



WATERLOO at a glance

WATERLOO

Collaborative. Innovative.
Passionate about inventing
the future.

OUR COMMUNITY

A mid-size city in close proximity to North America's largest markets, Waterloo is within a one day's drive of more than 150 million consumers. Drawing on a pioneering heritage, the words most often used to describe our community are collaborative, innovative, and passionate about inventing the future.

OUR **ECONOMY**

At the western end of the Toronto-Waterloo Corridor, our community is home to a diverse economy with strengths in technology, advanced manufacturing, automotive, business and financial services and security. From global leaders like Toyota and Google, to the second highest density of startup companies in North America, Waterloo has room for business successes of all shapes and sizes.





OUR **TALENT**

Our three highly-respected post-secondary institutions – the University of Waterloo, Wilfrid Laurier University and Conestoga College – have internationally-recognized strengths in computer science, engineering and business. With a focus on experiential education, including the world's largest co-operative education program, Waterloo truly has a future-proof talent pipeline.



OUR **WORKFORCE**

Waterloo's population is growing faster than provincial and national rates, is younger than most communities in Canada and is highly-educated. Not only do we have a large and skilled manufacturing workforce – accounting for nearly 18% of total employment – Waterloo is also the second-fastest growing tech talent market in North America.





OUR **CORRIDOR**

North America's second largest technology cluster, the Toronto-Waterloo Corridor is home to 16 universities and colleges, 7.7 million people speaking 150 languages and a \$332 billion economy. From startups to multinationals, the Corridor is home to companies intent on innovation and the second-fastest growing tech talent market in North America.



150+
LANGUAGES



\$332
BILLION
ECONOMY

OUR **INNOVATORS**

With an incredible density of brilliant engineers, researchers and business minds, Waterloo is a community of innovators. Our community helps innovation take root with "creator-owned" intellectual property policies that attract the most entrepreneurial researchers and students and a world-class collection of incubators and hubs.



WATERLOO IS A
COMMUNITY OF
INNOVATORS



OUR **RESEARCH**

Waterloo is home to 150+ research hubs ranging from artificial intelligence and quantum physics to advanced manufacturing and supply chain management. Most of these research hubs work directly with businesses and entrepreneurs to develop new, innovative products and services while producing research that will seed future innovations.



150+
RESEARCH
HUBS

OUR **LIFESTYLE**

Waterloo is a compact community with excellent transit, blossoming city centres, parks, and bustling festivals and events – including the world's second-largest Oktoberfest. Just 105 km/65 miles from Toronto's world-class food, entertainment and sports, and one-and-a-half hours from beautiful beaches, ski hills, hiking trails and more, Waterloo is a great place to live, work and play.



22 MIN
AVERAGE
COMMUTE
TIME

Want to locate, relocate or expand your business in Waterloo?

We provide support at no cost to you or your business. Waterloo EDC can introduce you to local business leaders, identify commercial and industrial real estate opportunities that fit your needs, provide information about relevant incentives and connect you with legal, tax and accounting experts who can help you do business in Waterloo.

We are here to help your business grow and succeed.

THERE IS ROOM HERE FOR YOUR **SUCCESS**

Learn more
about Waterloo at
waterlooeDC.ca
or contact us today at
info@waterlooeDC.ca





WATERLOOEDC
inventing the future

waterlooredc.ca
info@waterlooredc.ca

Telephone: 519.747.2541
Toll Free: 1.866.233.5133

 /WaterlooEDC
 @WaterlooEDC