Migrants who can invest in Canada, or start a business in Canada and this in turn support the continuous and strategic development of the Canadian economy and most importantly creates jobs for Canadians and Permanent Residents.

This is a very dynamic and exciting stream where both federal and provincial government is investing their resources. They need every such business coming to Canada grow, prosper and scale which in turn contributes to nation building as we discussed.

Other Immigration streams are also contributing to the success of these new businesses as we have more and more people making different Canadian Cities/Provinces their homes and that means more money in circulation in the economy by diverse ways of spending which ranges from Grocery shopping to Real Estate Investments.

This makes virtually every industry attractive depending on the choice of your location/city for your business and this choice is significant as one location might have a huge opportunity for speciality cuisine whereas the other one has housing demand.



Excerpts from CTV news Feb 2020 article: -

"Canada's population growth is being felt most in the nation's cities – but not necessarily the biggest cities.

Statistics Canada break down the country's population as of July 1, 2019, in each of the city's largest population centres, which it refers to as census metropolitan areas (CMAs).

These 35 CMAs are home to more than 70 per cent of Canada's population, and their share is getting bigger. Their population increased by 1.7 per cent between July 2018 and July 2019, as compared to 0.6 per cent population growth in the more rural areas not covered by CMAs.

One CMA clearly led the way when it came to population growth: Kitchener, Cambridge and Waterloo, Ont. added 2.8 per cent more residents during the year, well ahead of the 2.3-per-cent growth rate in London-Ontario and the Ontario portion of Ottawa-Gatineau, Halifax, Saskatoon & Edmonton rounded out the top six cities for population rate growth."

What does that mean!

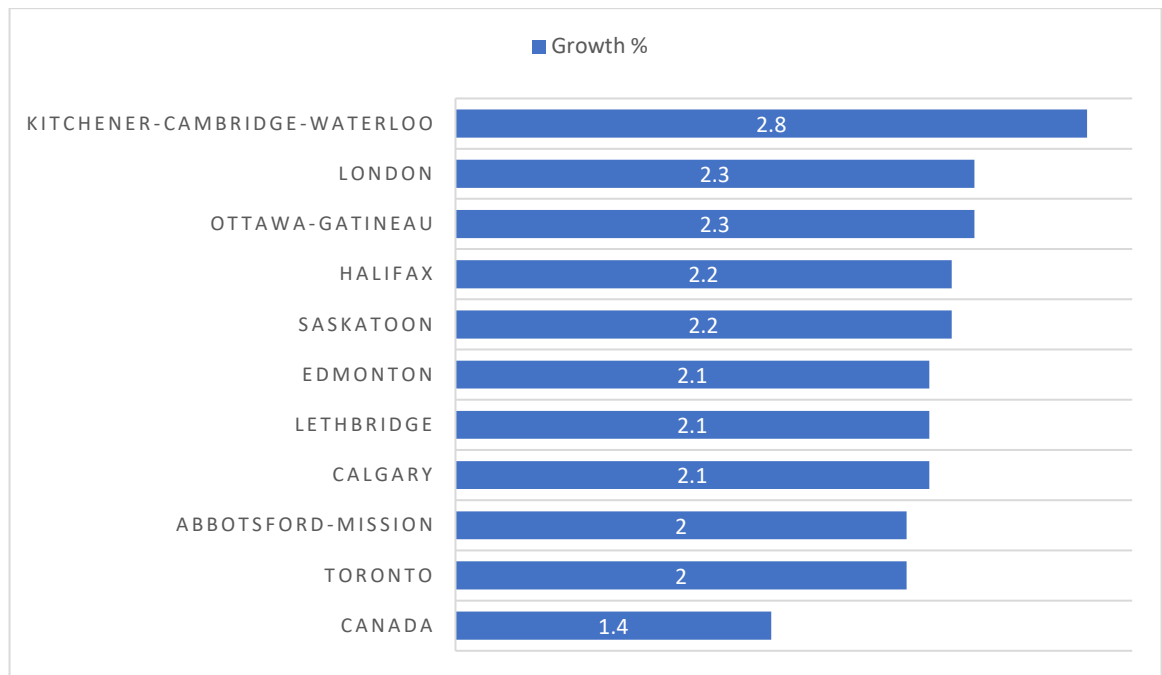
This means a Restaurateur from India should be looking at growth corridors with newly settling Indian diaspora rather than the saturated traditional markets where there is high competition and pricing challenges.

Or if you are a Construction company, there are emerging residential markets with housing shortages which should be your priority over big cities like Toronto, Vancouver or Montreal which are Real-Estate hotspots with tight competition and established big players.

Population growth rate by census metropolitan area, 2018/2019, Canada: -

(Source – Statistics Canada)

STATISTICS CANADA
2018-2019



How do you figure all this out sitting far away from Canada!

That's what we do for you.

We at TO TORONTO INC looks at every business in a holistic way as we know every business is different and the challenges and opportunities they have can be as different as "Night & Day".

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