

## Quick Facts

Oshawa. In the right place.

## Top 10 reasons to invest in Oshawa



- 1 Location** Located within the Greater Toronto Area, Oshawa provides easy access to large North American markets.
- 2 Growth** Oshawa will post the third highest growth rate in the country—Conference Board of Canada.
- 3 Academia** 3 Universities, 2 Colleges, an Incubator and an Innovation Network.
- 4 Business** National Leader in Small Business Growth—BMO Financial Group October 2010.
- 5 Transportation** Water, Rail, Air and Roads: Oshawa offers the right connections to move your people and goods locally, nationally and internationally.
- 6 Entrepreneurial** One of Canada's Top 100 Entrepreneurial Cities—Canadian Federation of Independent Business, October 2010.
- 7 Sustainable** The City of Oshawa's strategic direction is made up of five pillars of sustainability: financial, economic, social, environment and governance.
- 8 Development** Fast track development approvals team when timelines are tight.
- 9 Diverse** Oshawa's Key Sectors: Transportation & Automotive; Sustainable Energy; Bioscience & Agriculture; Information Technology and Health & Wellness.
- 10 Incentives** From downtown to brownfields, Oshawa offers competitive incentives for development.



### Oshawa's Economic Development Services

905-436-5617  
1-800-6-OSHAWA (1-800-667-4292)  
business@oshawa.ca  
www.oshawa.ca/business



**2011 Demographics**

Population for Oshawa  
156,826

Estimated Average Household Income  
\$80,476

Estimated Disposable Income per Household  
\$62,271

Estimated Discretionary Income per Household  
\$22,545

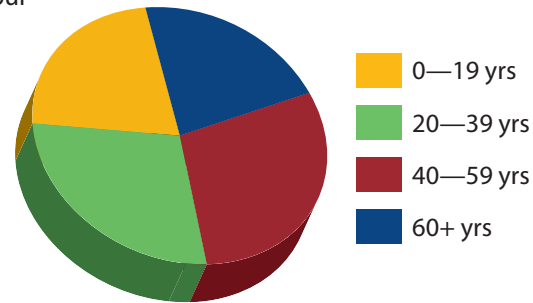
Source: FP Markets 2011

**The right people**

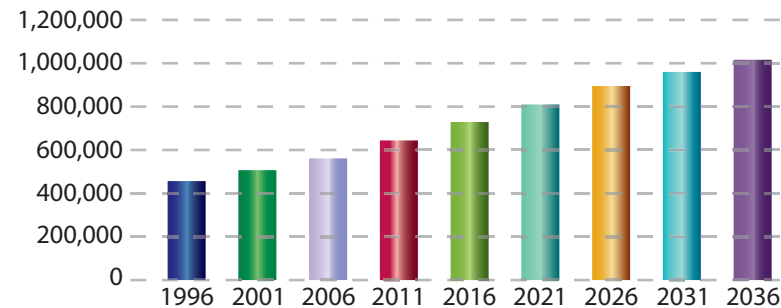
Oshawa has a growing population and is attracting a dynamic and diverse student population for your future workforce. Oshawa is expected to have over 22,000 full-time post secondary students by 2015.

- Oshawa Labour Force 87,761
- Oshawa CMA Labour Force 210,850
- Labour Force within 30 min. drive 620,000
- Toronto CMA Labour Force 3,219,724

**Oshawa Population**



**Durham Region Population**



**The right connections**

When you have the right people located in the right place, amazing things can happen. Synergies, collaborations, networks and partnerships are created in Oshawa that ensure the competitiveness of our companies in today's knowledge-driven economy.

**Education**

- University of Ontario Institute of Technology ("UOIT") [www.uoit.ca](http://www.uoit.ca)
- Durham College ("DC") [www.durhamcollege.ca](http://www.durhamcollege.ca)
- Trent [www.trentu.ca](http://www.trentu.ca)
- Queen's University—LHEARN [www.lakeridgehealth.on.ca](http://www.lakeridgehealth.on.ca)

**Collaboration**

- Durham Strategic Energy Alliance ("DSEA") [www.dsea.ca](http://www.dsea.ca)
- The Incubator—shared between Durham College, UOIT and DSEA
- Innovation Durham Northumberland (IDN) [www.innovation-dn.ca](http://www.innovation-dn.ca)

**Infrastructure**

**Transportation:** Oshawa is well connected to highway, rail, air and sea transportation. Growing cycling infrastructure and inter-regional public transit provide greener travel options.

**Utilities:** Reliable connections to water, sewer, telecom, fibre, power and natural gas can be found throughout Oshawa.

**The right opportunities**

- Amenities—shopping, golf, recreation, trails, cycling, waterfront
- Fast Track Development Approvals Team
- Shovel ready sites
- Research facilities—UOIT, DC, IDN
- Affordable real estate

**The right incentives**

- Brownfield incentives
- Central Business District and Shoulder Area incentives
- University and College Area incentives
- Provincial and Federal incentives for labour and R&D

**The right place**

Strategically located within the Greater Toronto Area and within a day's drive of many large North American cities, Oshawa offers prime access to Canada's largest market of over 5 million people and 120 million American and Canadian customers.

Oshawa is the dominant population, economic and education centre in the eastern Greater Toronto Area and offers the right people, the right place and the right opportunities for your business success.

