



GREATER TORONTO MARKETING ALLIANCE • 2003/2004 RESOURCE GUIDE

The Greater Toronto Marketing Alliance



Mission Statement:

To expand the economy of the Greater Toronto Area by raising the profile of the region internationally to attract new investment and employment.

Karen Campbell

President and CEO

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Consistently ranked among the best locations in the world for business and quality of life, the Greater Toronto Area (GTA) is an attractive product to sell. And, selling the GTA is what the Greater Toronto Marketing Alliance is all about.

The Greater Toronto Marketing Alliance (GTMA) is a public-private partnership that brings together the 29 municipalities and regions in the GTA, the Provincial and Federal governments and a cross-

section of private corporations focused on the goal of attracting international investment and employment to the GTA.

Through a strategic international marketing plan, the GTMA targets key sectors and geographic markets. The GTMA acts as a central point of contact for prospective international investors and business inquiries in the GTA, providing essential information and site selection services.

The GTMA provides the following services to prospective international investors:

- Single point of contact for the GTA
- Provide economic, sectoral and community profile information
- Present the competitive business case for investing in the GTA
- Arrange introductions to public sector officials and private sector companies
- Coordinate meeting itineraries and visitation programs

The Greater Toronto Marketing Alliance

Message from the Chair

Dear Reader,

As Chair of the Greater Toronto Marketing Alliance, I am pleased to present the 2003 edition of the GTMA Resource Guide. We encourage you to use this Guide to source a variety of services and products offered by our many public and private sector partners, who are profiled in this publication.

The GTMA's partners play an important role in helping to promote the GTA as a premier international business location. By tapping into the resources of our partners, we are able to provide market intelligence and business connections that potential investors need to make a sound investment decision.

We take this opportunity to thank all of our partners for their leadership and support of the GTMA's mission to attract new investment and employment to the GTA.

Sincerely,



Neil Gordon
Chair

The Greater Toronto Marketing Alliance

Overview

The Greater Toronto Area

The Greater Toronto Area (GTA) is one of North America's fastest-growing regions. As an economic area, the GTA consists of 25 municipalities and four regions in a total area of over 7,000 square kilometers with a population of 5 million. With a workforce of approximately 2.9 million people, more than 100,000 companies and a US\$109 billion gross domestic product, the GTA is Canada's undisputed business and manufacturing capital.

From its thriving business climate to its lucrative markets, from its modern transportation and telecommunications to its talented human resources, the GTA rivals the greatest economic regions of the world. A recent report by KPMG, Competitive Alternatives 2002, found that the GTA has overall business costs that were lower than most of the international cities reviewed in the study.

The GTA is home to an impressive number of post-secondary educational institutions, including ten universities and colleges. Its safety, cleanliness and ethnic diversity, combined with racial harmony, set it apart from other large urban centres. The GTA is consistently ranked as one of the urban areas with the best quality of life in the world.

Forth Largest Region in North America

Name of City	Population
Los Angeles	9.5 million
New York	9.3 million
Chicago	8.2 million
Toronto	5.3 million
Philadelphia	5.1 million
Washington	4.9 million
Atlanta	4.1 million
Boston	3.4 million



The Greater Toronto Marketing Alliance

Directory

Municipal & Regional Partners

Town of Ajax
905-683-4550
www.townofajax.com

Town of Aurora
905-727-1375
www.town.aurora.on.ca

City of Brampton
905-874-2000
www.city.brampton.on.ca

Township of Brock
705-432-2681

Burlington Economic Development Corporation
905-332-9415
www.advantageburlington.com

Town of Caledon
905-584-2272
www.town.caledon.on.ca

Clarington Board of Trade
905-623-3106
www.claringtonboardoftrade.com

Regional Municipality of Durham
905-668-7711
www.region.durham.on.ca

Town of East Gwillimbury
905-478-4282
www.eastgwillimbury.ca

Town of Georgina
905-476-4301
www.town.georgina.on.ca

Regional Municipality of Halton
905-825-6000
www.region.halton.on.ca/business

Town of Halton Hills
905-873-2600
www.town.halton-hills.on.ca

Township of King
905-833-5321
www.township.king.on.ca

Town of Markham
905-477-7000
www.city.markham.on.ca

Town of Milton
905-878-7252
www.town.milton.on.ca

City of Mississauga
905-896-5016
www.mississaugabiz.com

Town of Newmarket
905-895-5193
www.town.newmarket.on.ca

Oakville Economic Development Alliance
905-338-4187
www.oeda.ca

City of Oshawa
905-725-7351
www.city.oshawa.on.ca

City of Pickering
905-420-4660
www.cityofpickering.com

Town of Richmond Hill
905-771-8800
www.town.richmond-hill.on.ca

Township of Scugog
905-985-7346
www.township.scugog.on.ca

City of Toronto
416-338-0338
www.toronto.ca/business

Township of Uxbridge
905-852-9181
www.town.uxbridge.on.ca

City of Vaughan
905-832-2281
www.city.vaughan.on.ca

Town of Whitby
905-668-5803
www.town.whitby.on.ca

Town of Whitchurch-Stouffville
905-640-1900
www.townofws.com

Regional Municipality of York
905-895-1231
www.region.york.on.ca

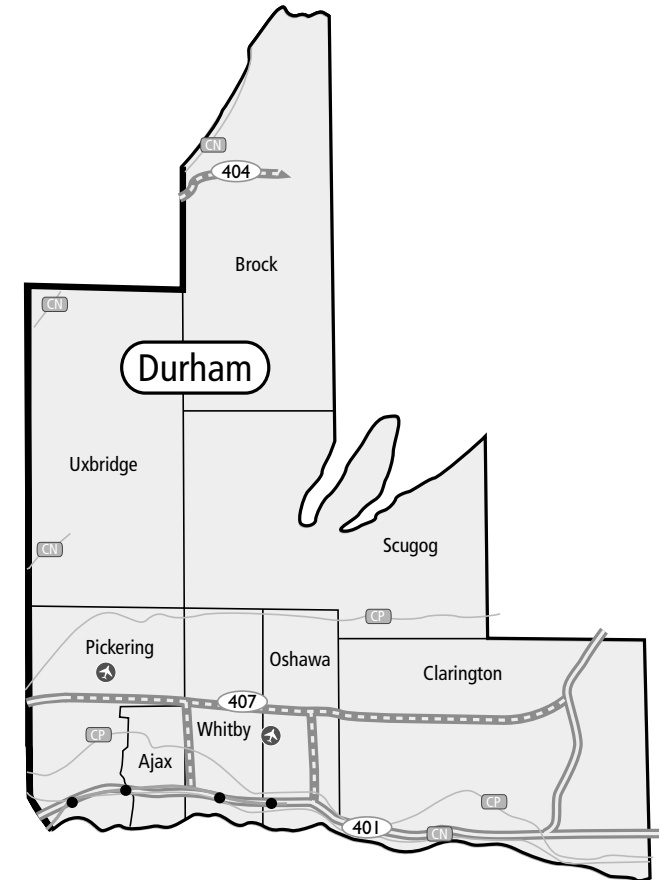
The Greater Toronto Marketing Alliance

Overview

Durham Region

Durham Region is located immediately east of the City of Toronto and is comprised of eight municipalities. A series of major lakeshore urban communities contrast with a variety of small towns, villages, hamlets and farms which lie immediately inland. It is best known for the strength of its manufacturing sector, although agriculture and food processing are also important to the region's economy. Automotive is the largest sector in Durham employing more than 22,000 people and investment within this sector continues to grow.

Durham Region also has a unique cluster of plastics companies encompassing the full length of the supply chain. As host to two major nuclear generating facilities, Durham is the energy production capital of Ontario. Canada's newest university, the University of Ontario Institute of Technology, together with Durham College will provide energy related programming to produce graduates in the energy field and to incubate new innovative businesses.



Region of Durham Quick Facts		
	1996	2001
Population	458,616	506,830
Labour Force	243,950	279,560
Avg. Household Income	62,196	N/A
Unemployment Rate	N/A	5.50%
Construction Value of Building Permits	N/A	\$889,700,000

Region of Durham - Population Growth by Municipality			
	1996	2001	% Change
Ajax	57,350	64,430	12
Brock	11,057	11,705	6
Clarington	49,479	60,615	18
Oshawa	129,344	134,364	4
Pickering	68,631	78,989	15
Scugog	17,810	18,837	6
Whitby	61,281	73,794	20

Durham Region Largest Employers	
	No. of Employees
General Motors of Canada Ltd.	13,000
Ontario Power Generation	8,400
Lakeridge Health Centre	2,690
ACSYS Technologies	1,500
Lear Corporation (Ajax & Whitby)	1,270
Minacs Worldwide Inc.	1,180
Whitby Mental Health	840
TDS	735
Ajax/Pickering Health Centre	600
DaimlerChrysler Canada Ltd.	600

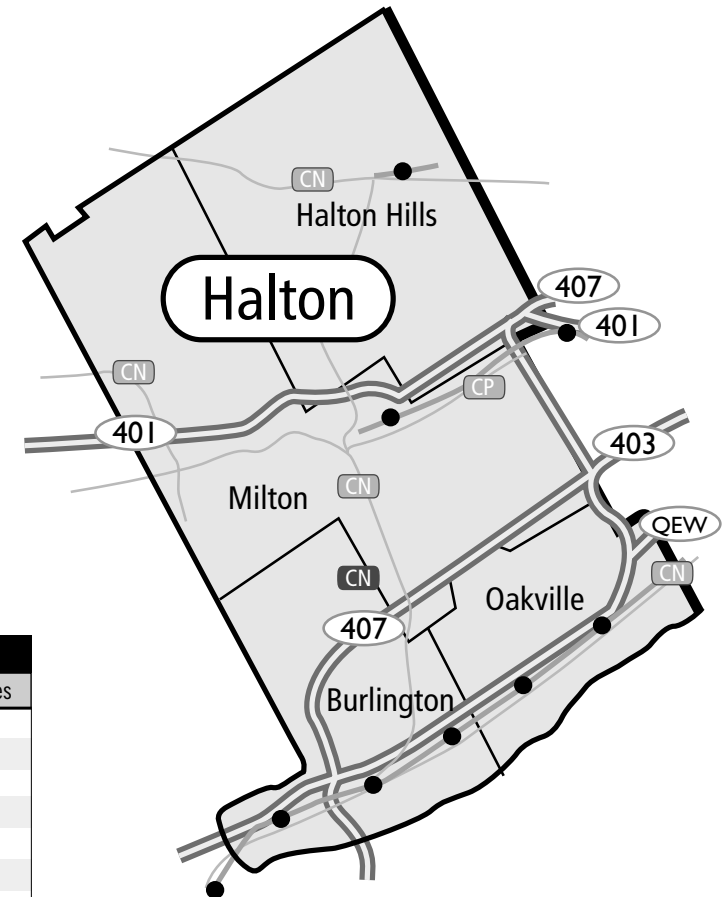
The Greater Toronto Marketing Alliance

Overview

Halton Region

As the western gateway to the Greater Toronto Area, Halton Region is well positioned to provide quick accessibility to U.S. border crossings and access to two international airports. A network of roads and highways, which include the Queen Elizabeth Way, Highways 401, 403 and the 407 ETR, links the four municipalities of Burlington, Halton Hills, Milton and Oakville which form the Region of Halton. Serviced employment lands provide businesses with a variety of locations to meet all business needs.

The Region also has a diversified economic base featuring such sectors as advanced manufacturing, automotive, metal processing, knowledge-based industries, tourism and professional, scientific and technical services, all of which are supported by a skilled workforce. Sheridan Institute of Technology and Advanced Learning, renowned for its digital media animation technology, is located in Halton. The picturesque Niagara Escarpment and the shoreline of Lake Ontario provide a natural backdrop for recreational pursuits and an attractive quality of life.



Region of Halton Quick Facts			
	1991	1996	2001
Population	313,136	339,875	375,229
Labour Force	183,155	191,560	213,015
Avg. Household Income	N/A	\$79,546	N/A
Unemployment Rate	N/A	5.50%	4.00%
Construction Value of Building Permits	\$546,552,000	\$518,594,000	\$1,124,543,000

Region of Halton - Population Growth by Municipality			
	1996	2001	% Change
Halton Hills	42,390	48,184	13.7
Milton	32,104	31,471	-2.0
Oakville	128,405	144,738	12.7
Burlington	136,976	150,845	10.2

Halton Region Largest Private Sector Employers	
	No. of Employees
Ford Motor Company	5,000
Maple Leaf Meats	1,000
Lear Corporation	700
UPS Logistics Group	650
AIC Limited	600
BF Goodrich Landing Gear	600
ABB Automation	550
Canada Loyal Insurance	500
Good Humor Breyers	500
The CIT Group	500

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Overview

Peel Region

Brampton

Brampton is the third largest municipality in the GTA and has the servicing capacity and land supply to accommodate significant growth. Proximity to Pearson International Airport and accessibility provided by Highways 407, 410 and 427 have led to Brampton's emergence as a key distribution and manufacturing location and the growth of its food and beverage industry. Transportation equipment and fabricated metal products are its top two industrial sectors.

Caledon

Caledon's scenic countryside and quaint villages offer its residents and visitors the best of rural and urban. The primary industrial sectors are plastics, wood based manufac-

turing, and logistics. Located less than half an hour from Pearson International Airport and Ontario's major highway corridors, Caledon is an ideal location for doing business.

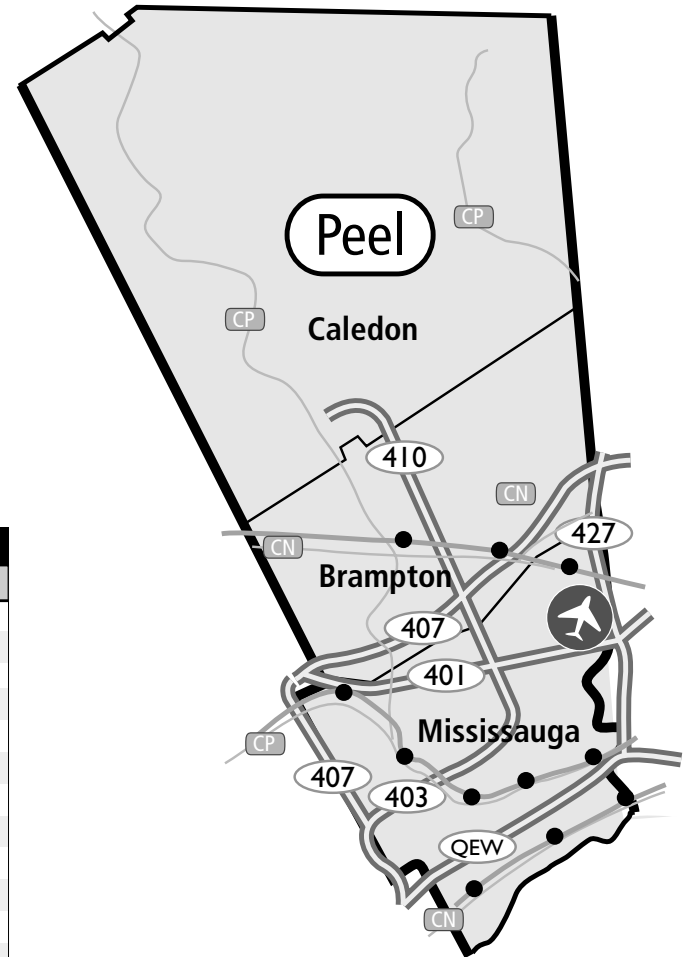
Mississauga

Mississauga has experienced over three decades of strong growth and is now Canada's sixth largest municipality. L.B. Pearson International Airport, Canada's busiest airport is located within Mississauga and an extensive highway network serves the city. Mississauga has attracted head offices for multinational corporations and is a key technology center in the GTA. Its diverse economy is strong in automotive, aerospace, biomedical, information technologies and the financial services sectors.

Region of Peel Quick Facts			
	1991	1996	2001
Population	732,798	852,526	988,948
Labour Force	N/A	476,445	564,195
Avg. Household Income	N/A	\$65,363	N/A
Unemployment Rate	N/A	8.1%	5.1%
Construction Value of Building Permits	\$1,140,996,000	\$1,103,388,000	\$2,811,538,000

Region of Peel - Population Growth by Municipality			
	1996	2001	% Change
Brampton	268,251	325,428	21%
Caledon	39,893	50,595	27%
Mississauga	544,382	612,925	13%

Peel Region Largest Private Sector Employers	
	No. of Employees
Air Canada	1000+
AstraZeneca Canada Inc.	1000+
DaimlerChrysler Canada Inc.	1000+
GlaxoSmithKline	1000+
Hewlett-Packard (Canada) Ltd.	1000+
Honeywell	1000+
Husky Injection-Molding System	1000+
Maple Lodge Farms	1000+
Nortel Networks	1000+
Oracle Corp. Canada	1000+
R B C Insurance	1000+
Effem Foods	600+



The Greater Toronto Marketing Alliance

Overview

City of Toronto

With a population of 2.6 million, Toronto is the 5th largest city in North America. Its labour force is 1.3 million people strong, 800,000 with a post secondary education. Its residents include more than 100 different ethnic groups and speak almost as many languages making Toronto a unique mosaic. Toronto is a leader in many other ways.

It is Canada's corporate capital, with more nationally and internationally top-ranked companies than any other Canadian city and has eight on Fortune's Global 500 list. It is the country's financial and business services headquarters. As well, it is the call centre and shared-uses hub for the region.

In addition to being Canada's key financial and business location, Toronto is strong in other clusters including biomedical/pharmaceutical, information and communications technologies, food and beverage, fashion, industrial and graphic design, and tourism. Its "no development charges" policy for industrial and commercial projects has served to make its costs even more competitive. Finally, Toronto has earned an international reputation for its unrivalled quality of life offering an impressive array of cultural, entertainment and recreational attractions.



City of Toronto Largest Private Sector Employers	
	No. of Employees
Toronto Dominion Bank	14000
Canadian Imperial Bank of Commerce	12000
Rogers Communications Inc	11600
Royal Bank of Canada	11000
Bank of Montreal	8400
Bank of Nova Scotia	8200
Bell Canada	8000
Bombardier Inc	7000
Celestica International Inc.	5000
Loblaws Supermarkets Limited	4000

City of Toronto Quick Facts			
	1991	1996	2001
Population	2,275,800	2,385,421	2,481,494
Population Growth	3.8%	4.8%	4.0%
Labour Force	1,336,961	1,262,400	1,399,963
Avg. Household Income	54657	53869	N/A
Unemployment Rate	10.4%	10.3%	7.3%
Construction Value of Building Permits	\$1,814,197,000	\$1,654,245,000	\$1,597,995,000

The Greater Toronto Marketing Alliance

Overview

York Region

Stretching from the northern boundary of the City of Toronto to the shores of Lake Simcoe, York Region is one of the fastest growing regions in the Greater Toronto Area. The region has a large supply of vacant land to accommodate future industrial and commercial development. The nine municipalities that comprise York Region have a strong and diverse economic base, ranging from computer/electronics, biotechnology, fabricated metal product manufacturing, transportation equipment manufacturing, to agricultural and tourism-based industries. A large cluster of high

technology firms and headquarters for major corporations have concentrated in the Markham and Richmond Hill areas. Canada's first electronic toll highway, 407 ETR, provides an efficient east-west transportation corridor across the region. York Region offers many exciting urban and country experiences, including family attractions like Paramount Canada's Wonderland, top-rated golf courses, premier equestrian and polo facilities, scenic trails and conservation areas, museums and galleries, quaint shops, family farms, orchards and country markets.



York Region Largest Private Sector Employers	
	No. of Employees
Magna International	10,200
IBM Canada Ltd.	7,500
Paramount Canada's Wonderland	3,850
Royal Group Technologies	3,800
Toromont Industries Ltd.	2,500
Amex Canada	2,250
ATI Technologies Inc.	1,300
Canadian National Railway	1,300
Crown, Cork & Seal	1,250
Canac Kitchens	1,200

Region of York - Population Growth by Municipality			
	1996	2001	% Change
Aurora	36,000	41,650	16
East Gwillimbury	20,418	21,272	4
King	35,917	40,986	14
Georgina	18,820	19,211	2
Markham	179,068	217,120	21
Newmarket	58,998	68,207	16
Richmond Hill	105,060	137,843	31
Vaughan	136,892	190,537	39
Whitchurch-Stouffville	20,485	22,825	11

Region of York Quick Facts		
	1996	2001
Population	592,445	729,254
Labour Force	319,335	405,905
Avg. Household Income	N/A	N/A
Unemployment Rate	6.8%	4.5%
Construction Value of Building Permits	\$1,114,012,000	\$2,870,095,000

The Greater Toronto Marketing Alliance

Partners

Growing Stronger Together

Working with the assistance of our partners, the GTMA is able to provide market intelligence that potential investors need to make their location investment decision.



GTMA Board of Directors 2003

"When we were studying North American cities to determine the best location for a technical support centre, the GTMA was extremely helpful. They introduced us to local companies and government agencies so we could gain a real-world perspective on the tax, employment and operating issues. As a result, we decided to locate our new facility in the Greater Toronto Area."

Luigi Sciabarrasi, V.P. Corporate Services, Veritas Software

The Greater Toronto Marketing Alliance

Directory

Corporate Partners

Air Canada
Peter Wilson
416-263-5550

AMJ Campbell Van Lines Inc.
Denis Frappier
905-795-3992

BDO Dunwoody LLP
Keith Farlinger
416-369-3056

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Renato Cabildo
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J.J. Barnicke Limited Insignia
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Bill Guest
416-675-2480

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Brain Kevens
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Barristers & Solicitors
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Le Royal Meridien King Edward
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Ontario Power Generation
Gordon McBrien
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Rogers Communications
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Scotiabank
Mary Jo Field
416-920-8120

Toronto-Dominion Bank
Fran Strike
416-982-8516

toronto.com
Patrick Sullivan
416-596-4321

Toronto Hydro Corporation
Blair Peberdy
416-542-2515

The Greater Toronto Marketing Alliance

Finance

Canadian Imperial Bank of Commerce

CIBC is a full service Canadian financial institution operating on a global basis. The company is comprised of two strategic business units: Personal and Commercial Banking and CIBC World Markets. CIBC is a Schedule 1 chartered bank subject to the provisions of the Bank Act of Canada.

CIBC's personal advice for small business owners offers the most suitable products and services to manage both business and personal finances. CIBC can provide comprehensive strategies for businesses with revenues of less than \$5 million. CIBC Small Business offers the innovative products, services and expertise needed to help a small business succeed. CIBC also specializes in the agriculture and health-care professionals industries.

If a business' mid-market organization's goals are

focused on growth or maximizing returns, a CIBC Relationship Manager will work with a business to develop the right solutions. From financing and treasury to restructuring, CIBC will help you meet the strategic and business goals. CIBC Commercial Banking helps clients create end-to-end financial solutions. The bank combines the best elements of traditional service with state-of-the-art technology and it's done in a highly customized way, with integrated programs and full service capabilities. With over \$24 billion in funds managed, CIBC works with many of Canada's high profile companies. Partnering with clients with annual sales of between \$5 million and \$250 million, and with larger companies with specific needs, CIBC operates in 75 industry sectors and over 800 individual industries. CIBC Commercial Banking is strategically aligned to provide innovative solutions to meet any company's financial needs.



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The Greater Toronto Marketing Alliance

Finance

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Scotiabank is Canada's most international bank. Its 41,000 employees provide a complete range of retail, commercial, corporate, investment, and international banking services through more than 1,600 branches and offices in over 50 countries.

In Canada, Scotiabank serves close to four million households and over 250,000 businesses, providing financial and investment products and services through branches, automated banking machines and telephone and internet networks.

Scotiabank recognizes that businesses want a comprehensive, cost-effective business account that includes excellent service. Scotiabank banking services provide customized business accounts, comprehensive records, and 'round the clock access to accounts. ScotiaOne™ Service for business rec-

ognizes the unique needs of small business owners. Its simple, practical solutions put a company in control of day-to-day business and personal banking so they can focus more on what matters most.

Once a business has decided to expand business operations and profit potential, Scotiabank provides its customers with international trade commerce, e-commerce and online marketing, and ScotiaLine Visa cards specifically for business.

Since Scotiabank welcomed its first customers in 1832, it has enjoyed continued success by building on traditional core strengths – risk management, cost control, diversification, customer satisfaction and great employees. Scotiabank's goal is to be the best and most successful Canadian-based international financial services group.

The Greater Toronto Marketing Alliance

Finance

Toronto-Dominion Bank

Headquartered in Toronto, Canada, with more than 51,000 employees in offices around the world, the Toronto-Dominion Bank and its subsidiaries are collectively known as TD Bank Financial Group (TDBFG). TD Bank Financial Group offers a full range of financial products and services to approximately 13 million customers worldwide through three key business lines:

- Personal and Commercial Banking including TD Canada Trust
- Wealth Management including the global operations of TD Waterhouse
- Wholesale Bank through TD Securities

As at October 31, 2002, TD Bank Financial Group was Canada's third largest bank in terms of market capitalization and had more than CDN\$278 billion in

assets. TD Bank Financial Group ranks as one of the top on-line financial services providers in the world with more than 4.5 million on-line customers. The Toronto-Dominion Bank trades on the Toronto and New York stock exchanges under the symbol "TD".

The Toronto-Dominion Bank is a chartered bank subject to the provisions of the Bank Act (Canada). It was formed on February 1, 1955 through the amalgamation of The Bank of Toronto, chartered in 1855, and The Dominion Bank, chartered in 1869. On February 1, 2000, TD Bank announced the completion of its \$8 billion acquisition of CT Financial Services Inc., the parent company for the group of entities operating under the name "Canada Trust," moving it from the fifth-largest Canadian bank to a market leader in Canada.



**Bank
Financial
Group**

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The Greater Toronto Marketing Alliance

Real Estate

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"Our relationship with the GTMA over the past four years has mutually benefited our respective organizations. It's been a cost effective way for our sales staff to be on the front lines of new investment opportunities in the GTA. It just makes good business sense!"

Christopher Ridabock
 President & C.O.O.

J.J. Barnicke Limited Insignia is the country's leading Canadian commercial real estate advisory and brokerage company offering a full range of realty consulting, transactional and advisory services. J.J. Barnicke's primary focus has been on all major realty services including the office, industrial, investment, retail, hospitality and corporate sectors. Clients benefit from personalized service, independent and entrepreneurial advice, market knowledge and innovation from each of our Canadian offices.

J.J. Barnicke Limited Insignia offers its clients in-depth real estate advice in 45 countries and 200 international business markets. Through the local market expertise and partnership of over 7,000 commercial real estate professionals worldwide, J.J. Barnicke Limited Insignia is able to deliver a full spectrum of real estate advisory services for clients with multi-market requirements.

J.J. Barnicke Limited Insignia offers clients comprehensive and experienced strategic advice in every major industry sector that utilizes commercial real estate. We offer specialized resources and real estate expertise in dozens of strategic sectors including hospitality and resort management, life sciences, high technology, data and call centres, media and publishing, logistics and warehousing, manufacturing and assembly facilities, retail big box and local storefront outlets, entertainment complexes, estates and trusts and lease audit.

J.J. Barnicke Limited Insignia assembles the most appropriate team of professionals for property sales and leasing, asset valuations, land assembly and disposition, project development, site selection, design build, investment sales, and corporate facility needs and solutions analysis.

The Greater Toronto Marketing Alliance

Real Estate

Facility Services Group A Division of Herman Miller

Facility Services Group, a Division of Herman Miller Canada Inc., is a leader in the provision of services for the workplace. Headquartered in Toronto with employees across Canada, the Division serves Fortune 500 companies and organizations in a variety of industries seeking to leverage their workplace for competitive business advantage and positive bottom line results. Today, HM Facility Services is maximizing the business impact of the workplace and consolidating the workplace value chain through our consulting, workplace management, workplace services, project management, and staffing capabilities.

Herman Miller dealers have decades of experience in delivering the services that businesses need. The Certified Dealer Network is especially equipped to support complex and multilocation companies.

Herman Miller is known in the industry for putting customers first and using innovative technologies to take the pain out of furniture planning, ordering, delivery, and life-cycle management.

Any business can rely on Herman Miller's expertise and intellectual muscle to help create and maintain great, cost-efficient, talent-attracting, healthy, productive workplaces the world over.

Herman Miller provides dependable, efficient, and cost-effective solutions for today's work environments through furniture products and workplace management services.

Everything is designed to support the success and growth of individual businesses.

Facility Services Group

Tim Peters

Business Development Manager

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Our relationship with the GTMA has been superb! The level of contacts and networking opportunities we receive through the GTMA at the Corporate and Government events is great. HMFS is proud to be a member of the GTMA and help with the promotion of our wonderful region - the GTA."

*Tim Peters, Business Development Manager
Facility Services Group*

The Greater Toronto Marketing Alliance

Telecommunications

Bell Canada



Renato Discenza
Senior Vice President
Enterprise Services and Supply Chain

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"Bell Canada is delighted to be able to participate in the GTMA. We recognize the value of Toronto's economic engine to the whole province and believe it is important for us to support the GTMA and the GTA municipalities in attracting international business to Ontario and the GTA. It is good business for Bell, its shareholders and its employees to participate in this value-creation."

*Renato Discenza, Senior VP, Enterprise Services and Supply Chain
 Bell Canada*

Bell Canada, Canada's national leader for communications provides connectivity to residential and business customers through wired and wireless voice and data communications, high speed and wireless Internet access, IP-broadband services, direct-to-home satellite, e-business solutions and local and long distance phone services.

With more than 40,000 employees, Bell Canada offers its wide-ranging, integrated platform communications through its operating divisions:

- Bell Mobility provides a complete range of innovative wireless communication solutions: PCS and cellular, web-browsing and data, two-way messaging, paging and airline passenger communications services.
- Bell World encompasses a network retail chain of over 350 stores and a wholesale distribution service to national and regional retailers. It offers a complete range of communications solutions to consumers and businesses under the Bell World and Bell Mobility banners.
- Bell ExpressVu offers the largest programming line-up and Pay-per-View service in Canada with more than 200 video and music channels and over 50 Pay-per-View services. Bell ExpressVu is the only digital satellite television company in Canada that broadcasts to an 18 inch dish – the smallest in Canada.
- Bell Ontario and Bell Quebec provide a wide range of communications services to their customers in their respective operating territories.
- Bell Nexia provides total communications solutions to national business customers and operates a state-of-the-art coast-to-coast IP-Broadband network.

The Greater Toronto Marketing Alliance

Utility

Enbridge Gas Distribution Inc.

Enbridge Gas Distribution provides safe, reliable distribution of natural gas to about 1.6 million industrial, commercial and residential customers in communities including the Greater Toronto Area.

A regulated utility with more than 150 years of experience, Enbridge owns and operates the systems that bring natural gas to homes and businesses. Enbridge works in partnership with business customers to help them identify natural gas solutions that improve their bottom line. In addition to lowering energy costs, solutions can improve indoor air quality, employee health and safety, and product quality, as well as provide an alternative source of electricity.

Natural gas is the most efficient and economical energy choice now and into the future. It's the number one choice for heating and water heating in Ontario. It is also the environmentally-preferred fossil fuel.

Enbridge Inc. is a leader in energy transportation and distribution in North America and internationally. As a distributor of energy, Enbridge owns and operates Canada's largest natural gas distribution company, Enbridge Gas Distribution, which provides distribution services in the provinces of Ontario and Quebec and in New York State; and is developing a gas distribution system for the Province of New Brunswick. As a transporter of energy, Enbridge operates in Canada and the U.S., the world's longest crude oil and liquids pipeline system. The Company also has international operations and a growing involvement in the natural gas transmission and midstream businesses.

Information about Enbridge including business services, installation of natural gas and rates in the Greater Toronto Area is available at www.enbridge.com.



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We are proud to have been a founding member and continuing partner of the GTMA. With the pending deregulation of the electricity market, energy optimization will be a critical component of the GTA's future economic health. We are delighted to be working with the GTMA to help achieve our mutual corporate objectives."

Jim Schultz, President
Enbridge Gas Distribution Inc.



The Greater Toronto Marketing Alliance

Utility

Ontario Power Generation

ONTARIOPOWER GENERATION

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OPG is a leading North American electricity provider. We have more than 95 years of experience in meeting the unique electricity needs of Ontario business, and we are using this in-depth knowledge to develop the innovative products and services demanded by a competitive market. Our core expertise is our ability to efficiently produce electricity in a safe, open, and environmentally sound manner.

Our generation assets stand firmly behind every risk-management product we underwrite, providing peace of mind to our customers and flexibility to our energy trading operations. As a key player in the Ontario market, we have a thorough understanding of the new market rules. A central corporate value is that informed customers make the best business partners, and so we have long sponsored vigorous programs to openly share with customers our tech-

nical expertise and our market knowledge.

Ontario Power Generation is an Ontario based company, whose principal business is the generation and sale of electricity to customers in Ontario and to interconnected markets. Our goal is to be a premier North American energy company, while operating in a safe, open and environmentally responsible manner. Our focus is on producing reliable electricity from our competitive generation assets; power trading; and commercial energy sales activities.

Our success will be achieved by providing exceptional customer service, leading-edge innovation and managing our generating fleet to continually enhance its value and performance. OPG is committed to providing its customers with a competitively priced, reliable and clean power supply.

The Greater Toronto Marketing Alliance

Utility/Human Resources

Toronto Hydro Corporation

Incorporated in 1999 and wholly-owned by the City of Toronto, Toronto Hydro Corporation operates three affiliate companies. Toronto Hydro-Electric System Limited operates the largest municipal distribution utility in Canada and distributes 20 per cent of the electricity in Ontario. Toronto Hydro Energy Services Inc. is a wholesaler and retailer of electricity, natural gas and energy efficiency products and services. Toronto Hydro Telecom is dedicated to maximizing the value of our fibre optic network and bringing other telecommunications services to our customers.

Toronto Hydro Corporation is confident that competition will bring positive changes in the energy market for Ontario consumers. We have been a strong advocate of market restructuring for many years and have played a leading role in the design of Ontario's wholesale and retail electricity markets.



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Hire Results Ltd. is a staffing company that harnesses the power of real life Role-Playing to assist clients in strengthening their hiring process - resulting in increased productivity of new employees and increased bottom line results. Our mission is to assist our clients in building excellent organizations through the identification and accurate selection of new recruits using the Hire Results Role-Playing recruitment process.

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Canadian Business redefines business news. Examining the implications of the latest business events, Canadian Business delivers forward-looking insight into what will happen next – alerting corporate leaders, entrepreneurs and innovators to investment possibilities, career opportunities and technological innovations.



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The Greater Toronto Marketing Alliance

Media

Cyber TV

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With over 30 years of news experience, our communications specialists can "fine tune" your message for various events. Creative, innovative and responsible, CyberTV has seen the challenge and continues to rise to the occasion.



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Rogers Communications Inc.

Rogers Communications Inc. is Canada's national communications company engaged in cellular, Digital PCS, paging and data communications through Rogers Wireless Inc; in cable television, high-speed internet access and video retailing through Rogers Cable Inc.; and in radio and television broadcasting, tele-shopping, publishing and new media businesses through Rogers Media Inc.

Rogers Cable is a leading North American provider of both cable television and high-speed internet access via cable modem. Rogers AT&T Wireless is Canada's leading national wireless communications service provider. Rogers Media operates Rogers Broadcasting and Rogers Publishing. Rogers Broadcasting currently has 43 AM and FM radio stations across Canada and Rogers Publishing produces many well-known consumer magazines such as Maclean's, Chatelaine, and Flare.



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toronto.com is one of North America's leading online local portals. Launched September 1, 1997, the web site is owned by the Toronto Star, Canada's largest daily newspaper. toronto.com provides in-depth content and services for Toronto and surrounding areas with searchable information on more than 200,000 shops and services, as well as hotels, restaurants, arts and entertainment, travel, community organizations and sports. The web site provides users with features, reviews, contests and a number of interactive resources such as an event finder, newsletters, maps, polls, coupons and virtual tours of businesses – it answers the questions of what to do and where to buy.

BDO Dunwoody LLP



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BDO is one of the largest accounting firms in Canada with 97 offices and 1,460 professionals across the country, and is the leading professional services firm serving the mid-market in Ontario. The firm operates in ten regions, Canada-wide, with the Toronto Region providing the largest concentration of professionals and specialty services. The Toronto Region operates out of four locations in the GTA including Markham, Toronto Downtown, Mississauga and Oakville. Functioning as a cohesive unit, this region shares all resources and has the strength of over 65 partners and over 260 professional staff.

BDO Dunwoody LLP is a member of BDO International, the world's fifth-largest accounting and consulting firm. BDO International is made up of leading national firms in over 95 countries worldwide, with over 18,000 professional staff and 2,100 partners.

The Greater Toronto Marketing Alliance

Accounting

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Deloitte & Touche is one of Canada's leading professional services firms, providing a full range of assurance and advisory, financial advisory, tax and consulting services through more than 6,600 people in more than 46 locations across the country. We are dedicated to helping our clients and our people excel. We are the only professional services firm, and one of only 16 companies to be named to the Globe and Mail's Report on Business Magazine annual ranking of Canada's top employers for two consecutive years: 35 Best Companies to Work for in Canada in 2001 and 50 Best Companies to Work for in Canada in 2002. Deloitte & Touche is part of Deloitte Touche Tohmatsu, a global leader in professional services with more than 95,000 people in over 140 countries.

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We are chartered accountants, tax consultants and business advisors. We're focused on one thing: to be the leading provider of innovative advice to entrepreneurs. Through our affiliation with Collins Barrow Canada, we have offices across the country, making us a Toronto-based firm with national and international capabilities. We are also an active member of Moores Rowland International, an international affiliation made up of the world's leading independent accounting firms.

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As Canada's largest airline, and the thirteenth largest in the world, Air Canada plays a leading role in the development of air transportation services in the Toronto region, and is a high-profile partner in the community's economic and cultural life. Air Canada has earned a global reputation for customer service, technical excellence and passenger safety. Air Canada provides service to 150 destinations, serving over 30 million customers annually and employs approximately 40,000 people worldwide including 12,000 in greater Toronto area.



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AMJ Campbell Van Lines

AMJ Campbell Van Lines is Canada's largest coast-to-coast moving company with 65 business units in 43 locations across the country. AMJ Campbell specializes in residential, office and international moving and deals with over 1500 corporate clients nationally. AMJ has recently launched two new divisions, AMJ U-move which supports the do-it-yourself market; and AMJ Home Services, a division which looks after all your relocation needs from real estate, mortgage, insurance, etc. AMJ Campbell's vision is to become a one stop full service relocation company to individuals, corporations and sports teams across the country and around the world. AMJ Campbell is very proud to continue to be the Official Mover of Canada's Olympic Team and many professional and amateur teams across Canada.

The Greater Toronto Marketing Alliance

Fraser Milner Casgrain LLP

Fraser Milner Casgrain LLP is one of Canada's leading business law firms. With over 550 lawyers in six Canadian offices - Montréal, Ottawa, Toronto, Edmonton, Calgary and Vancouver - FMC is a national firm with strengths in each of the country's key business centres.

For over 160 years, FMC has been providing clients with the depth of experience and trusted legal advice to address virtually every facet of Canadian business law. Whether you require the services of an individual lawyer, the dedication of a client service team or the resources of a national practice group, FMC has a well-earned reputation for consistently delivering the highest quality legal services and counsel to its clients.

Regardless of where you choose to do business in Canada, FMC offers the same high quality service.



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Gowling Lafleur Henderson LLP

Gowling Lafleur Henderson LLP (Gowlings) is one of the largest and most diversified law firms in Canada, with over 650 professionals, including lawyers, patent and trademark agents and consultants. Gowlings is well known for providing top level legal advice and service to clients around the world in business law, information technology, energy and infrastructure, intellectual property, international trade advertising and media, professional liability, real estate, environmental initiatives and aboriginal issues.

Gowlings' lawyers appear regularly before all levels of Canadian courts and international tribunals. Over 60 Gowlings' lawyers are ranked as leaders in their practice areas in LEXPERT, the Canadian legal directory, and 13 are ranked among the top 500 lawyers in Canada in the 2002 Guide to the Leading Lawyers in Canada.

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The Greater Toronto Marketing Alliance

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Green and Spiegel is one of Canada's oldest immigration law practices and it is also Canada's largest. With lawyers in both Toronto and Vancouver - Canada's two largest immigration centers - Green and Spiegel's network of worldwide offices ensure the broadest possible access for our clients. The firm represents many multinational corporations and medium size corporations assisting with the movement of their key personnel to and from Canada and the United States.

Four Halls

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Four Halls Inc. is George Fierheller's personal investment company. Mr. Fierheller's distinguished business career spans 40 years including, President of SDL, one of the pioneering computer service companies in Canada, founding President & CEO of Cantel Inc. and Vice Chairman of Rogers Communications until 1996.

George was the Founding Chair of the Greater Toronto Marketing Alliance (GTMA) and is now the Past Chair and the Chair of the Honorary Board. Much of the success of the GTMA is owed to Mr. Fierheller's leadership and commitment in shaping the mandate of the GTMA, and advancing the principle of a unified approach to promoting the region internationally. He has been instrumental in mobilizing the GTMA's broad stakeholders and partners to work in partnership to achieve the goals and objectives of the GTMA. His contribution to the community has been recognized through numerous awards, most recently being appointed a Member of The Order of Canada.

The Greater Toronto Marketing Alliance

Other Services

Bagna Networks Inc.

Bagna Networks specializes in IT Consulting and Managed Services to companies looking to reduce the cost of ownership and increase the efficiencies of their network infrastructure. Bagna Networks aligns business goals with technology and expertly manages these areas of business.

Bagna Networks has its head office and data center in Toronto, with other locations in New York and Chicago. The data centers are carrier class facilities that offer high availability, security and large bandwidth for customers. For businesses looking to lower their total cost of ownership for IT, or for those looking to explore new IT strategies, Bagna Networks can help them achieve their goals. Working with its strategic partners, Bagna's partners add to our offering of services and provide extra value for their clients.



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www.greater.toronto.on.ca

Greater Toronto Area The Virtual Reference Library
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KPMG Competitive Alternatives
www.competitivealternatives.com

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www.bot.com

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Canada - Ontario Business Service Centre (COBSC)
www.cbosc.org/ontario/

Canada Customs and Revenue Agency
www.ccr-a-dr.gc.ca

Canadian Industrial Innovation Centre
www.innovationcentre.ca

Canadian Technology Network (CTN)
<http://ctn.nrc.ca>

Citizenship and Immigration Canada (CIC)
<http://cicnet.ci.gc.ca>

Department of Finance Canada
www.fin.gc.ca/

Department of Foreign Affairs and International Trade (DFAIT)
www.dfait-maeci.gc.ca

Export Development Corporation
www.edc.ca

Government of Canada - Departments and Agencies
http://canada.gc.ca/depts/major/depind_e.html

Human Resources Development Canada
www.hrdc-drhc.gc.ca

Innovation In Canada
www.innovation.gc.ca

Invest in Canada
www.investincanada.ic.gc.ca

National Research Council - Industrial Research Assistance
www.irap.nrc.ca

Scientific Research & Experimental Tax Credit Program
www.ccr-a-dr.gc.ca/taxcredit/sred

Statistics Canada
www.statcan.ca/

Strategis Industry Canada
<http://strategis.ic.gc.ca/>

PROVINCIAL GOVERNMENT

Ministry of Agriculture, Food and Rural Affairs
www.gov.on.ca/omafra

Ministry of Enterprise, Opportunity and Innovation
www.ontario-canada.com

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www.2ontario.com

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www.acs.ryerson.ca/

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www.uoit.ca

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www.apma.ca

Institute for Competitiveness and Prosperity
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www.imat.ca

Mississauga Technology Association
www.mississaugatech.com

Moving to Toronto
www.movingto.com

Smart Toronto Technology Alliance
<http://www.stta.ca>

Toronto Biotechnology Initiative
www.torontobiotech.org/

Toronto Real Estate Board
www.realestate.ca

Toronto Venture Group
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toronto.com
www.toronto.com

Tourism Toronto
www.torontotourism.com/

York Technology Association
www.yorktech.ca

The Greater Toronto Marketing Alliance

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