



Canada's
Technology
Triangle

Waterloo Region
Cambridge
Kitchener
Waterloo

MEDIA RELEASE

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For Immediate Release

WATERLOO REGION “MOST COST EFFECTIVE” LOCATION IN CANADA According to Globally-Recognized fDi magazine

Waterloo Region, Canada's Technology Triangle, 10 June 2005 ... Waterloo Region, known around the world as Canada's Technology Triangle, has been chosen as the “Most Cost Effective” area in Canada according to fDi Magazine's *Canadian Cities and Provinces of the Future 2005-06* issue. fDi magazine is part of the well-known Financial Times Group of London publishing group. This area also picked up a second place ranking for “Best IT and Telecommunications” and third place for “Best Transport”. The CTT Inc team receives recognition for the “Best FDI (Foreign Direct Investment) Promotion” for exceptional work in foreign direct investment attraction.

“This area continues to demonstrate its cost advantages as an affordable Region which delivers value,” says Ken Seiling, Waterloo Regional Chair.

Twenty metropolitan cities were judged for the contest by location consultants and corporate executives and included the fDi Project Manager. This is the first time that fDi magazine has surveyed Canadian locations. Drawing on a successful competition among European communities last year, fDi Magazine branched out to a “Cities and Regions of the Future” series which includes a 2005-06 “Cities and States of the Future” in the USA as well as the Canadian contest.

“Waterloo Region's diverse economy and strong talent pool are a huge plus. It's a great honour to be recognized by an internally-renowned publication concentrating on foreign direct investment”, says Canada's Technology Triangle Inc Chair of the Board, Jamie Martin.

“This community has so much going for it,” adds Seiling. “This recognition shows that the attributes of Waterloo Region, the cities of Cambridge, Kitchener and Waterloo, and the Townships are on the radar screen.”

fDi Magazine and Financial Times Group (which operates the highly regarded Financial Times Newspaper in UK) are London, UK-based publications. fDi is the only global foreign investment related title. Each issue focuses on a specific sector, providing key information on which regions are attracting investment. The publishing executives will present the official award to Canada's Technology Triangle Inc during Bio2005 in Philadelphia where the feature magazine will be distributed.

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