



SREDA

News Release

Saskatoon Regional Economic Development Authority

www.sreda.com

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KPMG ranks Saskatoon as competitive place to do business

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. To learn more about the Saskatoon Regional Economic Development Authority go to www.sreda.com.

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