

***The Speedway  
to North American Markets***



***City of  
Summerside***

City of  
*Summerside*

Prince Edward Island  
Canada

# City of Summerside

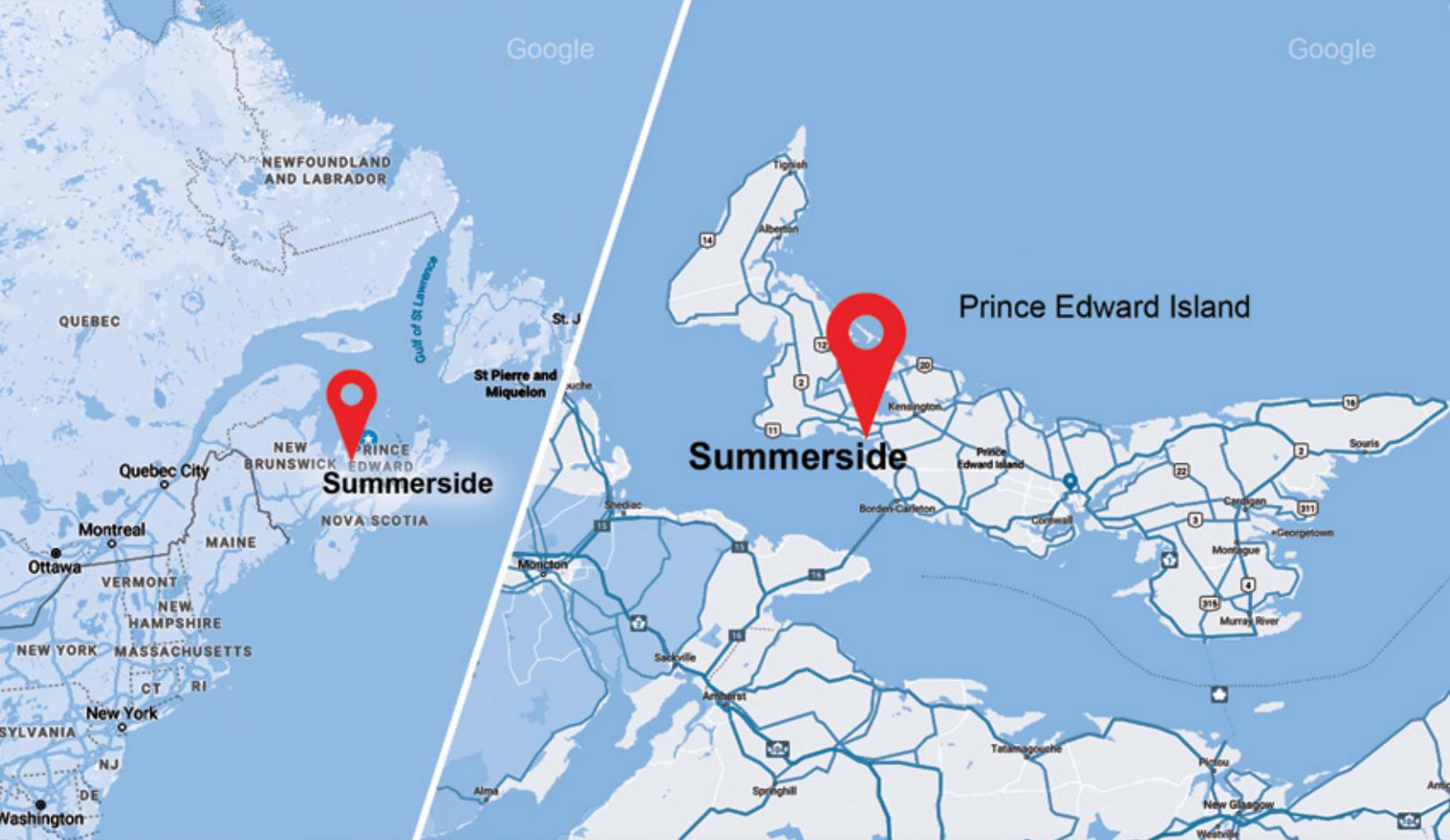
## The facts at a glance



### Location, Location, Location

- Situated in Prince Edward Island (PEI) on Canada's East Coast
- Direct access to U.S. and Canadian markets
- 24-hour development cycle between North America, Europe and Asia

**AND ONE OF THE LOWEST-COST ENVIRONMENTS IN THE G7**



## ***Speed of Expansion***

- Locating or expanding in Summerside can be accomplished very quickly
- New enterprises can be up and running far more rapidly than in other centres
- Access to decision makers is direct and so more productive than in larger cities
- All government levels work together in an environment free from red tape
- Development professionals serve as assigned concierges for fast-track loan approvals
- Move-in-ready office and industrial space

## ***Speed to Market***

- Expert assistance in reducing new product development time
- Living Lab program provides fail-fast/fail-cheap environment for getting products to market sooner



### **Low stabilized costs**

- No payroll tax
- No corporate minimum tax
- No corporate capital or franchise tax
- No business or occupation tax



### **Economic Incentives**

- Over 100 incentive options plus interest-free loans
- Access to Innovation Development Labour Rebate programs
- Discounts on rents, permits and energy



### **Empowering Infrastructure**

- High-speed fibre, smart-grid technology, sustainable energy programs
- City-owned electric utility with 99% approval rating
- Fully serviced airport and Atlantic seaport



### **Reliable Labour**

- Cited as one of the most productive and profitable workforces by Summerside's multinational partners
- Worker days lost are the lowest in Canada
- Custom training programs created by the City's educational institutions
- Over 44% of labour pool has post-secondary education



### **Commitment to Success**

- North American wide network of key contacts to grow business
- Track record of success with direct foreign investment



### **Collaborative Partnerships**

- Pilot projects and test beds with infrastructure, investment and contracts
- Living Lab program provides access to the City's power grid and fibre network



### **Easy Access**

- Close to all PEI ports, airports, highways and Confederation Bridge to mainland
- Easy access to college and university programs



### **Quality of Life**

- Safe community with unspoiled waterfront and beach
- Low cost of living for employers and employees
- New schools and hospital
- Average commute time 5 minutes

# Summerside

***For business, there's no place quite like it!***

*The City of Summerside shows what can be done with innovative thinking, open-minded partners and a creative view to running a municipality. Home to the renewable energy sector, aerospace industry, robust IT services, traditional industries and programs tailored to boost business growth, Summerside sits at the peak of opportunity. It is an ecosystem of industry and partnerships offering advantages that can only be described as unique.*

## ***Significant growth over the past decade***

Summerside's economy has experienced significant growth over the past decade. More than 600 companies now call it home with enterprises ranging from business services and high technology to transportation, education, tourism, retail and light industry.

## ***Summerside is becoming the city of choice!***

Situated in Prince Edward Island (PEI) in the Gulf of St. Lawrence off the Atlantic Coast of Canada, Summerside occupies the ideal midway location between major North American and European cities. Year-round ports, major air cargo routes and high-bulk land transportation ensure excellent access to all markets. And Summerside is less than a 2-hour flight to New York, Boston and Toronto.

Above all, Summerside is the municipality that understands the challenges faced by companies seeking to grow. As a result, the City has defined and refined the perfect combination of right market access, cost environment and business partnerships to speed expansion.

## ***A compelling business case***

As more and more companies review and forecast their business strategies and growth plans — looking to improve efficiencies, reduce costs, increase profits and find ways to access more markets — a compelling business case for expanding in Summerside becomes very apparent.

In fact, many global companies have established their most profitable nearshore locations in Summerside, thanks to the speed of doing business, positive tax environment and one of the lowest operating costs in the G7.

# ***Make More Money in Summerside***

## ***Get all the help you need to succeed!***

*Summerside epitomizes entrepreneurial thinking. Growth and development are continuously nurtured by dynamic networks of business leaders working together.*

***In Summerside, you never have to do it alone***

### ***Direct assistance***

- Rentals — financial assistance in helping establish your operations
- Labour — rebates to help in your first year of operation
- Capital — key support to leasehold fit-ups

### ***Partner support***

- Living Lab provides access to the City's power grid and fibre network
- Pilot projects and test beds with infrastructure, investment and contracts
- North American wide network of key contacts to grow your business
- Track record of success with direct foreign investment

### ***Government support***

Working with government is different in Summerside. And by different, we mean easy. Our team will work with you to help navigate relocation and rapid expansion by ensuring the process is seamlessly taken care of between all levels of government.

Summerside's lead economic development agency is totally committed to your success. We provide a suite of services that are tailored to meet — and exceed — the needs of every individual business. In doing so, we bring complete clarity to the investment process.

### ***Exceptional services***

- Customized site selection
- Facilitating company relocations and expansions
- Facilitating industrial and commercial development projects
- Concierge Investment Program for fast-track loan approvals and easy access to real estate, incentives and labour
- Corporate outreach program to office and industrial businesses
- Small business start-up, growth and retention support

# Cut More Cost in Summerside

## One of the world's most competitive locations per KPMG!

Locating in Summerside allows firms to run leaner operations than those in cities like Boston and Montreal. From a talent perspective, Prince Edward Island (PEI) provides highly skilled workers with a much lower cost of living compared to other North American locales.

It was the KPMG Competitive Alternatives report (2016) that spelled out the exact operating cost advantages of locating in P.E.I. The report modelled costs for several industries in over 200 locations around the world. For all of them, P.E.I. came out as one of the most competitive.

It is a fact that Summerside has not only developed one of the lowest operating cost environments in Canada, but one of the lowest in the G7. In doing so, it has become an ideal environment for investment in a wide range of businesses, especially state-of-the-art technology which is seen as a driver to the City's innovation.

### Low Stabilized Costs

- No payroll tax
- No corporate minimum tax
- No corporate capital or franchise tax
- No business or occupation tax

### Economic Incentives

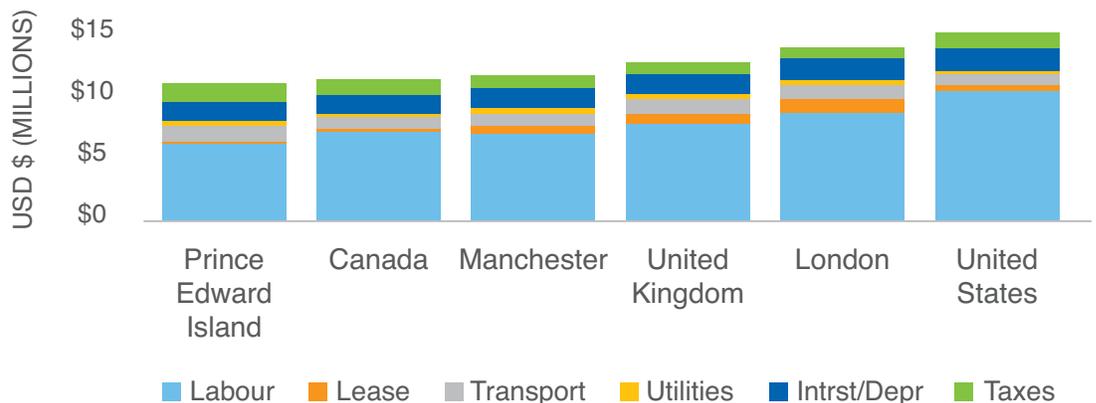
- Over 100 incentive options plus interest-free loans
- Access to labour rebate programs
- Discounts on rents, permits and energy

### Cost Certainty

Summerside understands that fiscal support and financial incentives are not the main reasons companies look to expand outside of their home territory. This is precisely why our initial and ongoing support programs have been honed to reduce the risks of expansion by establishing cost certainties, improving returns and easing the start-up transition.

#### KPMG Competitive Alternatives 2016

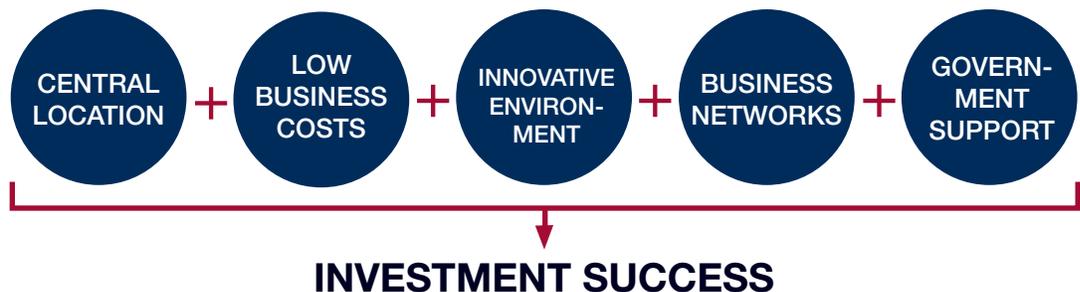
**Industry: Overall Results / Operation: Average of Services and Manufacturing Sectors. 10-year average annual total location-sensitive costs**



# Summerside

## The proven format for rapid expansion

The Summerside model for business expansion is a proven format for success. We work proactively, collaboratively and responsively with businesses, partner agencies, educational institutions, the community at large and all levels of government. We leverage our City's key strengths and entrepreneurial philosophy to sustain economic growth and create wealth. It is a model we have perfected over time.



### Customized Programs

The City of Summerside and its partners work collaboratively to create programs that stimulate and encourage targeted development and redevelopment in key areas of the City. These programs demonstrate our commitment to partnership and provide cost certainties in the process. They are centred on capital and labour assistance to reduce the barriers you face.

Coupled with our competitive environment, Summerside support programs can present an extremely beneficial and totally customized offer for businesses looking to expand. In fact...

*If you are considering expansion in the following sectors*

#### LET'S TALK!

- MRO Aerospace
- Information Technology
- Green & Renewable Technology
- Advanced Manufacturing
- Market Validation

Share your expansion goals with us and we will prepare a detailed brief for your consideration, showing how Summerside can make you more money!

#### DO IT NOW!

*It's never too soon to succeed!*

See back cover for fast contact details.

# Summerside

## *The speedway that makes all the difference*

*The Summerside Speedway can be summed up in very few words.*

**Problem:** Businesses wasting time and money on establishing facilities, finding the right partners and not making enough ROI for shareholders.

**Solution:** Turn-key facilities in Summerside PEI shorten time to ROI. With government committed to business success, PEI is a low-cost environment in which to make more money faster.

**Proof:** Companies engaged in IT and Aerospace continuing to expand, secure long-term facilities and grow export markets from Summerside.

### *Follow in the footsteps of industry leaders*

Industry leaders like Standard Aero, MDS Coating, Radnet, Samsung, Stash Energy, HueGO Electric, Open Play UK, and WorkLinks are among the corporations who have chosen Summerside PEI to expand their businesses. Here's what their senior executives have to say.

## Aerospace

*"Summerside's reputation in the industry for great turn time, great quality and superb customer service has allowed us to continue to grow (5 expansions in 25 Years) and drive shareholder equity value in a highly competitive industry."*

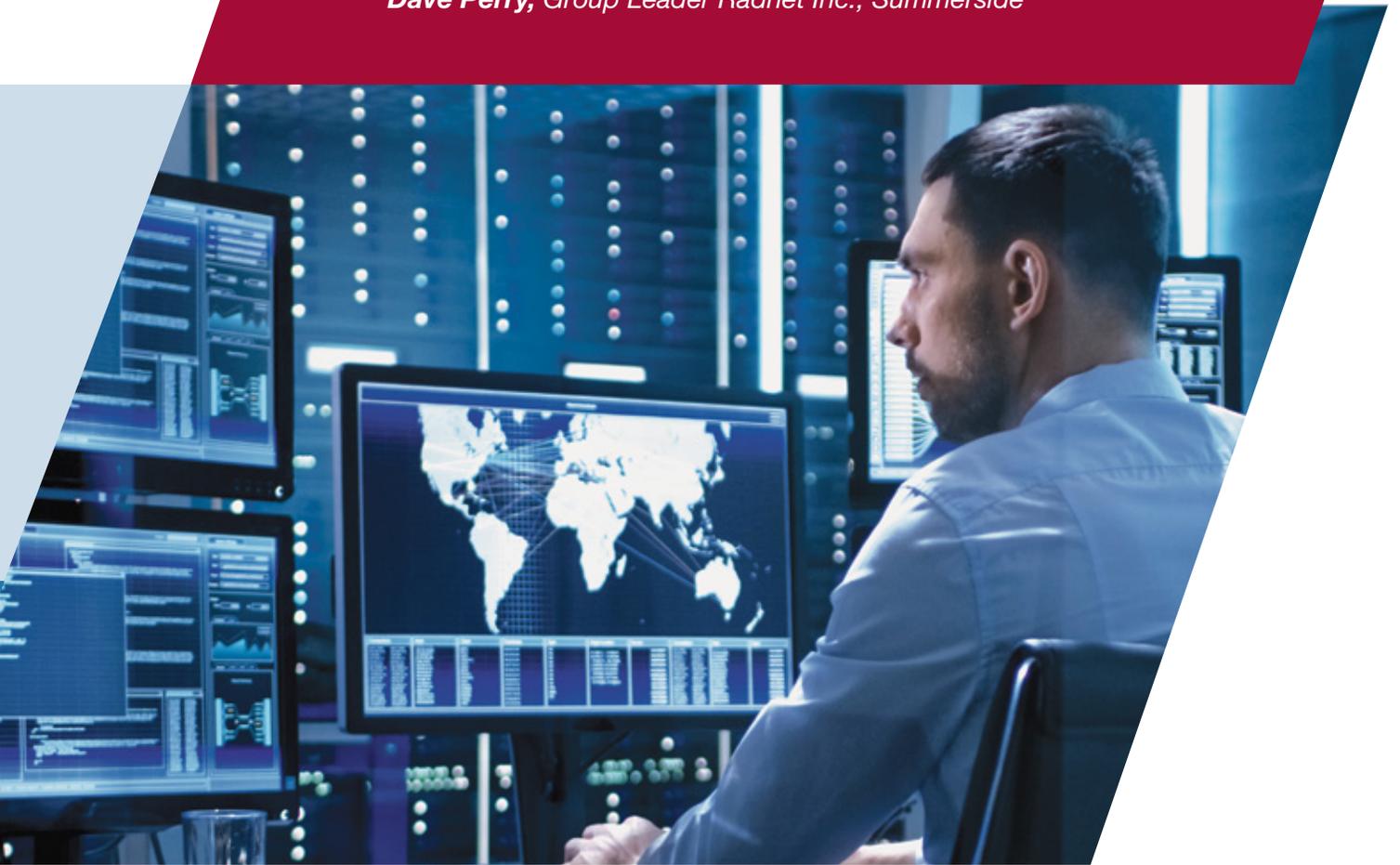
**Jeff Poirier, VP/GM Standard Aero**



## Information Technology

*“Being the largest owner operator of freestanding outpatient diagnostic imaging centers in the United States, finding the right skills to develop our highly technical Health IT software was easy to do in Summerside. Given the highly productive, cost effective and time zone friendly advantages in Summerside has enabled us to develop the highest quality software, deploy and support our centers in the United States and drive ROI for our company.”*

**Dave Perry**, Group Leader Radnet Inc., Summerside



*“Finding the right partner and environment to grow our North American ambitions were critical to our business growth strategies. Finding partners in Summerside with open infrastructure, a willing business environment as well as critical North American connections helped our business grow. Summerside has the critical mass of infrastructure, business support and vision to help companies establish and grow in North America in a way that is less complicated than most markets in North America.”*

**Sam Parton**, Co-Founder Open Play UK

# Renewable Energy

*“Without the sophisticated, diverse and robust infrastructure of Summerside along with a forward-thinking and innovative community, we would not have been able to make this “first in the world” project a reality. Summerside has exceeded our expectations in terms of the breadth and depth of its infrastructure and openness to further renewable innovation.”*

**Sean Kim**, Team Lead | Solar & ESS Business Samsung  
Renewable Energy

*“Summerside is an ideal testing ground for innovative technologies and systems for companies looking at the North American Market in which to grow. Having access to open infrastructure and expertise, both for product development and business development, is a key differentiator on why we selected Summerside for our North American base of operations.”*

**Joanna Huang**, General Manager HueGO Electric North America





## Living Lab

*“Summerside’s Living Lab Program has allowed us to accelerate our Research and Development phase, enabled us to get to market quicker and facilitated validation for us to raise crucial capital as we ramp up production. Having access to expertise and critical infrastructure in Summerside enabled us to build market credibility and test, refine and develop our products in an accelerated and market accepted fashion.”*

**Jordan Kennie**, Chief Executive Officer Stash Energy



# Summerside

## *The facts in conclusion*

Companies eyeing North American markets do extremely well when they choose the Summerside Speedway. While they might have investigated larger cities such as Montreal, Toronto and Vancouver, they quickly saw the challenge of breaking into a crowded space, accessing key decision makers and being able to ramp up quickly enough to support their move. The time it would take to get anything done was something else and of course, time is money.

On the other hand, Summerside is geared up to bypass those challenges while offering the same sophisticated infrastructure and networks as the larger centres... and at considerably lower cost. Summerside's connections throughout North America can help companies grow with the City's full support and endorsement. Best of all, Summerside companies are able to reach all those larger centres and their markets while enjoying an amazing quality of life!

*There are many other reasons why Summerside, PEI, Canada is the best place to expand your business. Canada's national business assets include:*

- *Strong economy*
- *Low taxation*
- *Low business costs*
- *Excellence in research and innovation*
- *Quality of life*



*Let's work together  
to grow your business!*



*See over for fast contact details*



**City of  
SUMMERSIDE  
The Speedway to  
North American Markets**

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