



## Labour Force Advantage

The Cape Breton economy has demonstrated employment growth across a variety of industries and the workforce has proven itself to be adaptable and is meeting the needs of modern industry and a changing economy.



### Available Workforce

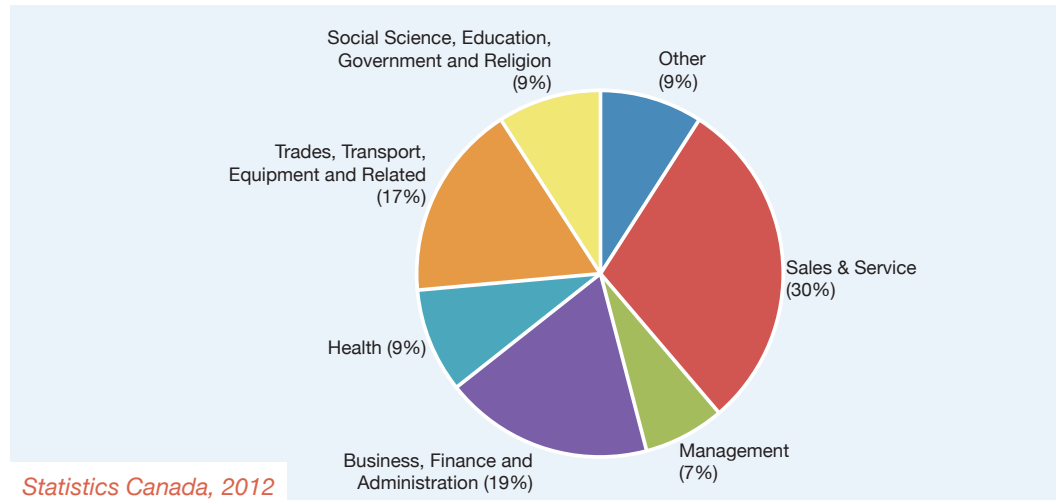
With 58,000 people in the workforce, Cape Breton has the second largest pool of workers to draw from in the province of Nova Scotia.



### Key Workforce Advantages

Companies establishing here or expanding operations in Cape Breton benefit from five key workforce advantages:

1. A loyal, productive and bilingual workforce with expertise in natural resources development and manufacturing as well as a growing base of technology and service industry skills.
2. A well educated workforce with 27% of the workforce holding a university certificate, diploma or degree and more than 14% of the workforce having an apprenticeship, trades certificate or diploma. This number of trade certifications is well above the national rate of 12.4% and the Nova Scotia rate of 12%.
3. One of the most competitive labour cost environments in North America with low benefit costs compared to U.S. jurisdictions.
4. An unmatched quality of life and low cost of living in the region that acts as a magnet for employee recruitment and supports a high level of employee retention. Employee turnover rates in Nova Scotia are among the lowest in North America.



Statistics Canada, 2012



### Training & Education

Employers in Cape Breton have access to a broad set of tools for recruitment, training and up-skilling their workforce. Cape Breton companies have access to one of the strongest provincial educational training systems in Canada. Flexible training and course development are available at Cape Breton University and the two local Nova Scotia Community College campuses. Skills development and training upgrades are easily accessible to companies choosing Cape Breton for new business development or expansion. A number of private training schools are also located in the Cape

Breton region and round out the training field with niche programs geared directly to industry requirements.



### Immigration

Nova Scotia is attracting an increasing number of immigrants and employers in Cape Breton can access this pool of potential workers. They can also access the large immigrant student population. Canada Visas and work permits can be accessed through Citizenship and Immigration Canada for those individuals and families who wish to work, study, or live in Canada. In Cape Breton, local organizations provide support to newcomers to Cape Breton.

## Invest in Cape Breton Today!

Cape Breton – The Strategic Location for Your Business

Visit the website or call to find out more about financial support and investment opportunities.

- ▶ [www.InvestInCapeBreton.com](http://www.InvestInCapeBreton.com)
- ▶ 902-562-6059
- ▶ Toll Free: 1-844-868-0967

