

“Our global headquarters are in Toronto, Canada’s financial services capital. Why?”

Toronto has top level talent, a strong economic environment, a great quality of life and a growing reputation as a world leader in financial services. And that helps us as we continue to grow our business globally. Welcome to Toronto.”

DONALD A. GULOIEN
President and CEO, Manulife Financial

A unique collaboration

Toronto Financial Services Alliance (TFSA) is a unique public-private partnership dedicated to building Toronto’s role as a “Top Ten” global financial services centre.

We do so by working with financial services companies from around the world that are exploring opportunities to do business in Toronto. We provide information, answer questions, and make introductions - saving them time and money.

Looking for more information:
www.tfsa.ca

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TFSA | TORONTO FINANCIAL SERVICES ALLIANCE

Toronto.
A global financial centre.

Globally connected and growing

One of the world's "Top Ten" global financial centres and the second largest financial centre in North America, based on direct employment.

The financial and business capital of Canada, Toronto is home to the head offices of Canada's five largest banks, three of which rank among the world's largest 25 banks. It is home to the Toronto Stock Exchange (TSX), which is the seventh largest equity exchange in the world by market capitalization and the global leader in mining finance.

Up **38 %**

Between 2000-2011, employment increased by more than 38 per cent, despite the decade's global market gyrations.



Lauded as an international city, Toronto is where you will find the Canadian headquarters for the vast majority of foreign-based financial services firms operating in Canada.

Toronto is also home to:

- 2 of the world's largest life insurers
- 3 of the world's top 50 pension funds
- 9 of Canada's top 10 mutual fund companies
- 123 securities firms

A hub for global business

Toronto is the fifth largest city in North America, generating \$144 billion in 2011 or 11 per cent of Canada's GDP. Worldwide exports by Toronto-based businesses top \$70 billion annually.

CANADIAN BUSINESS POWERHOUSE

At the heart of a vibrant technology and manufacturing corridor, Toronto is home to Canada's information technology sector, automotive industry, life sciences sector and many of the country's leading academic institutions and research centres, making it a thriving business hub.



A WORLD OF TALENT

A diverse international city where almost half of the population was born outside Canada - our talent pool is broad and deep, with expertise in a wide range of specialized fields.

The Canadian workforce is generally well educated, but employees in Toronto's financial sector are exceptional. Nearly 80 per cent of them hold post-secondary education credentials.

Toronto's financial services sector directly employs more than 220,000 people, which makes it the second largest concentration of financial services talent in North America.

No. **1** Ranked first in Forbes' annual review of the best countries for business

LOWER OPERATING COSTS FEED THE BOTTOM LINE

Annual operating costs for international financial services companies are significantly lower in Toronto than in many leading centres.

Comparing Business Costs
Overall Business Costs Index (U.S. average = 100)

Toronto	89.3
Chicago	99.8
Benchmark U.S. average	100.0
London	104.3
New York	111.1

Source: KPMG Competitive Alternatives 2012

Proximity to Key Markets

Toronto is a quick flight to major financial centers - New York, Chicago and Boston - and shares a time zone with the eastern U.S. states, the Caribbean and western South America, making it easier for business. The city's business day also overlaps that of London, UK, by two hours - a convenience for day-to-day interactions.

