



FINANCIAL SERVICES

REFRAMING THE FUTURE OF FINANCIAL SERVICES.

Embracing **DIGITAL
TRANSFORMATION** for
FINANCIAL SOLUTIONS.

As the business and financial hub of Atlantic Canada, Nova Scotia has opportunities for start-ups and established businesses to expand their operations in a thriving market.

Tap into a skilled workforce built by some of the most innovative technology and financial firms in the world. As one of North America's most cost-effective cities for financial services operations, some of the biggest names in banking, insurance, shared services, securities, mutual funds and fintech are in Nova Scotia.

ABOUT THE SECTOR

Multinationals in banking, insurance, and IT consulting build innovative teams in Nova Scotia to digitally transform their industries. The financial services industry is supported by expertise in the following areas:

- Blockchain
- Cyber Security
- Artificial Intelligence and Machine Learning
- Global Shared Services
- Data Analytics
- Centres of Excellence

GLOBAL SHARED SERVICES

Nova Scotia's global shared services advantage includes a unique time zone that supports same-day business operations in Europe and the east and west coast of North America. Pairing this with operational and labour cost savings and a strong talent pipeline, and you have the right business conditions for a thriving ecosystem of Global Shared Services offices in the Financial Services industry.

CYBERSECURITY

A growing number of cybersecurity companies in the province are undertaking R&D activities, outsourcing services, and offering cybersecurity as a service.

ARTIFICIAL INTELLIGENCE

We have an established reputation for expertise in AI, data science and data analytics, with more than 15,000 Nova Scotians with skills in these areas. IBM has invested in several analytics-related projects across the province.

Dalhousie University is also home to the Institute for Big Data Analytics, working cross-departmentally to solve problems using AI.

INCENTIVES

We understand a solid economy is the foundation of a strong province. This is particularly true in the tech industry. Our operating costs are among the most cost-competitive in North America for companies working in the digital services industry. That's why we offer one of the most competitive business climates and incentives including:

- **Research and Development Tax Credits:** up to 50% of qualified Scientific Research & Experimental Development expenditures made in Nova Scotia are eligible as a tax credit.
- **Payroll Rebate:** Return on a company's eligible gross payroll, based on performance.
- **Innovation Rebate Program:** A 25% rebate on eligible project costs for investments in innovation, capacity expansion, and sustainability.
- **Productivity and Innovation Voucher:** financial assistance for small and medium-sized businesses to conduct research with expertise from our postsecondary institutions.
- **Industrial Research Assistance Program:** National Research Council provides advice, connections, and funding to help small and medium-sized businesses increase their innovation capacity and take ideas to market.
- **Export Programs:** funding programs to assist companies throughout the export process.

For more information please contact:



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