

The Chamber of Commerce of Metropolitan Montreal and Montréal International present twelve avenues for efforts to reinforce the connectivity and internationalization of Greater Montréal

Improving the productivity and internationalization of our economy

1. Maintain sector and R&D incentives that enable companies to be competitive on the international scene and attract investment.
2. Ensure that all business support programs promote internationalization and encourage them to adopt an international market development strategy as soon as possible.



Increase the volume of exports and ensure the competitiveness of logistics hubs

3. Support the growth of SMEs on foreign markets by reinforcing export support organizations that have proven expertise and a critical mass.
4. Award Investissement Québec International the mandate to offer personalized support to major Québec organizations to significantly increase their exports.
5. Entrust the organization of structuring trade missions to organizations that have recognized expertise through a four-part strategy:
 - a) Market preparation strategy;
 - b) Kick-off strategy;
 - c) Recurrence strategy;
 - d) Reverse trade missions.
6. Increase the capacity and competitiveness of logistics hubs and strategic assets in Greater Montréal.

Reinforce the attraction and retention of foreign direct investment

7. Ensure fluid coordination of organizations involved in prospecting for foreign investment to enable Greater Montréal to stand out from the competition through increased agility and speed of action.
8. Step up prospecting and support efforts for foreign companies and subsidiaries doing business in Greater Montréal to bring their investment projects to fruition.
9. Put Greater Montréal on the international map with a strong, unifying, distinctive brand image, drawing inspiration from international best practices.

Attract and retain international talent

10. Position Greater Montréal and Québec as leaders in attracting international talent and students, in particular by:
 - a) strengthening organizations that have proven expertise in the area;
 - b) making a far-reaching communication effort, both in Québec and internationally, underlining the importance of openness to immigration and to position the metropolitan region as a destination of choice;
 - c) facilitating study permits for French-speaking international students;
 - d) reducing processing times for residency applications.
11. Plan immigration to meet labour needs in Québec and gradually increase the number of economic immigrants by:
 - a) gradually increasing the share of permanent immigrants who already have temporary status (workers or students) so they account for at least 50% of permanent economic immigration;
 - b) ensuring the regionalization of immigration in Québec is not done to the detriment of labour needs in Greater Montréal.

Accelerate data exchanges

12. Promote access to public data and a 5G network to encourage innovation and investment by:
 - a) establishing clear guidelines for good data governance and equipping companies for cybersecurity;
 - b) promoting the range of data available and 5G opportunities to increase its use, stimulate innovation and promote the creation of new business models with strong internationalization potential.

A study by:



Conducted with the support of:



In cooperation with:



International Connectivity Central to Greater Montréal's Growth

What can we learn from the most competitive metropolitan regions in terms of exports, innovation and attracting investment and talent?

Study highlights
January 2020

To consult the full version of the study (in French only), visit www.ccm.ca/etudeINTL2020

A study by:



Background

In 2018, the Chamber of Commerce of Metropolitan Montreal and Montréal International published the study *Greater Montréal: Connected Globally for More Collective Wealth*. The study showed that in order to support long-term economic growth, the metropolitan region has to leverage international trade and its connectivity.

Study objectives

Entitled *International Connectivity Central to Greater Montréal's Growth*, the second edition of this study looks at nine metropolitan regions that are some of the top performers in terms of exports, innovation and attracting investment and talent, and sets out strategies and best practices to increase the internationalization - the connectivity - of Greater Montréal.

Avenues for efforts to reinforce the internationalization of Greater Montréal

Increase the volume of exports and ensure the competitiveness of logistics hubs	Reinforce the attraction and retention of foreign direct investment	Attract and retain international talent	Accelerate data exchanges
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Flows analyzed

 Flow of goods	 Flow of foreign direct investment	 Flow of talent	 Flow of data
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Metropolitan regions studied

 Detroit	 Amsterdam	 Amsterdam	 London
 Hamburg	 Berlin	 Berlin	 Nashville
 Singapore	 Phoenix	 Vienna	 Vienna

Key lessons and international best practices drawn from the benchmarking

Flow of goods

Key lessons	International best practices	
The competitiveness of manufacturers is a major lever for their success on international markets.	 HAMBURG Investment of US\$41 billion annually by the federal government and the states to support the R&D efforts of local businesses.	 DETROIT Implementation of the Planet M mobility initiative to connect players in the ecosystem and accelerate the deployment of innovations.
Transportation infrastructures are highly strategic for positioning a metropolitan region as a logistics hub.	 HAMBURG Implementation of the smartPORT strategy to transform existing installations and make the shift toward a smart port. 	 SINGAPORE Investment of US\$2.2 billion by 2040 to digitize and increase the capacity of the port complex. Development of one of the most modern logistics digital platforms in the world.
The visibility of manufacturers on foreign markets is essential to their success and exports.	 HAMBURG Adoption of the unique "made in Germany" brand for the entire German manufacturing fabric. Strong public sector commitment to promoting local manufacturers internationally by supporting participation in international exhibitions and trade shows.	

Flow of foreign direct investment (FDI)

Key lessons	International best practices	
A stable, competitive business environment is the first condition for success for attracting FDI.	 PHOENIX Implementation of innovation zones and regulatory sandboxes for technology innovation, enabling businesses to test the viability of a product.	 AMSTERDAM The tax rate on corporate profits will be 20.5% in 2021. A number of tools enable investors to plan their tax burden: advance decisions in terms of taxes, prior agreement about the transfer price, etc.
A unique brand with concentrated promotional efforts increases a metropolitan region's visibility and reputation.	 BERLIN ET  AMSTERDAM The two metropolitan regions have created distinctive brands - Be Berlin and I Amsterdam - in an effort to promote their assets to foreign investors and talent. There are many targeted promotional campaigns associated with these brands.  	
Support for business investment efforts is an essential factor in attracting FDI.	 BERLIN Berlin Partner uses targeted sector marketing campaigns and specific industries to maximize the attraction of investors in leading sectors.	 AMSTERDAM The agency Amsterdam inbusiness offers investors advice and information about the legal and fiscal framework, the job market and financial incentives.

Flow of talent

Key lessons	International best practices	
Immigration policies and agile administrative processes play a leading role in creating a pool of international talent.	 AMSTERDAM The "orientation year permit" (<i>zoekjaar</i>) allows graduates and international researchers to live in the Netherlands for 12 months to find a job.	 BERLIN International students who find a job can obtain a work permit within 5 days of submitting their application.
The support and integration services available are a key part of a region's attractiveness.	 BERLIN Free support for spouses of international talent to help them become part of the job market.	 AMSTERDAM International Newcomers Amsterdam, a help centre for expatriates, to facilitate immigration and integrate skilled workers.

Flow of data

Key lessons	International best practices	
Opening up public data creates new opportunities for business and innovation.	 LONDON The Greater London Authority has adopted a strategy for collecting and opening up public, private and commercial data.	
A regulatory framework and consistent model for data governance make it possible to take full advantage of data-related opportunities and limit risks.	 LONDON The <i>Smarter London Together</i> plan is a charter for cybersecurity that includes principles for ensuring the security and comparability of open data.	 VIENNA In 2016, the federal government published a report that includes 10 data standards in order to inform companies and encourage them to use open data.
Experimenting with and the deployment of the 5G network have a major impact on the flow of data.	 LONDON The goal of the <i>Connected London</i> program is to build a fibre optic backbone and support the deployment of 4G and 5G networks.	 VIENNA The federal government adopted a 5G strategy, the objective of which is to achieve national coverage by 2025.