



A Guide to  
**Nova Scotia's  
Business  
Advantages**  
& Conversation  
Starters

**Nova Scotia has every business advantage you need. Educated workers. A thriving tech sector. And a location on Canada's East Coast—halfway between the Pacific Coast and Europe—that offers global reach and modern infrastructure.**

What truly sets Nova Scotia apart is that all of its many business advantages are packed into something unique: a tight-knit community of authentic, helpful people who make work feel like anything but.

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**NOTES:**

**#NSbusiness**

# WHY NOVA SCOTIA?

## Strategic Location

Global access makes it easy for you to operate internationally.

### Time Zone Advantage

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*Nova Scotia is situated halfway between the United Kingdom and California. Our Atlantic Time Zone links us to international markets in the United States and Europe on the same workday—a strategic business advantage.*

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#### **Reduced travel time:**

Halifax Stanfield International Airport is the closest major mainland airport to Europe in North America. Halifax is the closest mainland North American port to Europe. By ship, European cargo arrives in Halifax two days faster than any other major Atlantic port.

#### **Convenient harbour access:**

Nova Scotia features an abundance of natural, year round, ice-free harbours with depths ranging from 65 ft. draft on Halifax Harbour to 200 ft. draft on the Strait of Canso, giving it the deepest cargo berths on Canada's East Coast.

#### **Reliable transportation infrastructure:**

Our transportation system is an efficient and reliable combination of air, road, rail, and marine infrastructure, meeting supply chain management and logistics needs. Faster intermodal connections get your cargo to central Canada and the U.S. Midwest up to five days sooner than other ports.

# Canada's Gateway To The World

## **Shorter customs wait times:**

Nova Scotia is home to the only U.S. pre-clearance facility in Atlantic Canada, and offers 24/7 Canada Customs services – plus NEXUS and CANPASS programs for frequent travelers.

## **Preferential market access:**

With 15 ratified Trade Agreements, Canada offers investors preferential market access to 1.5 billion consumers in 49 ratified countries with over 60% of global GDP.

## **The Nova Scotia Gateway includes:**

- The award-winning Halifax Stanfield International Airport
- The Port of Halifax (including two super post-Panamax container terminals)
- Canadian National Railway (CN Rail)
- A strong logistics and warehousing sector
- An excellent Class 1 Highway infrastructure (Trans-Canada Highway)
- A comprehensive air route network serving virtually any location around the globe in one stop – and easy transport of perishable and non-perishable products worldwide

# WHY NOVA SCOTIA?

## Educated Workforce

Our skilled, accessible, and well-educated workforce is one of Nova Scotia's greatest assets.

### Canada's Education Capital

*With 10 universities and 13 community college campuses, Nova Scotia boasts more university students and graduates per capita each year than anywhere else in Canada. In fact, more than two thirds of Halifax's working age population has a trade, college, or university designation.*

**Talented graduates:** Each year, thousands of students graduate from our nationally-acclaimed business and computer science programs, joining the loyal, talented workforce that makes Nova Scotia a great place to do business.

**Workforce training:** Nova Scotia Business Inc. (NSBI) works closely with industry, academic, and government partners, to provide education programs designed to meet specific industry needs.

#### Research and innovation:

- Dalhousie University is one of Canada's leading research universities with 50 Canada Research Chairs.
- Nova Scotia has one of the highest concentrations of ocean related PhDs and is also home to Canada's largest centre for ocean research, the Bedford Institute of Oceanography.
- Over 1,300 public and private sector scientists are undertaking exciting R&D in industries like renewable energy, aerospace and defence, life sciences, and environmental studies.

# WHY NOVA SCOTIA?

## Business Development Incentives

Whether starting or expanding a business, Nova Scotia has incentives to help businesses go further.

### Workforce incentives

- **Payroll rebate:** This is a performance-based, financial incentive offered to qualified companies expanding or locating in Nova Scotia. The Payroll Rebate offers a return on a company's eligible gross payroll, helping to save on eligible payroll expenses.
- **Innovate to opportunity:** The Innovate to Opportunity Program helps businesses hire recent graduates with advanced (masters or doctoral) degrees for permanent, full-time jobs that are focused on innovation and exports, by providing a salary incentive for the first three years of employment. Employers receive 35% of the graduate's annual salary in year one, 20% in year two, and 12.5% in year three.
- **Workplace Innovation and Productivity Skills Incentive (WIPSI):** This program provides eligible employers with a funding incentive to invest in employee skills through workforce training.
- **Graduate to Opportunity (GTO):** The GTO is a two-year program that provides salary contributions to employers to offset the cost of hiring a recent graduate. As an eligible employer, you could receive 25% of the graduate's annual salary in year one, and 12.5% of the graduate's annual salary in year two.
- **Strategic Co-op Education Incentive:** This incentive provides wage assistance to private-sector, government-funded, and non-profit organizations offering career-related work experiences for university and community college co-operative students.

# WHY NOVA SCOTIA?

## Business Development Incentives

Whether starting, relocating, or expanding a business, Nova Scotia has incentives to help businesses go further.

### Research and innovation incentives **Scientific Research and Experimental Development (SR&ED) Program:**

#### **Innovation Rebate Program**

*The Innovation Rebate Program works as a rebate against a company's direct capital costs. The program provides a 25% rebate of eligible project costs for investments ranging between \$2,000,000–\$15,000,000.*

This program provides tax incentives to encourage research and development in Canada. Administered by the Canada Revenue Agency (CRA), it is the largest single source of federal government support for industrial research and development.

#### **Productivity and Innovation Voucher Program:**

The Productivity and Innovation Voucher Program connects small and medium sized businesses with university or college level expertise to conduct research, solve problems, improve productivity or to develop a new product, service or process. The program provides vouchers up \$15,000 for new projects and up to \$25,000 to build on work already done.

#### **Nova Scotia Research and Development Tax Credit:**

This incentive mirrors the federal program, and provides an additional 15% tax credit to Nova Scotia corporations that incur qualified SR&ED expenditures made in Nova Scotia, as defined by the federal Income Tax Act.

**Atlantic Innovation Fund:** This program aims to increase Atlantic Canada's innovation capacity by funding R&D projects linked to the commercialization of technology-based products, processes, or services.



# WHY NOVA SCOTIA?

## Competitive Business Costs

Nova Scotia is a cost-competitive location for business.

### **Competitive labour costs:**

Salaries in Nova Scotia tend to be lower than in other provinces and U.S. states—a real competitive advantage for companies located here.

### **Inexpensive office space:**

Q3 2021—the average Class A office space in downtown Halifax was \$18.34/sq. ft. (net)

### **Software development costs:**

Halifax, Nova Scotia offers a 22% cost saving over the U.S. average cost for software development, controlling for exchange rates.

### **Top 10:**

- According to fDi Benchmark, a service from the Financial Times Ltd., Halifax ranks in the top 10 in Canada and the U.S. for lowest overall business operating costs out of 191 cities reviewed.

# WHY NOVA SCOTIA?

## Quality of Life

Where people want to live and work.

### **Best overall living conditions:**

According to the Canadian Trade Commissioner, the Organisation for Economic Co-operation and Development (OECD) Better Life Index shows Canada as the best in the G7 in terms of overall living conditions and quality of life.

### **Affordable Living**

*Average price of a home in Halifax is **\$485,642**, 48% less than the national average of \$716,585.*

### **Beautiful natural environment:**

Nova Scotia's mix of urban rural landscapes and communities result in a province that balances work and play with city and nature.

### **Short commutes:**

Our average commuting distance in Nova Scotia is just 16 minutes.

### **Immigration retention:**

Our immigration retention rate is the highest in Atlantic Canada at 73% and the number of international students calling Nova Scotia home after graduation has seen a six-fold increase since 2011!

### **Cultural diversity:**

Home to 100+ cultures and ethnicities from around the globe!

### **Top 10:**

fDi Benchmark American Cities of the Future, a ranking by the Financial Times Ltd., ranks Halifax, Nova Scotia the fourth for Best Human Capital and Lifestyle (2021-2022).



# OCEANS

Ocean technologies are our strength with high levels of R&D and innovation, a pool of experts, and a proven track record of growth and export.

## **Oceans industry is big business for Nova Scotia:**

- Over 300 companies are doing oceans-sector business in Nova Scotia, including more than 100 innovators of new, high-tech products and services.
- The oceans sector in Nova Scotia is diverse, providing goods and services to industries like fisheries and aquaculture, tourism, shipbuilding, offshore energy, ocean observation, marine transportation, defence and security, and life sciences.
- Nova Scotia's ocean tech products are in demand in more than 95 countries around the world, demonstrating the global recognition of our expertise in this sector.

## **Leading technologies:**

The convergence of multiple technologies is driving our innovative companies to new depths including:

- Robotics and autonomous vehicles
- Underwater acoustics, sensing and imaging
- Marine communication and navigation
- Wireless networks and sensors
- Informatics and artificial intelligence
- Enhanced engineering and environmental services



# OCEANS

Ocean technologies are our strength with high levels of R&D and innovation, a pool of experts, and a proven track record of growth and export.

## Knowledge clusters:

- Nova Scotia universities and colleges hold approximately 25% of all federal Natural Sciences and Engineering Research Council of Canada (NSERC) oceans research grants.
- We have a high concentration of PhDs in oceans-related sciences.
- Bedford Institute of Oceanography is Canada's largest centre for oceans, with 600 scientists, engineers, and technicians.
- Dalhousie University has Canada's first multidisciplinary bachelor's degree program—ocean sciences—as well as a marine biology major at the bachelor's level. It also offers master's and doctoral programs in oceanography, marine biology, marine management, and marine law.
- NSCC offers 10+ programs that lead to careers in the marine, fisheries and oceans industries. It is also home to Sensing, Engineering, and Analytics—Technology Access Centre (SEA-TAC).

## Fast facts:

- The ocean technology industry accounts for about one-third of total research and development among Nova Scotia businesses.
- The Centre for Ocean Ventures and Entrepreneurship (COVE) is Nova Scotia's hub for ocean innovation and commercialization, offering deep water access, opportunities for collaboration, and access to office and workshop space for ocean technology companies.
- Oceans accounts for 15% of provincial GDP.

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## Supercluster

*Canada's Ocean Supercluster is a private sector-led partnership—concentrated largely in Atlantic Canada—that brings companies together to boost innovation and modernization across oceans sectors. Through strategic investment, the Supercluster is developing talent, improving supply chain opportunities, and fostering more ocean startups to build the innovation and entrepreneurial ecosystem.*

- The \$70-billion naval defence contract with Irving Shipbuilding is the province's most significant new economic opportunity, bringing more than 25 years of activity to the Halifax Shipyard.

- The Ocean Frontier Institute (OFI) is an international hub for ocean science, bringing together researchers and institutes from across the globe to understand our changing ocean and create safe, sustainable solutions for development. OFI was created from a \$220-million dollar investment from the Canada First Research Excellence Fund and other public and private sector partners.
- The region is the host to more than \$500 million in strategic investments focused on the ocean. These include the Ocean Frontier Institute, DeepSense, and Canada's Ocean Supercluster.



# ICT

Nova Scotia is a leading data analytics hub in Canada, supported by both globally competitive companies and world-renowned academic institutions.

## **A strong workforce:**

Nova Scotia's Information Communications Technology (ICT) industry is focused on producing innovative products and services in:

- Interactive media
- IT services
- Transatlantic telecommunications
- Enterprise solutions
- E-health applications
- Data analytics
- Niche-oriented software products and solutions

## **Specialty degrees:**

Nova Scotia offers degrees that relate directly to industry needs, including: graphics, gaming and media, artificial intelligence and intelligent systems, communications technologies, SAP software expertise, and cyber security.

- Nova Scotia currently has 77 Canada Research Chairs. This includes one Tier 1 Chair and three Tier 2 Chairs related to ICT.

## **Vibrant eco-system:**

Nova Scotia has the right mix of postsecondary education, established multinational firms, and an active startup community, which results in a well-connected, global cluster.

- The Nova Scotia ICT industry is 1,000 establishments strong, accounting for 8.2% of Nova Scotia's business sector output.

## **High Tech Enrollment**

*We have 28% more university students enrolled in tech, per capita, than the national average. At a provincial level, this is the highest concentration of tech university enrollments in Canada.*

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- The ICT sector accounts for more than 38% of all private sector R&D spending in Nova Scotia.
- IBM chose Nova Scotia for their first Canadian Customer Innovation Centre.
- EY launched their Canadian Centre for Advanced Analytics in Nova Scotia.
- The Collaboration for Analytics Research Education & Technology (CARET) is a unique partnership between seven postsecondary institutions and the private sector in Nova Scotia.
- Atlantic Canada has the world's fourth best "activation stage" ecosystem for startups, says Silicon Valley think tank Startup Genome.
- The largest innovation hub east of Waterloo is located in Halifax –Volta Labs.

**Infrastructure:** In addition to world-class tech-talent, Nova Scotia also has some of the best ICT infrastructure.

- Nova Scotia offers a world-class fibre optic network with gigabit connections available across the province, a digital communications system, and a self-generating power grid.
- Lowest operating costs for companies working in the digital services industry in North America.
- Collaborative environment that brings together industry, government, and education.
- Some of the world's best internet connections to both Europe and the eastern U.S., thanks to Hibernia Atlantic's network of subsea cables.

# SEAFOOD

Nova Scotia fish harvesters and processors offer the highest quality fish and shellfish, pulled responsibly and sustainably from the icy waters of the North Atlantic.

## Canada's #1 Seafood Exporter

*In 2020, Nova Scotia exported over \$2 billion worth in fish and seafood products to over 80 countries. Nova Scotia represents over 30% of Canada's total seafood exports.*

### Fun facts:

- Seafood was Nova Scotia's top export in 2020, making up approximately 39% of total exports for the province.
- Nova Scotia seafood is sustainable – almost 90% of the industry is certified by the Marine Stewardship Council.

### Always fresh:

It's easy to export large quantities of fresh products with ports that are ice-free year-round, with convenient road, rail, and air connections. Daily air service operates to Asia, Europe, and North America.

### Reliable and efficient:

The province's seafood industry also benefits from reliable, efficient supply chains that support everything from harvest to processing to distribution.



# You'll be in good company:



[novascotiabusiness.com/seafood](http://novascotiabusiness.com/seafood)

**Acadian  
Seaplants**

 **HIGH LINER FOODS**

## **Home to a wide range of species:**

Nova Scotia's seafood industry includes 178 processing companies that provide year-round access to more than 50 species of premium quality fish and seafood, including:

- Canadian lobster
- Snow crab
- Sea scallop
- Oysters
- Coldwater shrimp
- Tuna
- Swordfish
- Haddock
- Atlantic halibut
- Herring
- Silver hake
- Atlantic sea cucumber

## **Highest standards:**

Nova Scotia's sustainable fishing industry is driven by a commitment to quality at every step along the value chain. Our partners include governments, industry associations, harvesters, processors, and supply chain service providers. Together, we work hard to deliver the highest quality fish and shellfish.



**Boston**

**New York**

**Washington**

**Truro**

**Wolfville**

**Bedford**

**Digby**

**Halifax**

**Bridgewater**

**Lunenburg**

**Yarmouth**

**NOVA SCOTIA**



WELCOME TO  
**NOVA SCOTIA**

**Population:** 992,055

**GDP:** \$46.85 billion

**Capital City:** Halifax

**Language:** English

# AGRI-FOOD & BEVERAGE

Our modern transportation infrastructure delivers our products quickly and efficiently to customers all over the world.

With a temperate climate, affordable land, and an innovative community—Nova Scotia has the perfect ingredients for a thriving agri-food industry.

## **Beverage:**

- Nova Scotia's flourishing beverage industry exports wines, spirits, beers (including craft beers and ales), juices, ciders, and bottled water.
- Over the past 13 years, established wineries have grown by 133% and are producing internationally recognized sparkling, white, red, rose, fruit and ice wines.

## **Tidal Bay**

*Officially launched in June 2012, Tidal Bay is the first wine appellation for Nova Scotia. A crisp, aromatic white wine, it displays the unique characteristics of our cool climate region and pairs perfectly with the local seafood we're known for.*

## **Food:**

- Nova Scotia produces one of Canada's most popular exports—maple syrup, and also harvests strawberries, cranberries, field vegetables, and apples.
- The world's largest supplier of frozen wild blueberries and North America's largest processor of frozen carrot products is in Nova Scotia.

## **Natural Health:**

- The first process to extract omega-3 fish oils was developed in Nova Scotia. We are now home to the largest supplier of OMEGA-3 EPA/DHA to the global food and beverage industry
- We are valorizing crops ideal for health products such as blueberries and haskap berries, and upcycling misfit produce.

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## Climate advantage:

- The climate of Nova Scotia's wine region in the Annapolis Valley "bears an uncanny affinity with the Champagne Region in France," according to one local winemaker whose traditional-method sparkling wines are garnering international accolades.
- Almost completely surrounded by water, Nova Scotia enjoys a moderate climate and a growing season that can stretch well into November.

## Research and investment:

- University, private research, and teaching facilities
- Agri-food incubation centres
- Business acceleration centres
- Entrepreneurs producing world-leading products

## Quality:

In Nova Scotia, daily delivery of fresh and frozen products is made easy thanks to excellent cold chain logistics, with fresh and frozen controlled-atmosphere storage, bulk shipping, and convenient international access via air, water, rail, and road.

## Industry support:

Nova Scotia's agri-business has strong support from industry organizations and government regulators in the production and marketing of food and beverages.

# CLEAN TECHNOLOGY

Nova Scotia's clean technology industry attracts considerable international attention with potential global impacts including carbon capture, tidal energy, and energy storage.

## Energy storage research:

- Nova Scotia is quickly becoming a hub for energy storage. The province is home to North America's leading lead-acid battery producer and Canada's only remaining independent battery manufacturer, Surrette Battery.

## Tesla

*Tesla, the world leader in electric vehicles and energy storage products, signed an exclusive 5-year partnership with world-leading battery researcher Dr. Jeff Dahn to develop longer lasting, lower cost lithium-ion battery cells. This is the first partnership of its kind between Tesla and a Canadian university.*

- Dr. Dahn has been awarded the Herzberg Gold Medal, Canada's most prestigious science prize, in recognition of his long and impressive track record in the field of battery research.

## Bioeconomy:

- We work with a variety of different waste streams. From hot processed water to agricultural, marine, and woody biomass, Nova Scotia is the place to be for value-added bioproducts.
- The Verschuren Centre in Cape Breton is home to unique bioreactor facilities; it is 1 of only 3 units of this size in Canada, and the only one with open access and downstream processing.
- Nova Scotia also has expertise in algal conversion to biofuels. A federal research facility, NRC Ketch Harbour, is the only facility in Canada working with algae.

# You'll be in good company:



[novascotiabusiness.com/cleantech](https://novascotiabusiness.com/cleantech)

## **Tidal energy:**

- The Bay of Fundy pushes over 100 billion tonnes of water every tide – more than all the freshwater rivers and streams in the world combined. Canada's leading research centre for in-stream tidal energy is located in Nova Scotia—the Fundy Ocean Research Centre for Energy.

## **Research and Innovation:**

Canada's University Capital, Nova Scotia, is home to 10 universities and 13 community college campuses across the province—many of which conduct industry-leading research. Research labs can also be found throughout the province including:

- The Clean Technology Research Institute
- The Verschuren Centre for Sustainability in Energy and the Environment
- Fundy Ocean Research Centre for Energy (FORCE)
- Centre for Ocean Ventures and Entrepreneurship (COVE)
- Université Sainte-Anne
- NSCC Applied Research

# LIFE SCIENCES

Life Sciences in Nova Scotia is advancing biotechnology around the globe, producing innovative products, and giving scientists the best facilities to conduct their research.

## Research and innovation:

Nova Scotia's life sciences community has corporate and research expertise in a number of exciting areas, including:

- Bioproducts and Biotechnology
- Pharmaceuticals & Vaccines
- Medical Technologies
- Digital Health
- Natural Health Products & Functional Foods

## R&D Incentives

*Canada offers some of the world's best R&D incentives with Nova Scotia offering additional R&D top-ups and support.*

## Post-secondary R&D:

Nova Scotia has a critical mass of students and scientists undertaking exciting R&D in many of our post-secondary institutions, research hospitals, and research centres including:

- Innovacorp Enterprise Centre
- Life Sciences Research Institute
- National Research Council (NRC)
- Genome Atlantic
- Nova Scotia Health Authority

## Sector exports:

- Nova Scotia's Life Sciences sector exports to over 80 countries.
- The industry is generating nearly \$350 million in export sales annually.



# You'll be in good company:



[novascotiabusiness.com/lifesciences](http://novascotiabusiness.com/lifesciences)

## Immunity Innovation:

- Nova Scotia is home to the Canadian Center for Vaccinology (CCfV), an interdisciplinary vaccine research group, bringing together world-class expertise in vaccine discovery, clinical trials, and vaccine evaluation.
- Companies in Nova Scotia are pioneering novel immunotherapies and anti-infectives.
- Dalhousie University scientists invented the first new class of antibiotics in 30 years—a powerful new weapon against antibiotic-resistant superbugs.

## Clinical Trials and Pilots:

- Unlike many other jurisdictions, Nova Scotia has a unified health authority that grants approvals for clinical trials across the province. At any given time, there are about 400 clinical trials underway at Nova Scotia Health.
- The Nova Scotia Health Innovation Hub addresses the need for rapidly advancing and incorporating health innovation. Their Innovation Launchpad is a transformational approach for clinicians and companies looking to test, try, and de-risk solutions.
- The Hub is also leveraging cloud-based innovation sandboxes and synthetic data to create a self-service data analytics environment that enables and accelerates health care research and innovation.



# DIGITAL MEDIA

Interactive digital media has exploded out of Nova Scotia's creative community in recent years.

## Diverse fields:

- Console video games (Xbox One, and PS4)
- Mobile games (iOS & Android)
- VR & AR interactive experiences
- VR Cinematography
- Military simulations
- Animated movies and TV shows

## Partnerships and associations:

Nova Scotia's video game industry currently employs approximately 500 people in about 30 studios, and the **Interactive Society of Nova Scotia** plays a major part in its growth. Not only do they advocate for video game development and foster collaboration within the industry, they also hire graduates from local universities and colleges, and work to promote high standards of relevant education.

## Specialty degrees:

- **Nova Scotia College of Art and Design (NSCAD):** NSCAD is one of Canada's oldest independent cultural institutions, and remains a principal national centre of excellence dedicated to the visual arts.
- **Dalhousie University:** With a specialized degree in graphics, gaming, and media, Dalhousie University introduces students to the critical study of video games and gaming culture, with a particular emphasis on how video games combine interactive gameplay, world making, and storytelling.
- **Acadia University:** Acadia University offers a BSc with a specialization in game development applying the latest techniques in artificial intelligence, computer graphics, human computer interaction, and other important areas of computer science.

# You'll be in good company:



[novascotiabusiness.com/digitalmedia](http://novascotiabusiness.com/digitalmedia)



- **Nova Scotia Community College (NSCC):** NSCC designed a Diploma in Game Development to blend the creative disciplines of graphic design, video, photography, animation, type, and sound, with technical and problem-solving skills required for game development.
- **daVinci College:** daVinci's animation program immerses students in a real production studio setting, to experience a hands-on education and instruction by industry professionals in 3D animation and visual effects.

**Cost-competitive:** Of all cities with populations over 200,000 in both the U.S. and Canada, Halifax, Nova Scotia offers the most cost-effective operating environment for video game design centres, according to fDi Benchmark, a service from the Financial Times Ltd.

## Digital Media Tax Credit

*Qualifying companies can claim the lesser of 50% of the qualifying expenditures or 25% of total expenditures. Qualifying expenditures could include:*

- 100% of eligible salaries in Nova Scotia
- 65% of third-party labour remuneration
- up to \$100,000 in marketing and distribution expenditures

## Digital Animation Tax Credit

**(DATC):** This tax credit provides an incentive of up to 60% on labour associated with the project, and a labour bonus of 17.5% on animation-specific activities. The labour bonus is in addition to the base credit available.



# FINANCIAL SERVICES

The financial capital of Atlantic Canada, Nova Scotia is a premiere global destination for shared services, middle/back office operations in banking, fund administration, insurance, and reinsurance.

## **Competitive business cost:**

Of all cities with populations over 200,000 in both the U.S. and Canada, Halifax, Nova Scotia offers the most cost-effective operating environment for fund administration centres, according to fDi Benchmark, a service from the Financial Times Ltd.

## **History of growth:**

Two of Canada's largest banks were founded in Halifax dating back to the early 1800s: Bank of Nova Scotia and Royal Bank of Canada. Now, Nova Scotia offers an established and talented workforce in finance, insurance, and technology sectors.

## **Continued growth:**

- According to KPMG, Halifax, Nova Scotia is the fastest growing hedge fund administration centre in Canada.
- Five of the world's top hedge fund administrators are in Halifax, Nova Scotia.

## **Large Diverse Workforce**

*Nova Scotia offers an established and talented workforce in finance, insurance, and technology sectors. In fact, there are approximately 29,000 people employed in ICT and Financial Service industries in our province.*

# You'll be in good company:



[novascotiabusiness.com/financialservices](https://novascotiabusiness.com/financialservices)

## **Reliable infrastructure:**

Nova Scotia is a landing station for Hibernia Atlantic's Global Financial Network. This trans-Atlantic network is specifically designed to meet two major demands of the global financial industry—increased bandwidth capacity and security.

## **Educated workforce:**

Nova Scotia's universities and colleges continue to partner with our global financial services firms to ensure program curriculum delivers on the needs of their industry.

## **Low turnover:**

Financial services companies in Nova Scotia report attrition rates of 8%.

## **Immigration:**

Nova Scotia welcomed more newcomers in 2018 than ever before—a reflection of Canada's immigration-friendly approach and the province's employer-led programs. The number of new permanent residents who decide to live and work in Nova Scotia has grown by 85% over the past five years. Strong immigration policies and programs at the federal and provincial level mean your business can tap into a workforce outside of Nova Scotia.

# NAVAL DEFENCE

Nova Scotia attracts globally recognized companies working in shipbuilding, sonar and sensing, in-service support, cyber security, and training and simulation.

## Expertise:

- Nova Scotia has the highest concentration of national defence spending per capita in Canada.
- Nova Scotia is home to the East Coast Navy and the largest air force base in eastern Canada.
- Over 30% of Canada's top defence companies are located in Nova Scotia.

## Combat Vessels

*Irving Shipbuilding's Halifax Shipyard Assembly and Ultra Hall facility is the largest single building for constructing ships in North America - and it's also where Canada's next generation of combat vessels are being built.*

**A contract valued at over \$70 billion over the next 25 years.**

## Research and Commercialization:

- Defence R&D Canada (DRDC) offers world-leading expertise in a range of areas including:
  - » Sonar and sensing
  - » Anti-submarine
  - » Mine and torpedo defence
  - » Modelling and simulation of ship and combat systems
- The Centre for Ocean Ventures and Entrepreneurship (COVE) is Nova Scotia's hub for ocean innovation and commercialization, offering deep water access, opportunities for collaboration, and a research vessel for Atlantic Ocean testing.

# You'll be in good company:

[novascotiabusiness.com/defence](http://novascotiabusiness.com/defence)

GENERAL DYNAMICS



Ultra  
ELECTRONICS

## **Nova Scotia's high performing clusters:**

Eight of Canada's top ten defence companies call Nova Scotia home.

### **Shipbuilding:**

Nova Scotia's marine industry, rooted in 17<sup>th</sup> century shipbuilding, now leads in fields such as:

- Acoustic hull design
- System electronics
- Sonar technologies
- Computer-aided manufacturing

### **Sonar and sensing:**

Nova Scotia specializes in the area of acoustics, sensors, and instrumentation. This sub-sector develops and deploys surveillance equipment that collects and processes data for a variety of marine-related applications.

**Cyber security:** Nova Scotia's vibrant ICT sector has a talented labour force supported by respected academic institutions.

### **In-service support:**

Nova Scotia is an established hub for In-Service Support (ISS), including maintenance, repair, and overhaul. Three of the four largest Canadian ISS procurement contracts are being completed in Nova Scotia.

### **Training and simulation:**

Nova Scotia hosts world-leading training and simulation companies, and is well-equipped to support integrated training solutions including:

- Training needs analysis
- Instructional design
- Content development
- Integrated learning environments
- Training simulation products

# FILM & TV PRODUCTION

Whether your film or TV project requires urban sophistication, small town ambiance, or miles of unspoiled coastline, Nova Scotia has it all.

**Funding programs:** In addition to breath-taking landscapes, Nova Scotia offers several funding programs that make Nova Scotia a competitive location for local and international filmmakers.

• **Eastlink TV Independent Production Fund Program:** The Eastlink TV Independent Production Fund Program, administered through the Nova Scotia Independent Production Fund, is designed to finance Nova Scotian animated and/or live-action television productions. Eligible productions could receive an equity investment of up to \$300,000 to a maximum of 20% of the project's total budget.

• **Nova Scotia Film & Television Production Incentive Fund:**

The Nova Scotia Film & Television Production Incentive Fund provides funding for screen-based content creation. Worth up to 32% of eligible costs, the Nova Scotia Film & Television Production Incentive Fund can be combined with federal tax credits. To be eligible, organizations must have a permanent establishment in the province and be engaged primarily in the creation of film/video productions for public viewing.

You'll be in good company:

[novascotiabusiness.com/film](http://novascotiabusiness.com/film)

THE  
SINNER

THE CURSE OF  
OAK  
ISLAND



# ADVANCED MANUFACTURING

Nova Scotia's manufacturing infrastructure connectivity and logistics facilities make it the ideal choice to service Europe and North America.

Advanced manufacturing represents the largest output of any goods-producing sector in Nova Scotia.

## Heavy Industrial Manufacturing

*Connectivity and talent are just two of the reasons that manufactured products like tires, forest products and plastics are leading exports from Nova Scotia.*

Michelin celebrated 50 years in the province and has produced more than 260 million tires in Nova Scotia since 1971.

Nova Scotia's academic community collaborates with industry, providing unique solutions to problems faced by manufacturing businesses.

- Dalhousie University's Advanced Manufacturing Hub houses infrastructure that supports world-leading researchers in the development of sustainable industrial processes for manufacturing advanced materials.
- Nova Scotia Community College's Design & Innovation Centre is a prototyping operation for R&D that allows researchers, engineers and students to design and build tailored prototypes and automated processes.

You'll be in good company:

[novascotiabusiness.com/manufacturing](http://novascotiabusiness.com/manufacturing)



# Scotians



A GLOBAL NETWORK  
FOR NOVA SCOTIA

Scotians Global Advisors is a community of individuals passionate about Nova Scotia. Passionate about our economic success and the entrepreneurs that drive it.

Through Scotians, Nova Scotia exporters are connected with key influencers and industry experts within Nova Scotia's community of expats, alumni and friends of the province. By sharing their knowledge, experience and/or connections, our volunteer Global Advisors can help shape Nova Scotia's future.

Your support can have a profound influence on Nova Scotia and our business community.

Learn more by visiting [scotians.ca](https://scotians.ca) or by reaching out at [scotians@nsbi.ca](mailto:scotians@nsbi.ca).

# Thrive in **Nova Scotia**

Nova Scotia is a smart choice and a trusted partner because of our strategic location, educated workforce, business development incentives, cost-effectiveness, and quality of life.



## Get in touch

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