



# Nova Scotia

## Your Nearshore Advantage

Nova Scotia is the world-class nearshore solution for ICT, Business Process and other outsourcing industries, constantly advancing in areas such as technology, R&D and communications.

Positioned halfway between the United Kingdom and California, Nova Scotia is the optimal location for companies to conduct business with clients in both places on the same workday. Thanks to our Atlantic time zone, for the first four hours of the day you can do business with Europe, and the last four hours you can do business with the west coast of North America – a major benefit to companies who deal with a multitude of international clients.

Our strong education foundation provides a knowledgeable workforce that is known for its competency and

loyalty. Nova Scotia is recognized for its quality education. In fact, we have the highest ratio of educational institutions to population in North America. The result? A highly skilled workforce and a steady supply of graduates every year.

Four regions in Nova Scotia were rated among the best sites for doing international business based on factors such as cost and the quality and availability of labour, according to KPMG's 2006 Competitive Alternatives study.

That is why companies like Research In Motion, Keane and CGI – three of North America's major software application development companies – have chosen Nova Scotia.

*"We are very pleased with the progress of the center, and attribute much of this success to the support from the provincial government and NSBI, and to the natural advantages inherent to doing business in Nova Scotia. For CGI, Nova Scotia has proven to be a very sound decision regarding the location for our International Systems Development Center serving the business needs of our North American clientele."*

Cecil Smith, Senior Vice-President, Atlantic Global Delivery Center, CGI

### Competitive Advantages of Outsourcing in Nova Scotia:

- » **Highly skilled workforce.** Nova Scotia's 11 universities and 13 community college campuses provide a steady supply of graduates annually.
- » **Closer** to client base, enabling easier communication and lower travel costs.
- » More **cost-effective** than the United States. In fact, Canada has been identified as the lowest cost G7 country in which to do business. (2006 KPMG Competitive Alternatives Study)
- » Extensive broadband **infrastructure**, including the intercontinental Hibernia Atlantic undersea fibre network, differentiates Nova Scotia from any other location in North America.
- » **Secure** and **stable** geo-political climate minimizes the risk to your investment.
- » Cultural **similarities**, ensuring more commonalities between business processes and cultures, with no language barrier.
- » **International airport** offers service to and from major Canadian, U.S. and European destinations. From Halifax, travelers are less than a six-hour flight to London, two hours from Toronto and New York, and one hour from Boston.



**Nova Scotia Business Inc.** is Nova Scotia's private sector-led business development agency. NSBI is the investment attraction arm of the province and helps businesses in Nova Scotia meet growth potential through advisory services, trade development, business financing and venture capital.

World Trade & Convention Centre  
1800 Argyle Street, Suite 701  
PO Box 2374 Halifax, Nova Scotia  
CANADA B3J 3E4

Tel: 902.424.6650

Fax: 902.424.5739

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

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