

NIAGARA TRADE & FOREIGN INVESTMENT PROFILE

AUGUST 2021

KEY FACTS

- In 2018, Niagara exports were valued at \$4.7 billion (CAD) among 641 exporting establishments.
- Manufacturing represented by far the highest number of exporters with 250 exporting establishments and \$4.2 billion (CAD) in exports or 90% of total exports.
- The average value of exports per exporting establishment was \$7.3 million(CAD).
- North America was the dominant export market (predominantly the United States) accounting for \$4.5 billion (CAD) or 95% of total exports.
- In 2018, Niagara imports were valued at \$2.4 billion (CAD) among 1,774 importing establishments.
- Manufacturing also represented the highest number of importers with 321 importing establishments and \$1.3 billion (CAD) in imports or 54% of total imports.
- In 2018, Niagara had a net trade balance of \$2.3 billion (CAD).
- In 2019, Niagara had a reported 223 foreign owned firms with a total of 9,510 jobs and an average of 43 jobs per firm.
- From 2014 to 2019, Ontario had 916 reported FDI projects with a total value of \$36.6 billion (USD) and a total of 74,575 jobs. The average investment per project was \$40.0 million (USD) and the average jobs per project was 81.
- From 2014 to 2019, Niagara had 57 reported FDI projects with a total value of \$2.3 billion (USD) and a total of 3,807 jobs. The average investment per project was \$40.7 million (USD) and the average jobs per project was 67.

INTRODUCTION

Niagara has historically been a trading region being located on the Canada/US border and the St. Lawrence Seaway System, which connects Niagara to the world. Niagara's multimodal transportation infrastructure has been instrumental in facilitating trade with the United States and other overseas markets.

Niagara is host to four 400-series highways: QEW, 405, 406, 420; two Class 1 railroads: CN and CP; a short-line rail: Trillium Railway; Niagara District Airport; as well as the Welland Canal providing access to marine freight transportation. These characteristics along with Niagara's designation as a Canadian Foreign Trade Zone Point make it an attractive place for companies that import and export, as well as foreign direct investment (FDI) from international firms looking to have a North American presence with access to major North American markets.

Trade and FDI are critically import to the economy of the Niagara region. However, until now there was little information available on Niagara's trade and FDI characteristics.

From a trade perspective, in 2018 Niagara firms exported over \$4.7 billion (CAD) worth of goods among 641 exporters and imported almost \$2.4 billion in goods among 1,774 importers with a net trade balance of \$2.3 billion.

From an FDI perspective, in 2019 Niagara was home 223 foreign owned firms with a total of 9,510 jobs. With 57 FDI projects worth \$2.3 billion (USD) during the period of 2014 to 2019, Niagara was ranked fifth for total value of FDI projects among all major economic regions in Ontario only behind Toronto, Ottawa, Waterloo and Peel.

The following report provides a statistical look at Niagara's trade and FDI position. It covers trade values, number of trading firms, trade by sector, trade by commodity type, and trade by international markets. It also looks at business foreign ownership by country of origin for Niagara, FDI by region for Ontario, FDI by sector for Ontario and Niagara, FDI by business activity for Ontario and Niagara, and FDI by country of origin for Ontario and Niagara.

TRADE

This section looks at Niagara's trade characteristics including export values and exporting establishments by select region, export values and exporting establishments by sector, export values and exporting establishments by destination continent, top export commodities by export values and exporting establishments, as well as import values and importing establishments by select region, import values and importing establishments by sector, import values and importing establishments by continent of origin, and top import commodities by import values and importing establishments.

EXPORTS

Number of Exporters, Export Values (\$CAD millions), and Export Value Average by Select CMA, 2018

CMA	VALUE	EXPORTERS	AVERAGE
WATERLOO	18,502.60	1,056	17.5
WINDSOR	16,912.50	619	27.3
HAMILTON	8,225.40	1,254	6.6
LONDON	6,181.30	659	9.4
NIAGARA	4,702.00	641	7.3

Source: Statistics Canada, International Trade Division, 2019

Total export values for the St. Catharines-Niagara census metropolitan area (CMA) in 2018 was \$4.7 billion among 641 exporting establishments. When compared to select similarly size CMAs in Ontario, Niagara had the lowest total export values. However, the average exporting establishment in Niagara exported \$7.3 million in goods compared to \$27.3 million in Windsor, \$17.5 million in Waterloo, \$9.4 million in London, and \$6.6 million in Hamilton. This indicates that Niagara has more smaller exporting establishments than the CMAs with much higher averages. In contrast, Windsor would have fewer, but larger manufacturing establishments.

Number of Exporters and Export Values (\$CAD millions) by Sector, 2018

SECTOR	EXPORTERS	VALUE	AVERAGE	VALUE %
AGRICULTURE, FORESTRY, FISHING & HUNTING	80	121.86	1.52	2.6%
MINING AND OIL AND GAS EXTRACTION	..	0.64	..	0.00%
UTILITIES	0	0	0.00	0.00%
CONSTRUCTION	26	46.51	1.79	1.0%
MANUFACTURING	256	4,242.36	16.57	90.2%
WHOLESALE TRADE	128	207.36	1.62	4.4%
RETAIL TRADE	32	4.53	0.14	0.1%
TRANSPORTATION AND WAREHOUSING	17	16.17	0.95	0.3%
INFORMATION AND CULTURAL INDUSTRIES	5	1.61	0.32	0.0%
FINANCE AND INSURANCE	8	13.63	1.70	0.3%
REAL ESTATE, RENTAL AND LEASING	16	17.63	1.10	0.4%
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	17	14.9	0.88	0.3%
MANAGEMENT OF COMPANIES	0	0.55	0.00	0.0%
ADMIN AND SUPPORT, WASTE MANAGEMENT, REMEDIATION	11	6.55	0.60	0.1%
EDUCATIONAL SERVICES	0	0.21	0.00	0.0%
HEALTH CARE AND SOCIAL ASSISTANCE	0	0.05	0.00	0.0%
ARTS, ENTERTAINMENT, AND RECREATION	8	5.06	0.63	0.1%
ACCOMMODATION AND FOOD SERVICES	6	0.04	0.01	0.0%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	17	1.78	0.10	0.0%
PUBLIC ADMINISTRATION	..	0.01	..	0.0%
TOTAL	641	4,702.03	7.34	100%

Source: Statistics Canada, International Trade Division, 2019

In regards to export values by sector in 2018, manufacturing dominated all other sectors with a value of \$4.2 billion or 90% of total export values. This was followed by wholesale trade with \$207.4 million (4.4%), agriculture with \$121.9 million (2.6%), construction with \$46.5 million (1.0%), real estate with \$17.6 million (0.1%), etc.

Manufacturing also had the highest number of exporting establishments with 256 exporters, followed by wholesale trade with 128, agriculture with 80, retail trade with 32, construction with 26, etc.

Manufacturing also had the highest average value of exports by exporting establishment at \$16.6 million followed by construction at \$1.8 million, finance and insurance at \$1.7 million, wholesale trade at \$1.6 million, agriculture at \$1.5 million, etc.

Number of Exporters and Export Values (\$CAD millions) by Destination, Niagara CMA, 2018

DESTINATION	NUMBER	VALUE	AVERAGE	VALUE %
NORTH AMERICA	566	4,484.70	7.92	95.4%
EUROPE	115	82.3	0.72	1.7%
ASIA	106	70.3	0.66	1.5%
SOUTH AMERICA, CARIBBEAN	65	25.3	0.39	0.5%
OCEANIA AND ANTARCTICA	43	24.5	0.57	0.5%
MIDDLE EAST	37	9.4	0.25	0.2%
AFRICA	23	5.6	0.24	0.1%
REST OF THE WORLD	0	0	0.00	0.0%
TOTAL	641	4,702.03	7.34	100.0%

Source: Statistics Canada, International Trade Division, 2019

North America is by far the largest export market for Niagara exporting establishments. \$4.5 billion in goods or 95.4% of total exports went to North America in 2018, which include the United States and Mexico. The vast majority of the North American values went to the United States. Europe was second with \$82.3 million (1.7%); followed by Asia with \$70.3 million (1.5%); South America and Caribbean with \$25.3 million (0.5%); Oceania and Antarctica with \$24.5 million (0.5%); Middle East with \$9.4 million (0.2%); Africa with \$5.6 million (0.1%); and, Rest of World with no exports.

In regards to number of exporting establishments, North America represented the most with 566 exporters with an average export value of \$7.9 million per establishment. This was followed by Europe with 115 and an average of \$0.732 million; Asia with 106 and an average of \$0.66 million; South America and Caribbean with 65 and an average of \$0.39 million; Oceania and Antarctica with 43 an an average of \$0.57 million; Middle East with 37 and an average of \$0.25 million; Africa with 23 and an average of \$0.24 million; and

Top 20 Export Commodities by Number of Exporters, 2018

COMMODITY	NUMBER
MACHINERY, BOILERS, MECHANICAL APPLIANCES, ENGINES, PARTS	175
PLASTICS AND ARTICLE THEREOF	111
ARTICLES OF IRON	106
ELECTRICAL MACHINERY, EQUIPMENT, PARTS	99
FURNITURE, BEDDING, LAMPS, PREFABRICATED BUILDINGS	84
TREES, PLANTS, BULBS, ROOTS, CUT FLOWERS, ORNAMENTAL FOLIAGE	70
VEHICLES AND PARTS	55
BEVERAGES, SPIRITS AND VINEGAR	54
OPTICAL, PHOTOGRAPHIC, CINEMATIC, MEASURING AND CHECKING INSTRUMENTS	52
ALUMINIUM AND ARTICLES THEREOF	39
RUBBER AND ARTICLES THEREOF	36
SPECIAL CLASSIFICATION PROVISIONS (NON-COMMERCIAL)	34
PRINTED BOOKS, NEWSPAPERS, PICTURES, ETC.	32
MISC. ARTICLE OF BASE METAL	29
PAPER AND PAPERBOARD ARTICLES	25
IRON AND STEEL	25
WOOD AND ARTICLES OF WOOD	22
TOOLS, IMPLEMENTS, CUTLERY, ETC.	21
MISC. CHEMICAL PRODUCTS	18
ARTICLES OF STONE, PLASTER, CEMENT, ETC.	17

Source: Statistics Canada, International Trade Division, 2019

In 2018, the top 20 export commodity groups by number of exporters included machinery, boilers, mechanical appliance, engines and parts represents the 175 exporting establishments, followed by plastics with 111; articles of iron and steel with 106; electrical machinery, equipment and parts with 99; furniture, bedding, lamps and prefabricated buildings with 84 or 6.2%; etc.

Top 20 Export Commodities by Value (\$CAD millions), 2018

COMMODITY	VALUE	% TOTAL
MACHINERY, BOILERS, MECHANICAL APPLIANCES, ENGINES, PARTS	1,804.1	38.4%
NICKEL AND ARTICLES THEREOF	724.9	15.4%
PLASTICS AND ARTICLES THEREOF	297.5	6.3%
VEHICLES AND PARTS	255.6	5.4%
ORGANIC CHEMICALS	208.6	4.4%
MISCELLANEOUS CHEMICAL PRODUCTS	177.7	3.8%
TREES, PLANTS, BULBS, ROOTS, CUT FLOWERS, ORNAMENTAL FOLIAGE	177.4	3.8%
INORGANIC CHEMICALS, COMPOUNDS OF PRECIOUS METALS, RARE-EARTH METALS	121.6	2.6%
PREPARATIONS OF CEREALS, FLOUR, STARCH, OR MILK	108.8	2.3%
IRON AND STEEL	102.3	2.2%
FURNITURE, BEDDING, LAMPS, PREFABRICATED BUILDINGS	80.7	1.7%
PAPER AND PAPERBOARD ARTICLES	63.5	1.4%
TANNING OR DYING EXTRACTS, TANNINS	59.2	1.3%
ELECTRICAL MACHINERY, EQUIPMENT, PARTS	55.9	1.2%
ARTICLES OF IRON AND STEEL	47.5	1.0%
COPPER AND ARTICLES THEREOF	42.6	0.9%
ALUMINIUM AND ARTICLES THEREOF	38.7	0.8%
AIRCRAFT, SPACECRAFT, AND ARTICLES THEREOF	30.4	0.6%
WADDING, FELT AND NONWOVENS, SPECIAL YARNS, TWINE, ROPE, ETC.	25.6	0.5%
BEVERAGES, SPIRITS, AND VINEGAR	23.6	0.5%

Source: Statistics Canada, International Trade Division, 2019

In 2018, the top export commodity groups by value differ from the the top commodity groups by establishment in regards to rank. Some are consistent, but others may have fewer exporters where there are higher values. This is due to specific large exporters in Niagara under certain commodity groups. Machinery, boilers, mechanical appliances, engines and parts was still at the top with \$1.8 billion or 38.4% of total. This is followed by nickel and articles thereof with \$724.9 million (15.4%); plastics and articles thereof with \$297.5 million (6.3%); vehicles and parts with \$255.6 million (5.4%); organic chemicals with \$208.6 million (4.4%); etc.

IMPORTS

Number of Importers, Import Values (\$CAD millions), and Import Value Average by Importer by Select CMA, 2018

CMA	VALUE	EXPORTERS	AVERAGE
WINDSOR	18,910.90	1,558	12.1
WATERLOO	15,193.70	2,733	5.6
HAMILTON	15,940.50	3,435	4.6
LONDON	5,863.20	2,051	2.9
NIAGARA	2,403.70	1,774	1.4

Source: Statistics Canada, International Trade Division, 2019

Total import values for the St. Catharines-Niagara census metropolitan area (CMA) in 2018 was \$2.4 billion among 1,774 exporting establishments. Niagara had far more importers than exporters, but export values were \$2.3 billion more than import values. When compared to similarly sized CMAs in Ontario, Niagara had the lowest total value for imports, the second smallest number of importers, and the lowest average value of imports at \$1.4 million.

Number of Importers and Import Values (\$CAD millions) by Sector, 2018

SECTOR	EXPORTERS	VALUE	AVERAGE	VALUE %
AGRICULTURE, FORESTRY, FISHING & HUNTING	136	87.19	87.19	3.6%
MINING AND OIL AND GAS EXTRACTION	2	0.14	0.14	0.0%
UTILITIES	5	0.07	0.07	0.0%
CONSTRUCTION	126	43.95	43.95	1.8%
MANUFACTURING	321	1,293.58	1,293.58	53.8%
WHOLESALE TRADE	283	532.82	532.82	22.2%
RETAIL TRADE	301	203.28	203.28	8.5%
TRANSPORTATION AND WAREHOUSING	38	153.58	153.58	6.4%
INFORMATION AND CULTURAL INDUSTRIES	21	2.32	2.32	0.1%
FINANCE AND INSURANCE	12	8.41	8.41	0.4%
REAL ESTATE, RENTAL AND LEASING	51	13.09	13.09	0.5%
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	97	19.53	19.53	0.8%
MANAGEMENT OF COMPANIES	7	3.3	3.3	0.1%
ADMIN AND SUPPORT, WASTE MANAGEMENT, REMEDIATION	55	15.97	15.97	0.7%
EDUCATIONAL SERVICES	25	2.1	2.1	0.1%
HEALTH CARE AND SOCIAL ASSISTANCE	55	2.08	2.08	0.1%
ARTS, ENTERTAINMENT, AND RECREATION	37	2.18	2.18	0.1%
ACCOMMODATION AND FOOD SERVICES	92	11.82	11.82	0.5%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	101	7.45	7.45	0.3%
PUBLIC ADMINISTRATION	9	0.8	0.8	0.0%
TOTAL	1,774	2,403.66	1.35	100%

Source: Statistics Canada, International Trade Division, 2019

In regards to import values by sector in 2018, the ranking results are similar to the exporters. Manufacturing was first at \$1.3 billion or 53.8% of total import values. This was followed by wholesale trade with \$532.8 million (22.2%), retail trade with \$203.3 million (8.5%), transportation and warehousing with \$153.6 million (6.4%), agriculture with \$87.2 million (3.6%), etc.

Manufacturing also had the highest number of importing establishments with 321 importers, followed by retail trade with 301, wholesale trade with 283, agriculture, 125 with construction, etc.

Transportation and warehousing had the highest average value of importing establishments at \$4.04 million, followed by manufacturing at \$4.03 million, wholesale trade at \$1.88 million, finance and insurance at \$0.7 million, retail trade at \$0.68 million, etc.

Number of Importers and Import Values (\$CAD millions) by Origin, 2018

ORIGIN	IMPORTERS	VALUE	AVERAGE	VALUE %
NORTH AMERICA	1,406	1,273.90	0.91	53.00%
EUROPE	627	604.23	0.96	25.14%
ASIA	893	436.32	0.49	18.15%
SOUTH AMERICA, CARIBBEAN	140	37.56	0.27	1.56%
OCEANIA AND ANTARCTICA	65	27.58	0.42	1.15%
MIDDLE EAST	63	15.72	0.25	0.65%
AFRICA	79	8.35	0.11	0.35%
REST OF THE WORLD	0	0.00	0.00	0.00%
TOTAL	1,774	2,403.66	1.35	100.0%

Source: Statistics Canada, International Trade Division, 2019

North America (United States and Mexico) is also the largest origin of products imported by Niagara firms. In 2018, \$1.3 billion in goods or 53.0% of total was imported from North America, predominantly the United States. Europe was second with \$604.2 million or 25.1%, followed by Asia with \$436.3 million (18.2%); Oceania and Antarctica with \$27.6 million (1.2%); South America and the Caribbean with \$37.6 million (1.6%); Africa with \$8.4 million (0.4%); Middle East with \$15.7 million (0.7%); and, Rest of World with no imports.

In regards to number of importing establishments, North America represented the most with 1,406 importers and an average of \$0.91 million. This was followed by Europe with 627 and an average of \$0.96 million; Asia with 893 and an average of \$0.49 million; South America and the Caribbean with 140 and an average of \$0.27 million; Africa with 65 and an average of \$0.42 million; Oceania and Antarctica with 63 and an average of \$0.25 million; Middle East with 79 and an average of \$0.11; and, Rest of World with 0 importers.

Top 20 Import Commodities by Number of Importers, 2018

COMMODITY	IMPORTERS
MACHINERY, BOILERS, MECHANICAL APPLIANCES, ENGINES, PARTS	763
PLASTICS AND ARTICLE THEREOF	590
ELECTRICAL MACHINERY, EQUIPMENT, PARTS	557
ARTICLES OF IRON AND STEEL	456
OPTICAL, PHOTOGRAPHIC, CINEMATIC, MEASURING AND CHECKING INSTRUMENTS	370
FURNITURE, BEDDING, LAMPS, PREFABRICATED BUILDINGS	310
MISCELLANEOUS ARTICLES OF BASE MATERIALS	268
RUBBER AND ARTICLES THEREOF	266
PAPER AND PAPERBOARD ARTICLES	266
PRINTED BOOKS, NEWSPAPERS, PICTURES, ETC.	262
TOOLS, IMPLEMENTS, CUTLERY, ETC.	247
VEHICLES AND PARTS	207
TOYS, GAMES, SPORTS REQUISITES, PARTS	205
WOOD AND ARTICLES OF WOOD	203
GLASS AND GLASSWARE	194
ALUMINIUM AND ARTICLES THEREOF	188
OTHER MADE UP TEXTILE ARTICLES	180
ARTICLES OF LEATHER, TRAVEL GOODS	154
SOAP, ORGANIC SURFACE ACTIVE AGENTS, WAXES	150
MISCELLANEOUS CHEMICAL PRODUCTS	143
TOTAL	1,774

Source: Statistics Canada, International Trade Division, 2019

In 2018, the top 20 import commodity groups by number of import establishments was led by machinery, boilers, mechanical appliances, engines and parts with 763 exporting establishments, followed by plastics and articles thereof with 590; electrical machinery, equipment and parts with with 557; articles of iron and steel with 456; optical, photographic, cinematic, measuring and checking instruments with 370; etc.

Top 20 Import Commodities by Value (\$CAD millions), 2018

COMMODITY	VALUE	% TOTAL
MACHINERY, BOILERS, MECHANICAL APPLIANCES, ENGINES, PARTS	397.7	16.5%
ORGANIC CHEMICALS	234.7	9.8%
PLASTICS AND ARTICLE THEREOF	230.7	9.6%
INORGANIC CHEMICALS, COMPOUNDS OF PRECIOUS METALS, RARE-EARTH METALS	124.4	5.2%
ARTICLES OF IRON AND STEEL	120.5	5.0%
SHIPS, BOATS, AND FLOATING STRUCTURES	118.0	4.9%
ELECTRICAL MACHINERY, EQUIPMENT, PARTS	93.6	3.9%
VEHICLES AND PARTS	92.5	3.9%
TREES, PLANTS, BULBS, ROOTS, CUT FLOWERS, ORNAMENTAL FOLIAGE	75.8	3.2%
AIRCRAFT, SPACECRAFT, AND ARTICLES THEREOF	71.6	3.0%
IRON AND STEEL	66.0	2.7%
MISC. CHEMICAL PRODUCTS	50.3	2.1%
GLASS AND GLASSWARE	40.7	1.7%
ARTICLES OF APPAREL AND CLOTHING ACCESSORIES	39.6	1.6%
PULP OF WOOD OR OF OTHER FIBROUS CELLULOSIC MATERIAL	36.6	1.5%
OPTICAL, PHOTOGRAPHIC, CINEMATOGRAPHIC, MEASURING, CHECKING, PRECISION EQUIPMENT	35.7	1.5%
ARTICLES OF STONE, PLASTER, CEMENT, ASBESTOS, MICA OR SIMILAR MATERIALS	35.7	1.5%
PRINTED BOOKS, NEWSPAPERS, PICTURES AND OTHER PRODUCTS OF THE PRINTING INDUSTRY	33.3	1.4%
BEVERAGES, SPIRITS, AND VINEGAR	33.1	1.4%
FURNITURE, BEDDING, LAMPS, PREFABRICATED BUILDINGS	31.7	1.3%

Source: Statistics Canada, International Trade Division, 2019

The top import commodity groups by value for Niagara are consistent with the top export commodity groups by value for Niagara in 2018 with the exception of a few commodity groups. Niagara firms import products in many of the same commodity groups as they export. This is a reflection of the closely integrated supply chains between the US and Canada. The top import commodity groups by value included machinery, boilers, mechanical appliances, engines and parts at \$397.7 million or 16.5% of total imports; organic chemicals at \$234.7 million or 9.8%; plastics and articles thereof at \$230.7 million or 9.6%; inorganic chemicals, compounds of previous metals and rare earth materials at \$124.4 million or 5.2%; article of iron and steel at \$120.5 million or 5.0%; etc.

TRADE BALANCE

Trade Balance by CMA (\$billions), 2018

CMA	2018
WATERLOO	3.309
NIAGARA	2.298
LONDON	0.318
WINDSOR	-1.998
HAMILTON	-7.715

Source: Statistics Canada, International Trade Division, 2019

In 2018, the trade balance for the Niagara CMA was \$2.3 billion. This is the value of net exports from Niagara. When compared to similarly sized CMAs in Ontario, Niagara fared quite well. Waterloo was the only other CMA that surpassed Niagara with a trade balance of \$3.3 billion. London also had a trade balance of \$318 million, but Windsor had a trade deficit of \$2.0 billion and Hamilton had a trade deficit of \$7.7 billion.

FOREIGN OWNERSHIP

This section looks at foreign owned business by sector and number of jobs for Niagara, as well as foreign owned businesses by country and origin and jobs for Niagara.

Foreign Owned Businesses and Jobs by Sector, Niagara Region, 2019

SECTOR	BUSINESSES	JOBS	AVG. JOBS
MANUFACTURING	76	5,912	78
WHOLESALE TRADE	33	710	22
PROFESSIONAL, SCIENTIFIC AND TECHNICAL SERVICES	18	153	9
FINANCE AND INSURANCE	18	151	8
TRANSPORTATION AND WAREHOUSING	15	326	22
ADMIN AND SUPPORT, WASTE MANAGEMENT AND REMEDIATION	12	1,113	93
CONSTRUCTION	9	309	34
ARTS, ENTERTAINMENT AND RECREATION	9	265	29
REAL ESTATE AND RENTAL AND LEASING	7	111	16
HEALTH CARE AND SOCIAL ASSISTANCE	7	50	7
EDUCATIONAL SERVICES	6	64	11
AGRICULTURE, FORESTRY, FISHING AND HUNTING	5	276	55
UTILITIES	4	31	8
INFORMATION AND CULTURAL INDUSTRIES	3	29	10
MINING, QUARRYING, AND OIL AND GAS EXTRACTION	1	10	10
TOTAL	223	9,510	43

Source: Niagara Employment Inventory, 2019

In 2019, 223 businesses in Niagara reported being foreign owned. In regards to total foreign owned businesses by sector, manufacturing had the most with 76 firms 34.1% of total, followed by wholesale trade with 33 (14.8%); finance and insurance with 18 (8.1%); professional, scientific and technical services with 18 (8.1%); transportation and warehousing with 15 (6.7%); etc.

In regards to jobs, 223 foreign owned businesses in Niagara reported employing 9,510 people in 2019. The top sectors by total jobs included manufacturing with 5,912 (62.2%); administrative and support, waste management and remediation at 1,113 (11.7%); wholesale trade with 710 (7.5%); transportation and warehousing with 326 (3.4%); construction with 309 (3.2%); etc.

The average of jobs per foreign owned firm in 2019 was 43. Some sector had higher than the total average including administrative and support, waste management and remediation with an average of 93 jobs per firm, followed by manufacturing with 78; and agriculture with 55. The rest had fewer employees per firm on average.

Foreign Owned Businesses and Jobs by Country of Origin, 2019

ORIGIN	BUSINESSES	JOBS	AVG. JOBS
UNITED STATES	101	4,997	49
NOT SPECIFIED	48	1,063	22
UNITED KINGDOM	11	502	46
GERMANY	9	477	53
JAPAN	9	575	64
NETHERLANDS	8	309	39
FRANCE	7	376	54
ITALY	7	273	39
CHINA	6	78	13
SWITZERLAND	5	203	41
AUSTRIA	1	122	122
BELGIUM	1	168	168
BRAZIL	1	192	192
DENMARK	1	7	7
FINLAND	1	22	22
INDIA	1	23	23
IRELAND	1	1	1
LUXEMBOURG	1	2	2
MEXICO	1	2	2
SWEDEN	1	0	0
TAIWAN	1	26	26
UNITED ARAB EMIRATES	1	2	2
TOTAL	223	9,240	42

Source: Niagara Employment Inventory, 2019

In regards to foreign owned businesses by country of origin in 2019, the United States had by far the highest number at 101 (45.3%). This was followed by not specified at 48 (21.5%); United Kingdom at 11 (4.9%); Germany with 9 (4.0%); Japan with 9 (4.0%), The Netherlands with 8 (3.6%); etc.

The countries of foreign origin with with most employment in Niagara included the United States with 4,997 jobs (53.0%); not specified with 1,063 (11.3%); Japan with 575 (6.1%); United Kingdom with 502 (5.3%); Germany with 477 (5.1%); etc.

Some countries of foreign origin with fewer numbers of foreign owned businesses in Niagara actually had higher average numbers of jobs due to a fewer larger firms. This includes Brazil with 192 on average with 1 firm; Belgium with 168 jobs but only 1 firm; Austria with 122 jobs but only 1 firm; Japan with an average of 64 jobs; France with an average of 54 jobs; Germany with an average of 53 jobs; the United States with an average of 49 jobs; the UK with an average of 46 jobs; etc.

FOREIGN DIRECT INVESTMENT

This section looks at Ontario FDI projects including total projects, total jobs created, total investment, average jobs created per project, and average investment per project by Ontario region, sector, business activity, and FDI country of origin. The same information is provided for Niagara.

ONTARIO

Ontario FDI Projects by Major Region by Estimated Jobs Created and Investment Value (\$USD millions), 2014-2019

ORIGIN	PROJECTS	JOBS CREATED	AVG. JOBS	INVESTMENT	AVG. INVESTMENT
TORONTO	482	31,896	66	13,424.00	27.9
OTTAWA	79	6,048	77	2,986.80	37.8
WATERLOO	39	3,600	92	2,786.40	71.4
PEEL	64	6,664	104	2,379.50	37.2
NIAGARA	57	3,807	67	2,320.60	40.7
ESSEX	17	2,403	141	1,720.00	101.2
HALTON	24	2,512	105	1,227.80	51.2
YORK	24	1,745	73	932.3	38.8
HAMILTON	13	1,839	141	669.8	51.5
LAMBTON	3	354	118	609.6	203.2
KINGSTON	2	305	153	347.7	173.9
MIDDLESEX (LONDON)	15	1,036	69	320.8	21.4
DURHAM	9	1,229	137	299.2	33.2
NORTHERN ONTARIO	11	620	56	295.6	26.9
BRANT	6	554	0	144.1	24
CHATHAM-KENT	4	66	17	33.4	8.4
HALDIMAND	1	81	81	27.6	27.6
WELLINGTON (GUELPH)	6	156	26	25.7	4.3
TOTAL	916	74,575	81	36,598.20	40

Source: fDi Markets, from the Financial Times Ltd., 2019

From 2014 to 2019, Niagara fared quite well with FDI attraction when compared to other significant economic regions in Ontario. Niagara had the fourth highest number of FDI projects and the fifth highest level of FDI investment in Ontario across all major economic regions. Niagara had 57 projects with 3,807 jobs created and a total investment of \$2.321 billion with an average investment of \$40.7 million and 67 jobs per project.

Ontario FDI Projects by Sector, Number of Projects, and Estimated Jobs Created,
Jobs per Project, Investment (\$USD millions), and Average Investment,
2014-2019

SECTOR	PROJECTS	JOBS CREATED	AVG. JOBS	INVESTMENT	AVG. INVESTMENT
SOFTWARE & IT SERVICES	191	12,614	66	6,784.40	35.5
AUTOMOTIVE OEM	29	6,734	232	6,457.90	222.7
TEXTILES	113	4,321	38	5,561.10	49.2
COMMUNICATIONS	56	4,046	72	3,101.70	55.4
CONSUMER PRODUCTS	75	13,934	186	1,777.30	23.7
FOOD & BEVERAGE	29	2,661	92	1,345.00	46.4
PLASTICS	11	3,343	304	1,229.30	111.8
PHARMACEUTICALS	19	3,822	201	1,093.30	57.5
TRANSPORTATION & WAREHOUSING	24	2,623	109	998	41.6
AUTOMOTIVE COMPONENTS	29	2,126	73	873.7	30.1
FINANCIAL SERVICES	41	2,349	57	747.1	18.2
BUSINESS SERVICES	127	5,595	44	690.3	5.4
CHEMICALS	11	486	44	676.4	61.5
RENEWABLE ENERGY	6	175	29	664.4	110.7
AEROSPACE	6	949	158	632.6	105.4
SEMICONDUCTORS	4	489	122	625.2	156.3
REAL ESTATE	33	697	21	566.6	17.2
HOTELS & TOURISM	8	961	120	441.7	55.2
METALS	8	364	46	433.1	54.1
MINERALS	2	411	206	425.9	213
CERAMICS & GLASS	2	576	288	370.9	185.5
INDUSTRIAL EQUIPMENT	35	1,966	56	330.5	9.4
BIOTECHNOLOGY	5	180	36	162.6	32.5
ELECTRONIC COMPONENTS	11	616	56	120.2	10.9
BUSINESS MACHINES & EQUIPMENT	7	372	53	83.5	11.9
BUILDING MATERIALS	3	190	63	82.6	27.5
MEDICAL DEVICES	8	426	53	78.4	9.8
PAPER, PRINTING & PACKAGING	5	382	76	64.8	13
CONSUMER ELECTRONICS	6	392	65	60.7	10.1
LEISURE & ENTERTAINMENT	3	129	43	54.1	18
SPACE & DEFENCE	5	436	87	43.5	8.7
WOOD PRODUCTS	1	176	176	11	11
ENGINES & TURBINES	1	15	15	5.7	5.7
RUBBER	2	19	10	4.8	2.4
TOTAL	916	74,575	81	36,598.20	40

Source: fDi Markets, from the Financial Times Ltd., 2019

ONTARIO

From 2014 to 2019, Ontario had 916 FDI projects creating 74,575 jobs, a total of \$36.6 billion in investment with an average of 81 jobs per project and an average investment of \$40.0 million per project.

The top 10 sectors by total investment included software and IT services with \$6.8 billion; automotive OEM with \$6.5 billion; textiles with \$5.6 billion; communications with \$3.1 billion; consumer products with \$1.8 billion; food and beverage with \$1.3 billion; plastics with \$1.2 billion; pharmaceuticals with \$1.1 billion; transportation and warehousing with \$998.0 million; automotive components with \$873.7 million; etc.

The top 10 sectors in Ontario by average investment per project included automotive OEM at \$22.7 million; minerals at \$213.0 million; ceramics and glass at \$185.5 million; semiconductors at \$156.3 million; plastics at \$111.8 million; renewable energy at \$110.7 million; aerospace at \$105.4 million; chemicals at \$61.5 million; pharmaceuticals at \$57.5 million; and communications at \$55.4 million.

The top 10 sectors by total jobs created included consumer products with 13,934 jobs; software and IT services with 12,614 jobs; automotive OEM with 6,734 jobs; business services with 5,595 jobs; textiles with 4,321 jobs; communications with 4,046 jobs; pharmaceuticals with 3,822 jobs; plastics with 3,343 jobs; food and beverage with 2,661 jobs; and transportation and warehousing with 2,623 jobs.

The top 10 sectors by average jobs created per project included plastics with 304; ceramics and glass with 288; automotive OEM with 232; minerals with 206; pharmaceuticals with 201; consumer products with 186; wood products with 176; aerospace with 158; semiconductors with 122; and hotel and tourism with 120.

Ontario FDI Projects by Business Activity, Number of Projects, and Estimated Jobs Created, Jobs per Project, Investment (\$USD millions), and Average Investment, 2014-2019

BUSINESS ACTIVITY	PROJECTS	JOBS	AVERAGE JOBS	INVESTMENT	AVG. INVESTMENT
MANUFACTURING	99	14,018	142	11,861.40	119.8
RETAIL	180	15,075	84	6,537.50	36.3
DESIGN, DEVELOPMENT & TESTING	64	8,095	126	5,171.20	80.8
ICT & INTERNET INFRASTRUCTURE	36	2,197	61	4,105.50	114
LOGISTICS, DISTRIBUTION & TRANSPORTATION	64	9,326	146	2,312.90	36.1
SALES, MARKETING & SUPPORT	196	7,279	37	1,631.20	8.3
BUSINESS SERVICES	186	4,675	25	1,210.10	6.5
CORPORATE HEADQUARTERS	41	6,080	148	1,122.90	27.4
CONSTRUCTION	4	1,149	287	808.2	202.1
RESEARCH & DEVELOPMENT	14	1,662	119	727.4	52
ELECTRICITY	3	42	14	505.2	168.4
RESOURCE EXTRACTION	2	411	206	425.9	213
CUSTOMER CONTACT CENTRE	17	3,959	233	62.4	3.7
EDUCATION & TRAINING	3	185	62	58.3	19.4
RECYCLING	1	88	88	28.1	28.1
MAINTENANCE & SERVICING	5	100	20	17.9	3.6
SHARED SERVICES CENTRE	1	234	234	12	12
TOTAL	916	74,575	81	36,598.10	40

Source: fDi Markets, from the Financial Times Ltd., 2019

ONTARIO

In regards to business activity of FDI projects in Ontario by business activity from 2014 to 2019, the top 10 business activities by total investment included manufacturing with \$11.9 billion, followed by retail with \$6.6 billion; design, development and testing at \$5.2 billion; ICT and internet infrastructure at \$4.1 billion; logistics, distribution and transportation with \$2.3 billion; sales, marketing and support with \$1.6 billion; business services with \$1.2 billion; corporate headquarters with \$1.1 billion; construction with \$1.1 billion; and, research and development with \$727.4 million.

The top 10 business activities by average level of investment per project included resource extraction with \$213.0 million; construction with \$202.1 million; electricity with \$168.4 million; manufacturing with \$119.8 million; ICT and internet infrastructure with \$114.0 million; design, development and testing with \$80.8 million; research and development with \$52.0 million; retail with \$36.3 million; logistics, distribution and transportation with \$36.1 million; and, recycling with \$28.1 million.

The top 10 business activities by total jobs created, retail was highest with 15,075 jobs, followed by manufacturing with 14,018 jobs; logistics, distribution and transportation with 9,326 jobs; design, development and testing with 8,095 jobs; sales, marketing and support with 7,279 jobs; corporate headquarters with 6,080 jobs; business services with 4,675 jobs; customer contact centre with 3,959 jobs; and ICT and internet infrastructure with 2,197 jobs.

The top 10 business activities by average jobs created per project included construction with 287 average jobs per project; share services centre with 234; customer contact centre with 233; resource extraction with 206; corporate headquarters with 148; logistics, distribution and transportation with 146; manufacturing with 142; design, development and testing with 126; research and development with 119; and, recycling with 88.

Ontario FDI Projects by Investment Origin, Number of Projects, and Estimated Jobs Created, Jobs per Project, Investment (\$USD millions), and Average Investment, 2014-2019

ORIGIN	PROJECTS	JOB'S CREATED	AVG. JOBS	INVESTMENT	AVG. INVESTMENT
UNITED STATES	467	34,035	73	17,418.6	37.3
JAPAN	32	3,346	105	2,939.8	91.9
GERMANY	58	4,507	78	2,773.2	47.8
ITALY	17	2,313	136	2,096.2	123.3
FRANCE	45	6,084	135	1,920.7	42.7
CHINA	14	2,280	163	1,873.1	133.8
UAE	4	3,527	882	1,768.6	442.2
UNITED KINGDOM	77	2,686	35	1,099.0	14.3
HONG KONG	9	1,392	155	839.6	93.3
SWITZERLAND	33	1,858	56	328.9	10
ISRAEL	6	455	76	326.7	54.5
INDIA	23	3,046	132	297.0	12.9
FINLAND	4	394	99	292.7	73.2
IRELAND	7	487	70	270.6	38.7
SOUTH KOREA	10	1,000	100	263.5	26.4
NETHERLANDS	13	676	52	249.7	19.2
SWEDEN	18	994	55	246.8	13.7
SPAIN	8	931	116	220.6	27.6
BRAZIL	8	424	53	210.1	26.3
AUSTRIA	4	239	60	191.8	48
DENMARK	7	537	77	153.1	21.9
LUXEMBOURG	7	687	86	125.8	15.7
PHILIPPINES	8	118	39	118.2	39.4
PORTUGAL	3	172	57	94.0	31.3
AUSTRALIA	3	668	67	82.6	8.3
MALAYSIA	10	88	44	66.6	33.3
NORWAY	2	139	139	63.8	63.8
SOUTH AFRICA	1	343	49	60.5	8.6
CZECH REPUBLIC	7	136	68	39.1	19.6
RUSSIA	2	188	94	35.8	17.9
SINGAPORE	2	174	35	29.8	6
TAIWAN	5	75	38	23.6	11.8
MEXICO	2	130	65	17.0	8.5
GREECE	2	165	165	15.3	15.3
POLAND	1	165	165	15.3	15.3
UKRAINE	1	36	36	6.6	6.6
BELGIUM	1	29	29	6.0	6
IRAN	1	17	17	5.9	5.9
JORDAN	1	17	17	5.9	5.9
TURKEY	1	17	17	5.9	5.9
TOTAL	916	74,575	81	36,598.20	40

Source: fDi Markets, from the Financial Times Ltd., 2019

ONTARIO

From 2014 to 2019, the top 10 countries of origin with the highest level of FDI investment into Ontario included the United States with \$17.4 billion, followed by Japan with \$2.9 billion, Germany with \$2.8 billion; Italy with \$2.1 billion; France with \$1.9 billion; China with \$1.8 billion; UAE with \$1.8 billion; United Kingdom with \$1.1 billion; Hong Kong with \$839.6 million; and, Switzerland with \$328.9 million.

The top 10 countries by average investment per project included UAE with an average project investment of \$442.2 million, followed by China with \$133.8 million; Italy with \$123.3 million; Hong Kong with \$93.3 million; Japan with \$91.9 million; Finland with \$73.2 million; Norway with \$63.8 million; Israel with \$54.5 million; Austria with \$48.0 million; and, Germany with \$47.8 million.

In regards to jobs, the top 10 countries of FDI origin by total number of jobs included the United States with 34,035 jobs, followed by France with 6,084; Germany with 4,507; UAE with 3,527; Japan with 3,346; India with 3,046; United Kingdom with 2,686; Italy with 2,313; China with 2,280; and Switzerland with 1,858.

The top 10 countries by average number of jobs per project included UAE with 882 jobs per project, followed by Greece with 165; Poland with 165; China with 163; Hong Kong with 155; Norway with 139; Italy with 136; France with 135; India with 132; and, Spain with 116. It is important to note that Greece, Poland, and Norway only had 1 FDI each, so the number only reflects jobs from a single project for those countries.

NIAGARA

Niagara FDI Projects by Sector, Number of Projects, and Estimated Jobs Created, Jobs per Project, Investment (\$USD millions), and Average Investment, 2014-2019

SECTOR	PROJECTS	JOB	AVERAGE JOBS	INVESTMENT	AVG. INVESTMENT
TEXTILES	43	1,548	36	2,162.90	50.3
CONSUMER PRODUCTS	7	1,155	165	107.1	15.3
FOOD & BEVERAGE	1	212	212	18.3	18.3
BUSINESS SERVICES	4	1,205	301	17.8	4.5
AEROSPACE	1	40	40	12.3	12.3
PHARMACEUTICALS	1	37	37	4.4	4.4
INDUSTRIAL EQUIPMENT	1	10	10	3.7	3.7
TOTAL	58	4,207	73	2,327	40.1

Source: fDi Markets, from the Financial Times Ltd., 2019

From 2014 to 2019, Niagara had 58 FDI projects creating 4,207 jobs, a total of \$2.3 billion in investment with an average of 73 jobs per project and an average investment of \$40.1 million per project.

In regards to total investment, textiles was the sector with the highest total investment with \$2.2 billion, followed by consumer products with \$107.1 million; food and beverage with \$18.3 billion; business services with \$17.8 billion; aerospace with \$12.3 million; pharmaceuticals with \$4.4 million; and, industrial equipment with \$3.7 million.

The top sector by average investment per project included textiles with \$50.3 million; food and beverage with \$18.3 million; consumer products with \$15.3 million; aerospace with \$12.3 million; business services with \$4.5 million; pharmaceuticals with \$4.4 million; and, industrial equipment with \$3.7 million. It is important to note that food and beverage, aerospace, pharmaceuticals, and industrial equipment only had 1 FDI project each and the average investment figure reflects those single projects.

In regards to total FDI jobs created by sector, textiles was the highest with 1,548 jobs, followed by business services with 1,205 jobs; consumer projects with 1,155 jobs; food and beverage with 212 jobs; aerospace with 40 jobs; pharmaceuticals with 37 jobs; and, industrial equipment with 10 jobs.

The top sector with highest average jobs per project included business services with 301; food and beverage with 212; consumer products with 165; aerospace with 40; pharmaceuticals with 37; textiles with 36; and industrial equipment with 10. Again, it is important to note that food and beverage, aerospace, pharmaceuticals, and industrial equipment only had 1 FDI project each and the average job figures reflect those single projects.

NIAGARA

Niagara FDI Projects by Business Activity, Number of Projects, Estimated Jobs Created, Jobs per Project, Investment (\$USD millions), and Average Investment, 2014-2019

BUSINESS ACTIVITY	PROJECTS	JOB	AVERAGE JOBS	INVESTMENT	AVG. INVESTMENT
TEXTILES	52	2,952	57	2292.7	44.1
CONSUMER PRODUCTS	4	1,205	301	17.8	4.5
FOOD & BEVERAGE	1	40	40	12.3	12.3
BUSINESS SERVICES	1	10	1	3.7	3.7
TOTAL	58	4,207	73	2326.5	40.1

TOTAL

Source: fDi Markets, from the Financial Times Ltd., 2019

In regards to business activity, from 2014 to 2019 retail trade had the highest level of investment with \$2.3 billion, followed by customer contact centre with \$17.8 million; manufacturing with \$12.3 million; and, maintenance and servicing with \$3.7 million.

The top business activities by average investment per project included retail trade at \$44.1 million per project; manufacturing with \$12.3 million; customer contact centre with \$4.5 million; and, maintenance and servicing with \$3.7 million. It is important to note that manufacturing, and maintenance and servicing only have 1 project each, so the average reflects those single projects for those business activities.

In regards to total jobs by business activity, retail was the highest with 2,952 jobs, followed by customer contact centre with 1,205; manufacturing with 40; and, maintenance and servicing with 10 jobs.

The business activities with the highest number of average jobs per project included customer contact centre with 301 jobs per project; retail with 57; manufacturing with 40; and, maintenance and servicing with 10. Again, manufacturing, and maintenance and servicing were single projects so the average only reflects those single projects for those business activities.

NIAGARA

Niagara FDI Projects by Investment Origin, Number of Projects, and Estimated Jobs Created, Jobs per Project, Investment (\$USD millions), and Average Investment, 2014-2019

SOURCE	PROJECTS	JOBS CREATED	AVERAGE JOBS	INVESTMENT	AVG. INVESTMENT
UNITED STATES	35	2,376	68	1,520.80	43.5
GERMANY	5	154	31	204.9	41
FRANCE	5	582	116	133.9	26.8
ITALY	2	72	36	100.6	50.3
SWITZERLAND	2	248	124	68.6	34.3
DENMARK	1	36	36	50.3	50.3
FINLAND	1	36	36	50.3	50.3
PHILIPPINES	1	36	36	50.3	50.3
UNITED KINGDOM	1	36	36	50.3	50.3
AUSTRALIA	1	165	165	15.3	15.3
LUXEMBOURG	1	165	165	15.3	15.3
NETHERLANDS	2	76	38	12.3	6.2
INDIA	1	225	225	3.3	3.3
TOTAL	58	4,207	73	2,276.20	39.2

Source: fDi Markets, from the Financial Times Ltd., 2019

From 2014 to 2019, Niagara welcomed FDI from businesses in 13 different countries of origin. In regards to total investment, the United States had the highest with \$1.5 billion, followed by Germany with \$204.9 million; France with \$133.9 million; Italy with \$100.6 million; Switzerland with \$68.6 million; Denmark with \$50.3 million; Finland with \$50.3 million; Philippines with \$50.3 million; United Kingdom with \$50.3 million; Australia with \$15.3 million; Luxembourg with \$15.3 million; The Netherlands with \$12.3 million; and, India with \$3.3 million.

The countries with the highest level of average investment per project included Italy with \$50.3 million average investment per project, which is tied with Denmark, Finland, Philippines, and the United Kingdom. These are followed by the United States with \$43.5 million; Germany with \$41.0 million; Switzerland with \$34.3 million; France with \$26.8 million; Australia with \$15.3 million; Luxembourg with \$15.3 million; The Netherlands with \$6.2 million; and, India with \$3.3 million.

The countries of origin with the highest number of jobs created included the United States with 2,376; France with 582; Switzerland with 248; India with 225; Australia with 165; Luxembourg with 165; Germany with 154; The Netherlands with 76; Italy with 72; and Denmark, Finland Philippines, and United Kingdom with 36 each.

In regards to average jobs per project, the highest was India with 225 per project; Australia with 165; Luxembourg with 165; Switzerland with 124; France with 116; United States with 68; The Netherlands with 38; Italy, Denmark, Finland, Philippines, and the UK with 36; and, Germany with 31.

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