



innovative **solutions**,  
**global reach**

In one of the **fastest growing areas in North America**, Barrie provides the ideal location to operate a manufacturing business.

**investbarrie**

invest in barrie: **manufacturing**

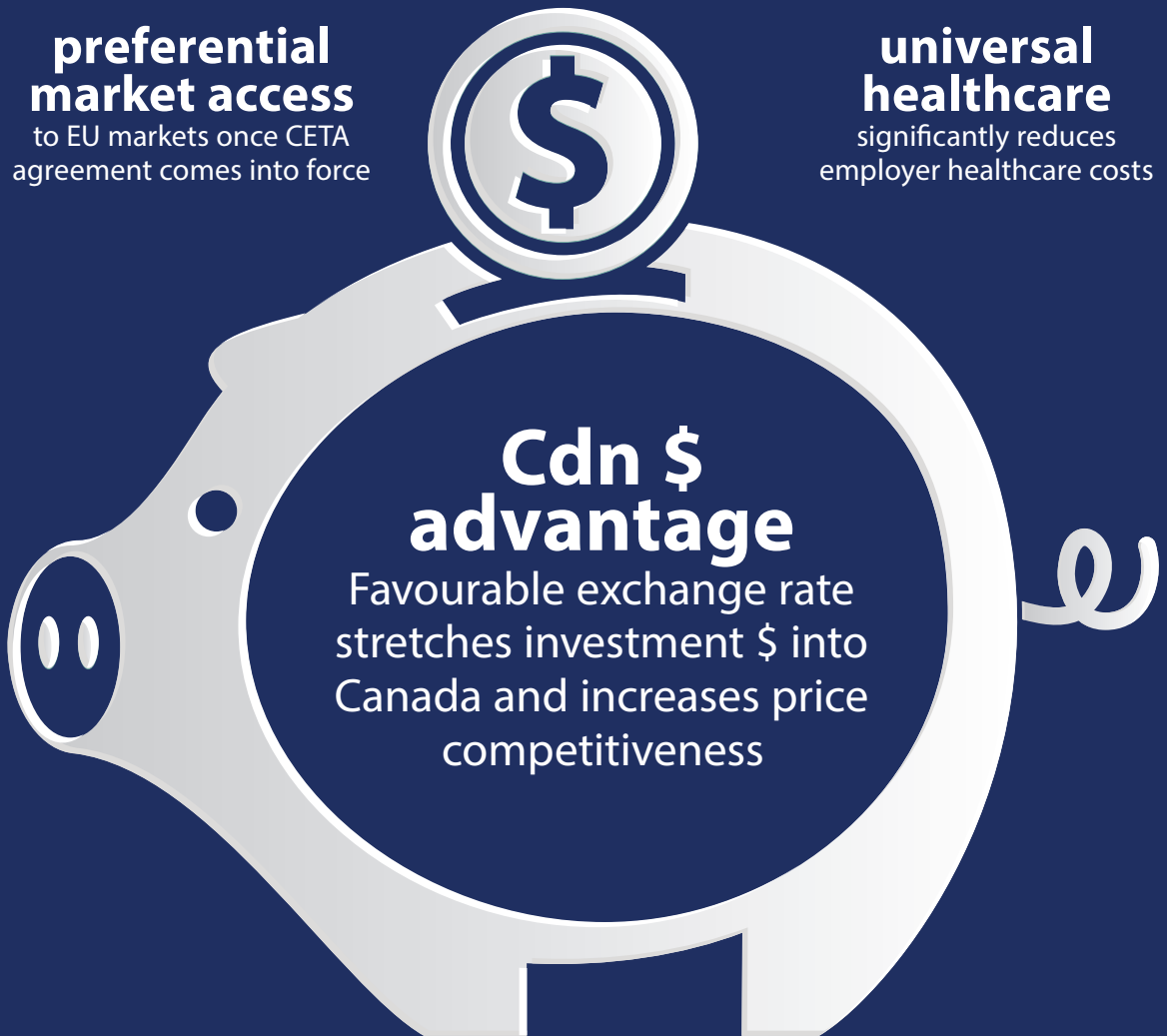
# costs & regulatory environment

## preferential market access

to EU markets once CETA agreement comes into force

## universal healthcare

significantly reduces employer healthcare costs



## Cdn \$ advantage

Favourable exchange rate stretches investment \$ into Canada and increases price competitiveness

## lowest

corporate income taxes (federal & provincial) among the G7 countries

## lowest

overall cost in manufacturing operations in Northeast US/Central Canada region

SOURCE: KPMG 2016

## lowest

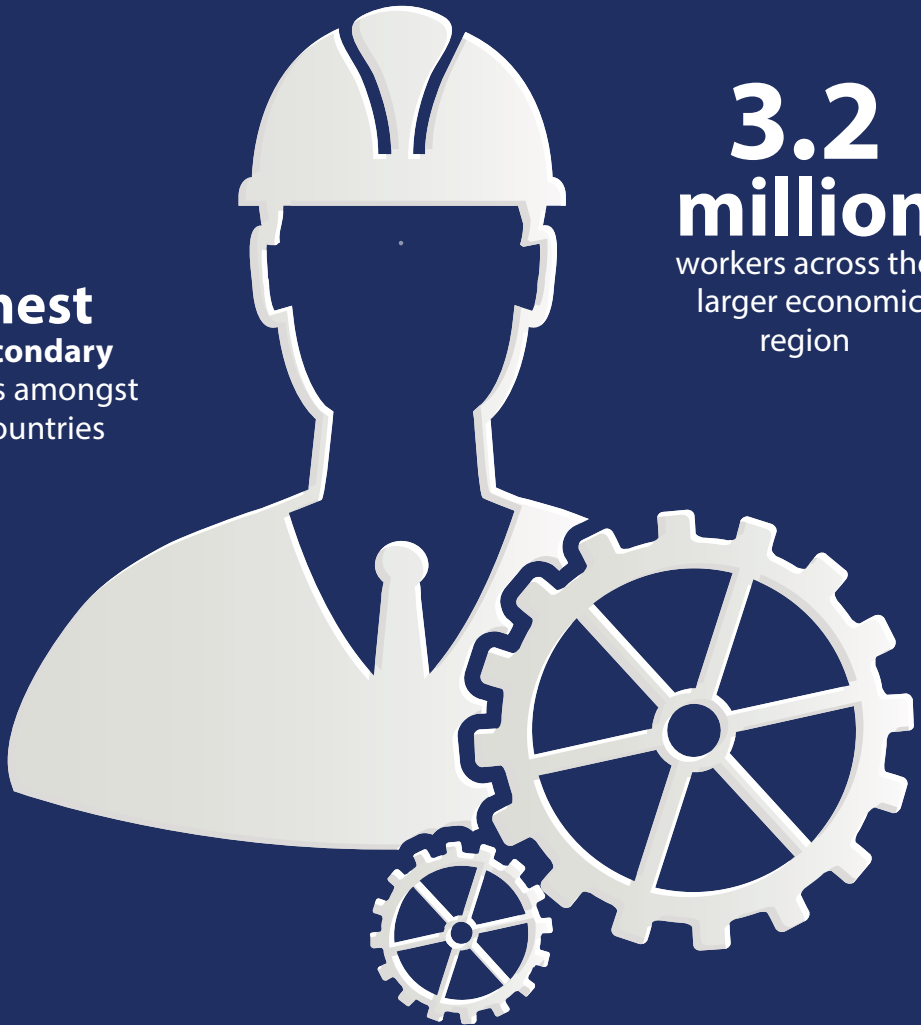
employer payroll taxes in Ontario compared to G7 nations

## best

R&D tax incentives in the G7

# focus on talent

**highest**  
post-secondary  
credentials amongst  
OECD countries



**3.2**  
**million**  
workers across the  
larger economic  
region

**36%**

Georgian College's  
programs have a  
co-op or field  
placement portion

**30**

steel and materials  
science research  
institutes in Ontario

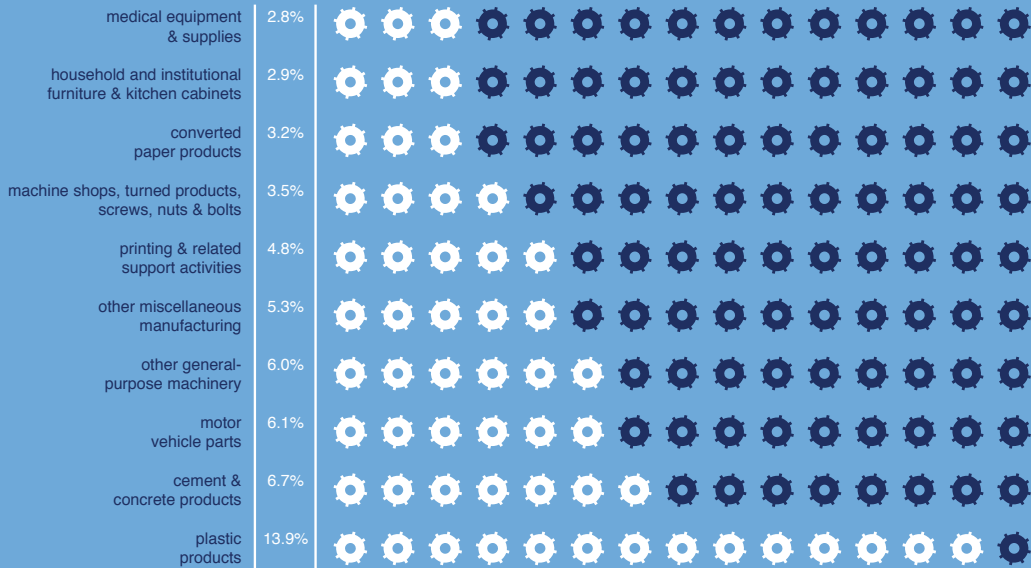
**75%**

of Barrie's manufacturing  
workforce is between  
25 to 54 years old

**89**

science and  
engineering  
university programs  
in close proximity

## BARRIE CMA: LARGEST SUB-SECTORS IN MANUFACTURING, 2015



**SOURCE, MANUFACTURE & DISTRIBUTE** | Barrie makes business sense for manufacturers that ship products to the United States, throughout Canada, or any other major market. Our manufacturers transport goods by road, rail, and air, making just-in-time shipping a viable service. Barrie companies benefit from low transportation costs, and are able to access a strong supply chain to get products to end-users in a timely manner.

### industry breakdown

A strong, diverse group of small and medium-sized businesses dominate the industry.

High value and precision automotive components, machinery and fabricated metal manufacturing lead Barrie's industry sector, producing goods for worldwide markets.

### best of both worlds

Barrie's manufacturers access a high skilled workforce from the City and the surrounding regions, and leverage specialized educational programming through Georgian College. The City's unrivaled quality of life helps attract and retain top talent.

Residents in Barrie are ideally positioned between Toronto, one of the world's most vibrant and economically strong cities, and the world-renowned leisure lifestyle of Ontario's cottage country. Residents can ski, boat, or visit Toronto's Financial District all on the same day.

### nurturing business environment

Barrie is Canada's second lowest cost city for manufacturing operations according to KPMG's 2016 Competitive Alternatives report; the trusted name in comparing business costs in more than 100 cities around the world.

Invest Barrie is engaged with its manufacturing community, providing connections, facilitating municipal processes and delivering education and information on funding programs, tools and resources to support the sector's growth.

**Why did you choose Barrie?** "There were a number of reasons why Barrie was an attractive choice for R&M. Barrie has the infrastructure that we need to do business, including public transportation that works with a 24 hour three-shift facility, reliable hydro and extensive support for safety, hardware, packaging and transportation. The proximity to Pearson airport was also important for our business needs."

- Dan Ritchie, President, R&M Plastic Products Ltd.



## innovative solutions, global reach

Nestled in one of the **fastest growing** areas in North America, Barrie provides the ideal location to operate a manufacturing business. With a metropolitan area **which has grown by over 560%** in the last 40 years, Barrie supports and nurtures growth.



**What elements make your business successful in Barrie?** "Barrie's geographic location, the quality of life for its residents and workforce... these are the key elements to the success of our business in this area."

— Wolfgang Schroeter, President of Wolf Steel Ltd.

**What is the outlook for growth for similar businesses in Barrie?** "The complete business sector we are involved with is extremely busy and I continue to see many opportunities for growth. It's why I have recommended Barrie to contacts and connections looking for a place to set up their business, and I will continue to do so."

- Stephen Loftus, President of Innovative Automation Inc.



**WITHIN  
100KM  
OF BARRIE:**

**Over 70%  
of Ontario's  
GDP**

**Over  
8.7 Million  
People**



**road**

Barrie connects directly to north/south Highway 400, the 2nd longest freeway in the Province, as well as provincial highways 11, 27, and 90. The East/west Trans-provincial Highway 401 (the longest freeway in the Province) and the 407 ETR are also easily accessed via any of the north/south routes. Barrie also benefits from its close proximity to north/south Highway 427, which is the main feeder to Toronto Pearson International Airport.



**air**

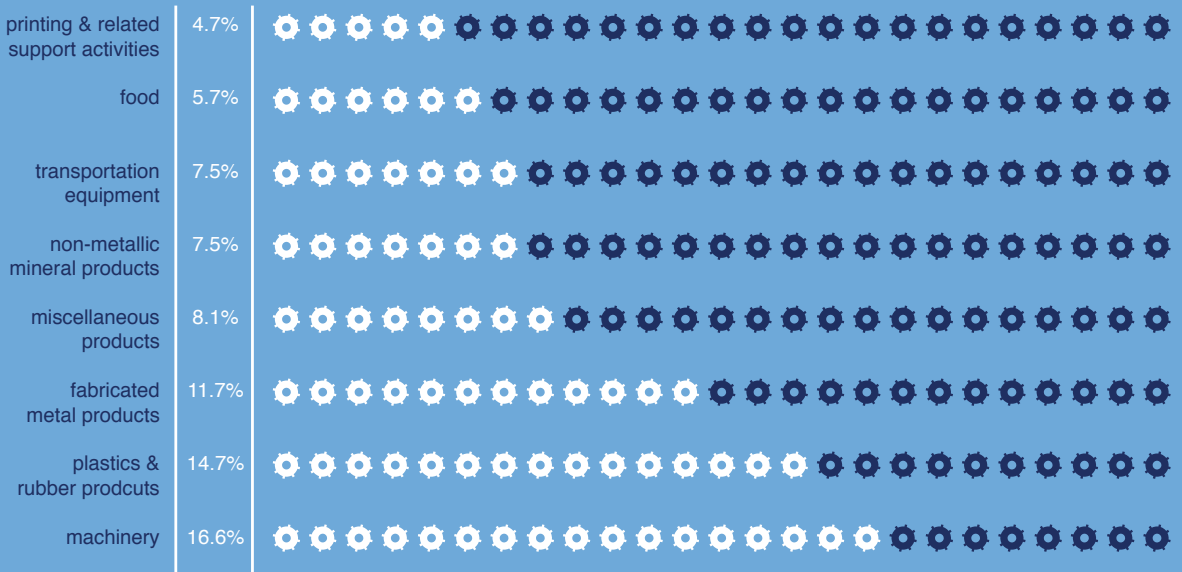
Barrie is conveniently located with access to two airport facilities: Lake Simcoe Regional Airport (LSRA), one of the newest and best positioned regional airport facilities in Canada, is only 15 minutes away from the heart of Barrie's industrial sector. LSRA maintains a Commercial Port-Of-Entry status, fully serviced by the Canada Border Services Agency, and can accommodate both international passengers and freight. In addition, Canada's largest airport, Toronto Pearson International Airport, is just 80km/50miles south-west of Barrie.



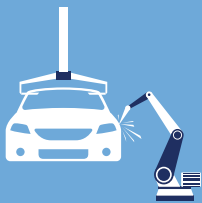
**rail**

Barrie has a short-line rail system that is owned and operated by the City. This system connects directly to the Canadian Pacific Railway (CPR) system, which offers quick and reliable service across its network.

# BARRIE CMA: EMPLOYMENT IN MANUFACTURING, 2015



## proudly manufactured in barrie:



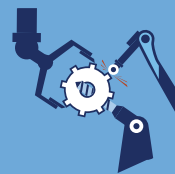
### automotive parts

Barrie's manufacturers consist of both Tier 1 and Tier 2 automotive parts manufacturers. The City is one of southern Ontario's automotive parts clusters, with Honda's two assembly plants nearby and ten other OEM plants in close proximity including those of Chrysler, Ford, General Motors and Toyota. Large Barrie companies include: Prodomax, Theta Industries, Matcor-Matsu Group Inc.



### machinery

Barrie's employment in industrial, commercial and service industry machinery production has grown by 14% in the last five years. Industrial manufacturers are 2.7 times more concentrated in Barrie than the provincial average. Barrie machinery manufacturers create durable and safe products for customers in the plastics & metals, appliance, and the automotive industries. Manufacturers include: Weldco-Beales Mfg. Ontario Ltd., Aeroex Technologies, Innovative Automation Inc., DV Systems, and Linear Transfer Automation.



### fabricated metal

Crucial to building & construction, automotive, mining, as well as to other manufacturing companies, Barrie's cluster remains competitive through high-tech advances, a close proximity to a strong construction sector and some of the world's most innovative auto parts suppliers. Barrie fabricated metal products are exported to other parts of Canada, U.S.A., Mexico, and Europe. Companies include Barrie Welding & Machine Ltd., JEBCO Industries, and Brotech Precision CNC.

## Cost Index Manufacturing US Average = 100



## barrie facts

**6,000** manufacturing jobs • **490+** manufacturers

**7.6%** unemployment rate • **70.3%** participation rate

**202,700** metro area population

**700,000+** catchment area • **61%** of individuals  
with post-secondary certificate, diploma, or degree

**22 universities** in surrounding Greater Golden Horseshoe Region

**Georgian College** located in Barrie

**Invest Barrie** P: 705-728-9850

invest@barrie.ca www.investbarrie.ca

70 Collier Street, P.O. Box 400, Barrie, ON L4M 4T5