



Why recruit in London, Ontario?

Here are a few quick facts about London, ON:

- Population: City of London 352,395 & London Census Metropolitan Area 457,720
- London has a highly educated and experienced workforce of over 261,800
- One in five Londoners over the age 25 is a university graduate
- **Current unemployment rate: 6.2%**
- London's largest sector is the manufacturing industry, employing over 38,000 people, or 16% of the overall workforce, companies include; 3M, Kellogg's, Labatt's, two GM divisions, Brose and many more
- With approximately 15,000 full-time students, **Fanshawe College** is one of the larger colleges in Ontario. Programs include: Art & Design, Building Technology, Business & Management, Contemporary Media, Health Sciences and Nursing, Human Services, Information Technology, Language & Liberal Studies, Manufacturing Sciences, Tourism & Hospitality and Transportation and Motive Power.
- **The University of Western Ontario** is Canada's leading research-intensive universities with approximately 30,000 undergraduate and graduate students. With faculties and Schools concentrating on: Arts and Humanities, Don Wright Faculty of Music, Education, Engineering, Graduate Studies, Health Sciences, Information and Media Studies, Law, Richard Ivey School of Business, Schulich School of Medicine & Dentistry, Science and Social Science.

SREDA goes east...again

The Saskatoon Regional Economic Development Authority (SREDA) and six Saskatoon region employers recently returned from a very successful recruitment trip that took them to the heart of the Ontario labour market. The *WorkWest Career Caravan* was held over a two day period. Over 3,000 people visited the show and learned of the opportunities available in the Saskatoon region.

Bernie Ness, Labour Market Coordinator for SREDA, stated that the employers who attended were very impressed with the turnout and interest of attendees. "We were able to visit a region of Canada where the unemployment rate is much higher than in many parts of Western Canada. It was exciting to see the number of skilled people considering job opportunities and relocation to Saskatoon." SREDA's role is specific to showcasing Saskatoon as a place to live and work.

The main focus for SREDA's 2008 Strategic Plan is to develop the Saskatoon region's labour market and grow the local workforce. This includes venturing into markets where the unemployment rates are higher and the skill sets of people match those that are needed in the Saskatoon region. In February 2008, the unemployment rate for the Toronto region was 6.2 percent; much higher than the Saskatoon region rate of 3.4 percent.

The SREDA team will be heading back to Ontario with the *Workwest Career Caravan* May 30-31 to London, where it is hoped that many more employees can be found to fill positions in the Saskatoon region. SREDA looks forward to continuing its efforts in growing the Saskatoon region through its workforce development initiatives.

For more information on the upcoming Workwest Career Caravan to London, Ontario, please contact Bernie Ness at 664-0728 or bness@sreda.com.



Bernie Ness, Dara Hrytzak-Lieffers and Lana Kon at the Toronto Workwest Caravan.

Did you know...

SREDA produces the *Saskatoon Region Quick Facts* document in 8 languages.

KPMG ranks Saskatoon as competitive place to do business

March 27, 2008

Saskatoon, Canada - Saskatoon has been ranked most competitive among western Canadian locations in the 2008 edition of the *Competitive Alternatives: KPMG's Guide to International Business Locations*. The study compares business costs in North America, Europe, and Asia Pacific by measuring the combined impact of 27 cost components in 17 different business operations in more than 100 cities throughout the world. The study is considered a valuable tool for companies when comparing international locations to do business.

"We know that Saskatoon is a competitive place to do business in Canada," stated Alan Migneault, CEO of the Saskatoon Regional Economic Development Authority (SREDA). "However, this study confirms again Saskatoon's place as a global competitor in cost competitiveness."

The *Competitive Alternatives* study looks at both cost and non-cost factors that would be considered when choosing a location to do business. The basis of the cost analysis is the after-tax cost of start-up and operation over a 10-year time horizon, which includes labour, facility, transportation, utility, and financing costs. Non-cost factors that contribute to the attractiveness of business locations include labour availability, economic conditions, infrastructure, regulatory environment, and quality of life.

According to the study, Saskatoon is competitive across all industries, however ranks most favourably in research and development, which includes biotechnology, clinical trials and product testing; as well as the software industry, which includes software design and web/multi-media development. The city also ranked competitively among different manufacturing sectors, including chemicals, pharmaceuticals, electronics, and telecommunications.

Despite the rising value of the Canadian dollar, Saskatoon remains competitive when compared to both Midwest US and Western Canadian locations, ranking third behind McAllen, Texas, and Oklahoma City, Oklahoma.

For more information on this report, please go to www.competitivealternatives.com.

For the latest economic data
on the Saskatoon region
www.sreda.com

Thinking about a Summer job?

Find out about summer employment and post-secondary opportunities in the Saskatoon region:

Saskatoon Youth Summer Employment & Post-Secondary Opportunities Trade Show

Wednesday, May 7th, 2008

Saskatoon Inn

6:00 pm to 9:00 pm

Listen to speakers:
Rennie Zabolotney, Youth Apprenticeship
Paula Henderson, Author of *College Survival Guide*

Win prizes!

For more information go to:
<http://contact.smartlearning.org/>

Bring your Resumé!



For more information contact: Bernie at 664-0728 or bness@sreda.com
Shane at 683-8150 shane.stack@gov.sk.ca

In conjunction with the upcoming *Contact-Taking Hold of Saskatchewan's Talent Pool Conference*, we would like to invite employers to participate in our Saskatoon Youth Summer Employment & Post-secondary Opportunities Trade Show. If you want to connect with Saskatoon Youth, this is your chance to showcase the positions you have available over the summer months or to provide information on the post-secondary opportunities available in Saskatoon:

Date: Wednesday, May 7th, 2008

Location: Saskatoon Inn

Booth Cost: \$50.00 (includes GST)

Time: 6:00PM-9:00PM

Contact the following Saskatoon Youth Summer Employment & Post-secondary Opportunities Event Coordinators to book your booth: Bernie Ness (306) 664-0728 or Shane Stack (306) 683-8150.