The Conference Board of Canada | Le Conference Board du Canada

Toronto: Canada's Leader for Financial Services Headquarters.

Toronto has the greatest concentration of financial services headquarters and employees in Canada.

Approximately **30.6 per cent** of all financial services headquarters in Canada are located in Toronto, more than double the share of Vancouver (13.2) its closest competitors.

43 per cent of Canada's financial services headquarters **employees** can be found in Toronto. This is more than triple its nearest competitor, Montréal at **12.4 per cent**.

The financial services sector also **ranks 3rd** in terms of its contribution to headquarters employment in the metro area.

Toronto's **financial services headquarters** tend to be very **large** – average employment count per financial services headquarters is

323

which is **twice as many** employees as the next largest sector.

How Attractive is Toronto as a Headquarters Location?

In Canada, Toronto is viewed as the **most attractive city** for establishing a headquarters in the financial services sector.

Internationally, Toronto is viewed as being equally attractive to the top global financial centres.

What Makes Toronto So Attractive?

- Regulatory Certainty
- Clustering of Financial Institutions
- Telecommunications Infrastructure

What Needs Improvement?

- Transportation Infrastructure
- Availability of Skilled Workers
- Quality of Life

> **Full report, *A Head For Finance: Growing Financial Services Headquarters in Toronto*, available at www.conferenceboard.ca/e-library**