



**WELCOME
TO CANADA!**

MARKET RESEARCH & MARKET
ENTRY OPTIONS TO CANADA

FOR AUTOMOTIVE AND OFFROAD VEHICLES



AGENDA



- 01** | **About Canada**
Numbers, Economy, Culture, Geography
- 02** | **Economy in Canada**
- 03** | **Automotive Sector**
Numbers, Examples, Trends and Needs
- 04** | **Market Entry Options**
- 05** | **Why Canada first, instead of US**
- 06** | **Support Available**

About **GRIT Online**



■ About The Company

- Founded in 2006 in Singapore. Operated businesses on three continents.
- Serves clients globally
- Boutique marketing agency with 10 full time employees + 30+ freelancers
- Initial focus on Web Development and Digital Marketing. Later expanded to offer internationalization services.

CANADA

- Confederation July 1, 1867
- Population 40M
- Size 10M km²
- 10 Provinces, 3 Territories
- Over 200 000 km of coastline

- GDP US\$2.4 Trillion
- GDP per capita US\$60k
- Unemployment rate 5.4%
- Median age 41 years

- Manufacturing sales CA\$73B
 - Motor Vehicles CA\$8.9B



CULTURE AND BUSINESS

- Characterized as Progressive, Diverse and Multicultural
 - Variety of indigenous cultures and language groups
 - French and British Influence from 17th-century
- 10 Provinces and 3 Territories
 - World's second largest geography, spanning 5514 km from east to west coast, and 4634 km from south to north.

Region	Provinces	Population	Area	Density	Business
Territories	NT, YT, NU	130,795	3,921,739	0.03	Mining, oil and gas
Atlantic Canada	NB, NL, NS, PEI	2,576,857	539,571	4.78	Fishing, oil and gas, hydroelectricity, shipbuilding and mining
Central Canada	ON, QC	24,331,889	2,618,451	9.29	Construction, Manufacturing, Agriculture, Forestry, Mining, Power generation
Canadian Prairies	MB, SK, AB	7,369,401	1,963,698	3.75	Agriculture, oil
British Columbia	BC	5,437,722	944,735	5.76	Forestry, Cannabis, Film and Television
	Total	39,846,664	9,988,194	3.99	

- Prairie provinces have fertile farmlands
- West Coast has breathtaking rocky mountains and pacific coastal forests and maritime archipelago
- Northern Territories have polar bears and worlds most northern town, Alert 817km from north pole.
- Temperature low/high record: -63°C to +50°C

TERRITORIES



Northwest Territories, Nunavut and Yukon – North of 60th parallel



Population

131k ; *12 times the size of Finland*



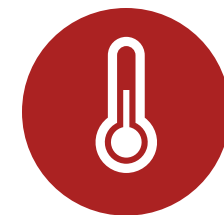
Primary business sectors

Mining, Oil and Gas



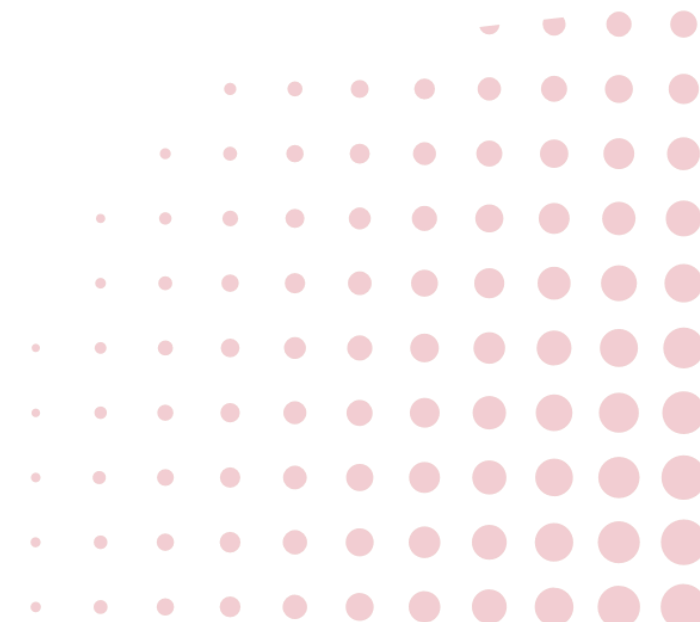
Climate

Arctic and Taiga



Temperature

-35°C to +12°C



ATLANTIC CANADA



Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edwards Island



Population

2.8M ; *1.6 times the size of Finland*



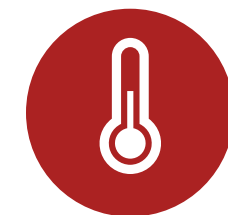
Primary business sectors

Fishing, oil and gas, hydroelectricity, shipbuilding and mining



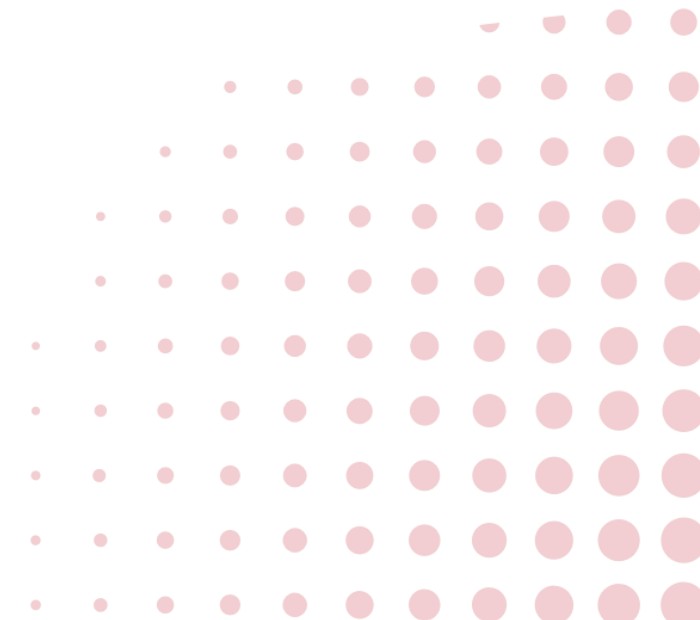
Climate

Humid Continental



Temperature

-7°C to +23°C



CENTRAL CANADA



Ontario and Quebec

- North of 60th parallel



Population

24M ; *8 times the size of Finland*



Primary Business Sectors

Construction, Manufacturing, Agriculture, Forestry, Mining, Power generation



Main Business Sectors

Automotive Manufacturing, Aerospace, Information Technology, Financial Services, Pharmaceuticals and Biotechnology



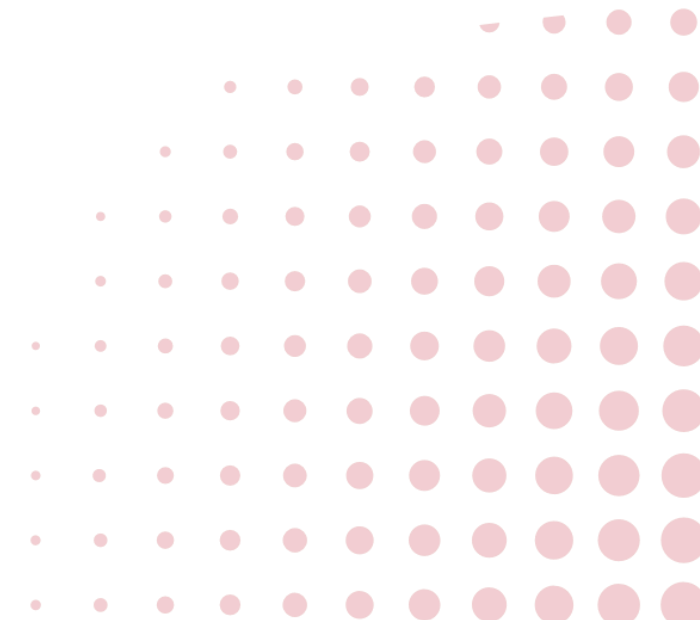
Climate

Continental



Temperature

+6°C to +36°C



CANADIAN PRAIRIES



**Manitoba, Saskatchewan
and Alberta**



Population

7.4M ; *6 times the size of Finland*



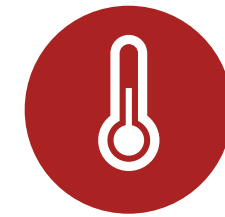
Primary business sectors

Agriculture and Oil



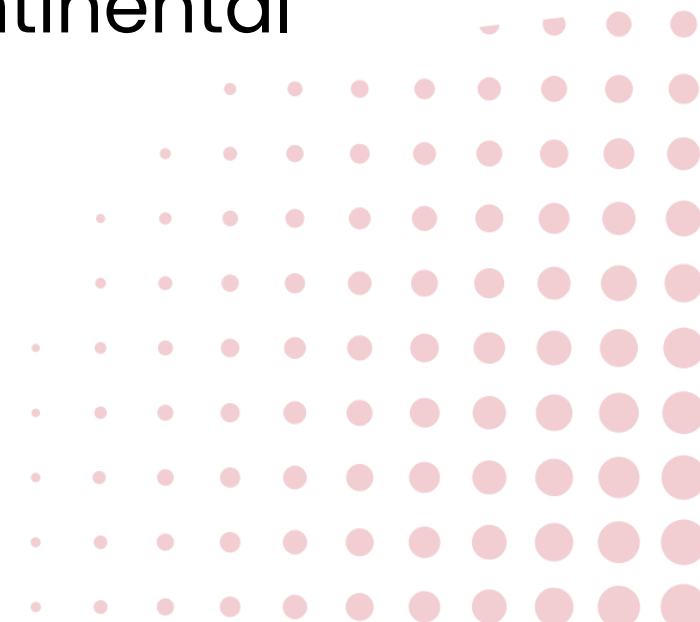
Climate

Snowy, fully humid continental



Temperature

-23°C to +28°C



BRITISH COLUMBIA



West side of the Canadian Rockies



Population

5.4M ; *3 times the size of Finland*



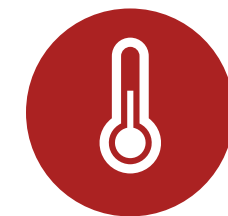
Primary business sectors

Forestry, Apparel, Cannabis, Film and Television



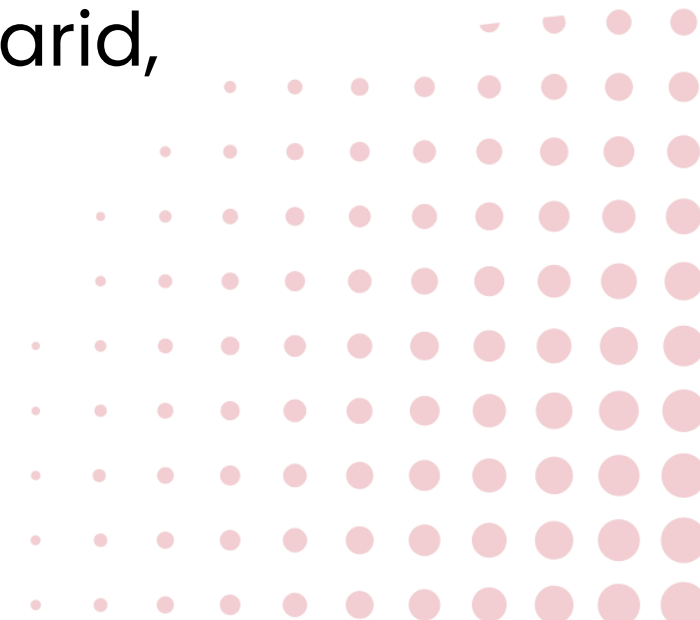
Climate

Varying from mild, oceanic climate to Mediterranean, semi-arid, subarctic



Temperature

-23°C to +23°C



CANADIAN *BUSINESS CULTURE*

- Canada is very diverse in geography, climate and culture
 - Canada welcomes and respects immigrants from various cultures and ethnicity
 - Five unique aspects of Canada: Multiculturalism, Work-Life Balance, Politeness and Respect, Collaboration and Teamwork, Sustainability and Environmental Awareness
- More than 200 languages are spoken in Canada, while English and French are the official languages.
 - 60 Indigenous languages
- Communication style is straightforward – most commonly in English.



- Banking, internet, telecommunication and other business services are modern and well available throughout the country.
 - Vast remote areas rely on satellite services.
 - The bank checks are still very valid method of payment!
- Canada is part of NATO and supplies space technology globally.
- Governmental processes are well documented, electronic and publicly available, although processing times are sometimes very long.
 - Work permits can take months to process and can cost thousands of dollars.

Fun Fact: Over 80% of world's maple syrup comes from Canada!



HOW TO DO BUSINESS IN CANADA



■ Incorporate, acquire, merge or partner in Canada

- Taxes, insurances, certifications, etc
- Run a local business entity in Canada
- Avoid having Finnish business entity becoming liable in Canada

■ Accessibility and connections within and outside of Canada

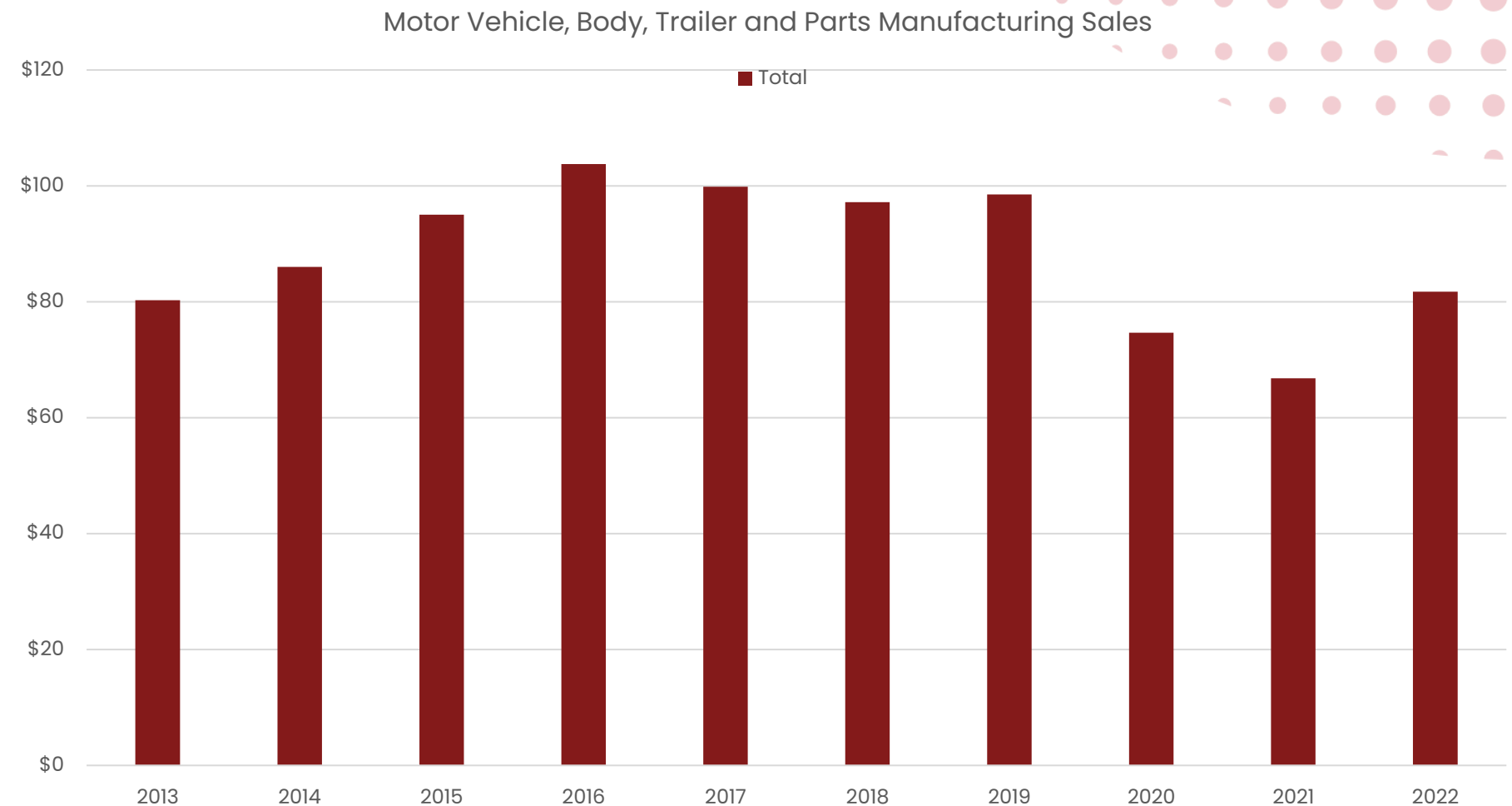
- Gateway to US market, which is 10x bigger than Canada market
- NAFTA / USMCA ; 75% of the automobile industry product must originate from the USMCA region (US, CA, MX).
- CETA ; 98% of tariffs removed between Canada and EU.

■ Canadians prefer made in Canada products

- Consider finalizing the product assembly/manufacturing in Canada

CANADIAN AUTOINDUSTRY STATISTICS

- The automotive industry contributes over \$19 billion to Canadian GDP.
- Canada was the 12th largest vehicle producer in the world in 2019.
- 1.9 million vehicles were produced in Canada in 2019.
- Canada is responsible for 13% of vehicle production in North America.
- Auto and auto parts production account for 17% of all the manufacturing sales in Canada.



- 85% of all the vehicles produced in Canada are exported to the United States.
- Auto industry wages made an \$8.7 billion contribution to the Canadian economy in 2019.
- Women represent more than 27% of the Canadian automotive industry labour force.
- Assembly workers' wages are around 30% higher than the national average.

TOP AUTOMOTIVE MANUFACTURING BUSINESSES

- Magna International Inc.
- Linamar Corporation
- Martinrea International Inc.
- Toyota Motor Manufacturing Canada Inc.
- Honda of Canada Manufacturing
- Ford Motor Company of Canada
- General Motors Canada
- Fiat Chrysler Automobiles (FCA) Canada
- Aisin Canada Inc.
- Lear Corporation
- Multimatic Inc.
- Flex-N-Gate
- Wescast Industries Inc.
- Spectra Premium Industries Inc.
- ABC Group Inc.
- Cooper Standard Automotive

TOP FORESTRY MACHINERY MANUFACTURERS

Tigercat Industries Inc.

Based in Ontario, Tigercat is a leading manufacturer of forestry machinery, including skidders, feller bunchers, harvesters, and other logging equipment

Log Max AB

Although headquartered in Sweden, Log Max has a Canadian subsidiary, Log Max Canada, which manufactures and distributes high-quality harvesting heads and related logging machinery.

Ponsse

A Finnish company with a strong presence in Canada. They produce a range of forestry machines, including harvesters, forwarders, and other equipment used in logging operations.

BID Group

A Canadian company that provides integrated solutions and equipment for the forest products industry, including sawmills, chippers, and other logging machinery.

John Deere Forestry

A well-known global brand, has a division that manufactures forestry equipment, including harvesters, forwarders, and skidders, which are used in logging operations across Canada.

TOP SPECIAL VEHICLE MANUFACTURERS

Argo XTV is a Canadian company specializing in manufacturing amphibious off-road vehicles, often referred to as "Argo" or "ATV's on water." These vehicles are popular for their versatility and use in challenging terrains.

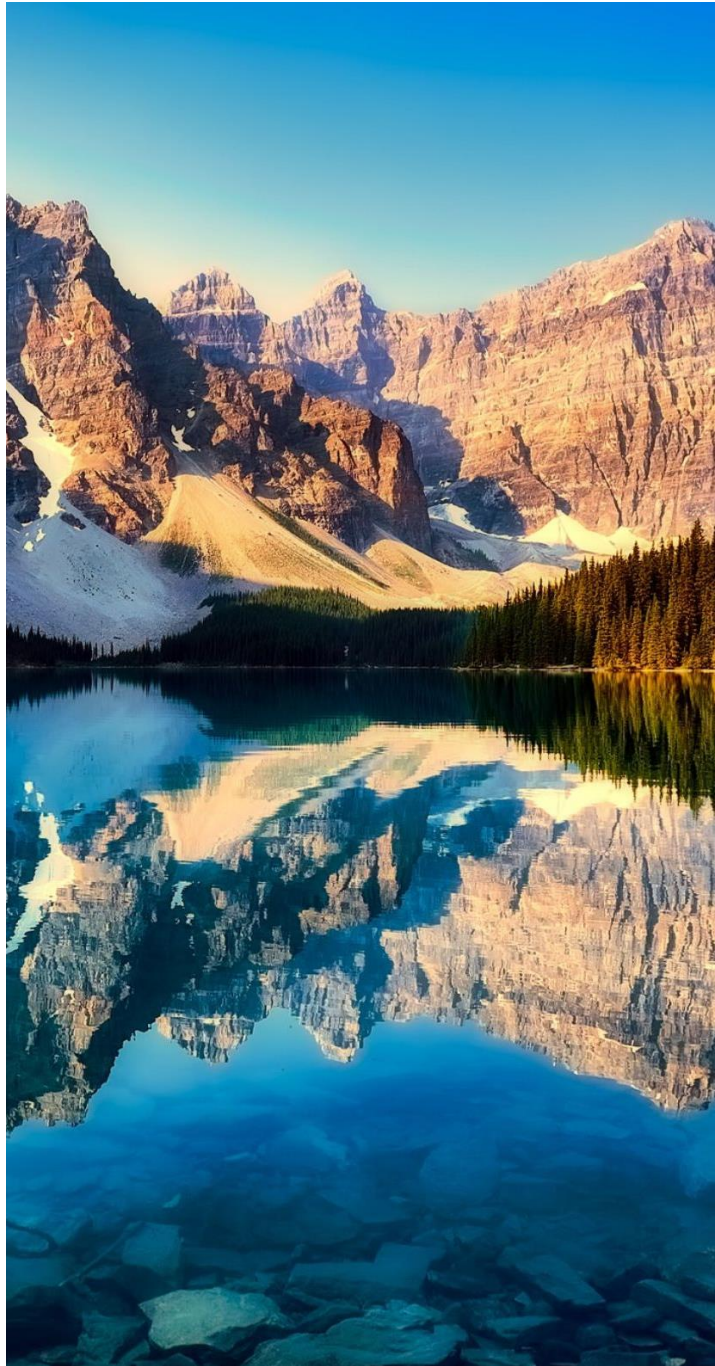
Prinoth is a manufacturer of specialized tracked vehicles used in various applications, including snow grooming, mountain operations, and forestry. They produce snow groomers, snowcats, and other utility vehicles.

Foremost Industries is a Canadian company that designs and manufactures specialized vehicles for oil and gas, mining, construction, and agriculture industries. Their product range includes tracked vehicles, hydrovac trucks, and custom-designed units.

Terra Transport specializes in manufacturing and modifying vehicles for the transportation of heavy and oversized loads. They provide solutions for moving large equipment and structures, such as bridges and industrial machinery.

Canada West Equipment is a manufacturer of custom-designed truck-mounted equipment used in various industries, including forestry, utility, and construction. Their products range from mobile cranes to specialized trucks.

Why Canada first then USA





Why Canada first then USA

- ✓ **The cost of living in Canada offers affordability, while labor cost can be notably lower than in the USA**
- ✓ **Canada is among the most livable nations on the planet**
High standard and reasonable cost of living
- ✓ **Canada has long history of immigration**
 - Immigration Act 1869
 - Skilled workforce is well available, and immigration of special competence is highly supported
- ✓ **Canadian economy is stable**
 - General Corporate tax rate 28%, vs 40% in US
 - 550 Ports and plenty of airports, even in the remote areas
- ✓ **Grants and Tax credits from Municipalities, Regions, Provincial and Federal Governments**
- ✓ **Many opportunities to obtain venture capital and seed money**
- ✓ **“Built-in” Multicultural operating environment, attracting global talent**

MARKET ENTRY OPTIONS



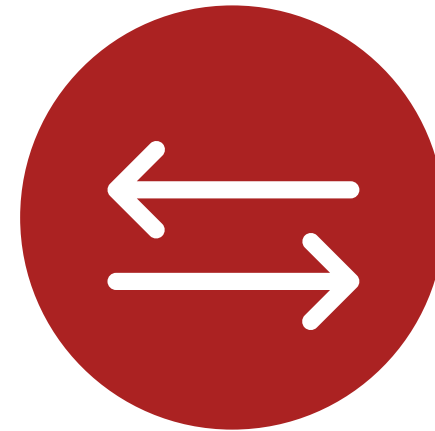
Exporting

Sell directly to Canadian customers.



Piggybacking

Sell to Finnish corporation, which already sells in Canada.



Countertrade

Exchange goods at 1:1 valuation.



Licensing

Grant Canadian business to manufacture and sell your IPR for royalty fee.



Joint Venture

Partner with local business in Canada to form additional entity, selling goods of both companies for scaling.



MARKET ENTRY OPTIONS



Acquisition

Acquire ownership of existing Canadian business.



Franchising

Allow independent company to operate on your behalf, for a fee.



Outsourcing

Hire a local Canadian business to sell on your behalf, typically on commission.



Greenfield Investment

Setup completely new business in Canada.



Turnkey Project

Hire a company to complete Greenfield investment on your behalf.



POTENTIAL MARKET ENTRY CHALLENGES

1. Regulatory Compliance

Adhering to Canadian regulations, safety standards, and environmental requirements specific to the automotive industry can be complex and time-consuming.

2. Competition

The Canadian automotive manufacturing sector is competitive, with established players and strong domestic brands. Foreign companies must differentiate their offerings to compete effectively.

3. Supply Chain Management:

Setting up and managing a robust supply chain for automotive components, including logistics and sourcing, can be challenging.

4. Skilled Workforce

Attracting and retaining skilled labor is crucial for success in the automotive manufacturing sector, as specialized knowledge is required for modern automotive technologies.



5. **Currency Fluctuations**

Foreign companies must consider the impact of currency fluctuations on production costs and product pricing.

6. **Market Access**

Building a distribution network and securing agreements with dealerships can be demanding for foreign businesses without prior market presence.

7. **Market Preferences**

Understanding Canadian consumers' preferences, market trends, and demand for specific vehicle types and features is essential for product development and marketing.

8. **Tariffs and Trade Barriers**

Foreign companies may face import duties and other trade barriers when exporting products to Canada, impacting pricing and market access.

To succeed in the Canadian automotive manufacturing sector, foreign businesses need to conduct thorough market research, establish strong local partnerships, comply with regulations, and offer products tailored to Canadian customers' preferences. It's crucial to have a well-developed market entry strategy and a deep understanding of the industry's nuances and challenges. Seeking guidance from local experts and industry associations can also help navigate the complexities of entering the Canadian automotive market.



TOP OPPORTUNITIES AND TRENDS

1. **Electric Vehicles (EVs) and Charging Infrastructure**

With the increasing focus on sustainability and reduced carbon emissions, there is a growing demand for electric vehicles in Ontario. Business opportunities lie in manufacturing and supplying EV components, battery technology, and charging infrastructure development.

2. **Autonomous Vehicles (AVs) and Advanced Driver Assistance**

Systems (ADAS): Ontario is actively involved in AV testing and development. There are opportunities for businesses to contribute to the AV ecosystem by providing sensor technologies, software solutions, and AI-based ADAS systems.

3. **Connected Car Solutions**

The automotive industry is moving towards connected and smart vehicles that offer advanced features such as infotainment systems, telematics, and vehicle-to-vehicle communication. Businesses can capitalize on this trend by developing and integrating connected car solutions.

4. **Lightweight Materials and Advanced Manufacturing**

Companies that specialize in lightweight materials and advanced manufacturing techniques can find opportunities in supplying components that contribute to vehicle weight reduction, improving fuel efficiency and overall performance.

5. **Sustainable Mobility Solutions**

Ontario is witnessing a growing interest in sustainable mobility options such as car-sharing, ride-hailing, and micro-mobility services. Businesses can explore opportunities in developing platforms, technologies, and services that support these mobility solutions.



6. Cybersecurity Solutions

As vehicles become more connected, the need for robust cybersecurity solutions becomes crucial to protect against potential cyber threats. Businesses can focus on developing cybersecurity solutions for connected vehicles.

7. Remanufacturing and Circular Economy

Opportunities exist for businesses that specialize in remanufacturing automotive parts and components, promoting a circular economy and reducing waste.

8. Advanced Materials and Coatings

Companies involved in research and development of advanced materials and coatings can find opportunities in supplying automotive manufacturers with innovative solutions that enhance vehicle performance and durability.

9. Aftermarket Services and Parts

The demand for aftermarket automotive parts and services remains steady. Businesses can capitalize on this market by offering high-quality parts, repair services, and customization options.

10. Green Infrastructure Development

With the growth of electric vehicles, there is a need for the development of green infrastructure such as EV charging stations. Businesses can explore opportunities in setting up and maintaining EV charging networks.

Keep in mind that the automotive sector is dynamic and subject to changes based on technology advancements, market trends, and government regulations. Thorough market research and staying up-to-date with industry trends are essential when identifying the best business opportunities in the Ontario automotive sector.



FUNDING AND GRANTS



- ✓ Business Finland
- ✓ Research and Development Funding
- ✓ Talent Funding
- ✓ International Market Entry Support
- ✓ Renewable Energy and Circular Economy
- ✓ Shipbuilding



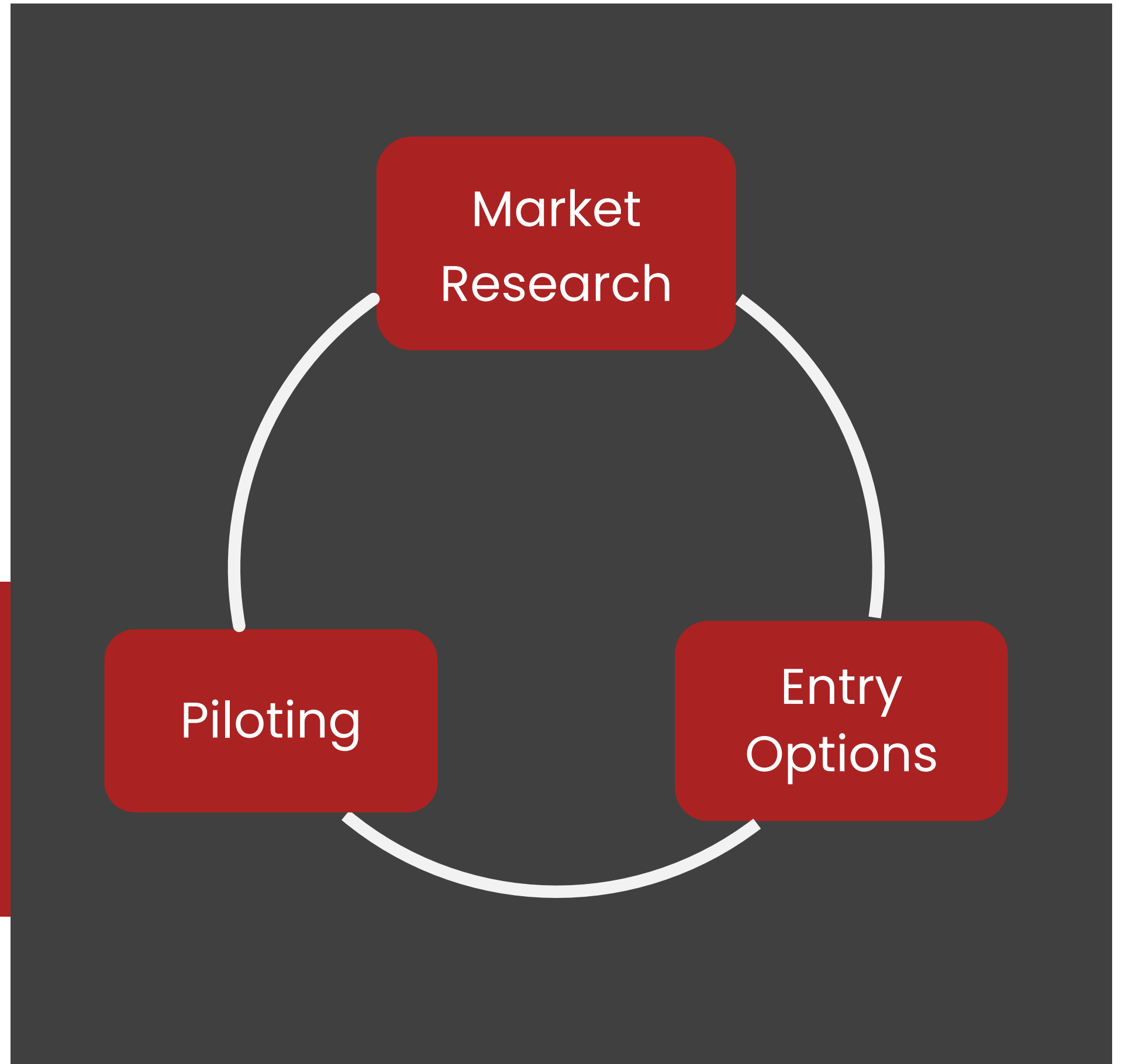
- ✓ Municipal, Regional, Provincial and Federal
- ✓ Government Financing Programs
- ✓ Loans and Capital Investments
- ✓ Wage Subsidies
- ✓ Funding for Global Innovation Clusters
- ✓ Grants, Contributions and other assistance
- ✓ Tax Credits

A wide-angle landscape photograph of a mountain range, likely the Canadian Rockies, with several prominent peaks. The mountains are rugged and rocky, with patches of snow or ice. The foreground features a dense forest of evergreen trees. A calm lake in the lower half of the image perfectly reflects the mountains and the sky. The sky is a clear, deep blue. The overall lighting suggests a bright, sunny day.

WE CAN HELP YOU!

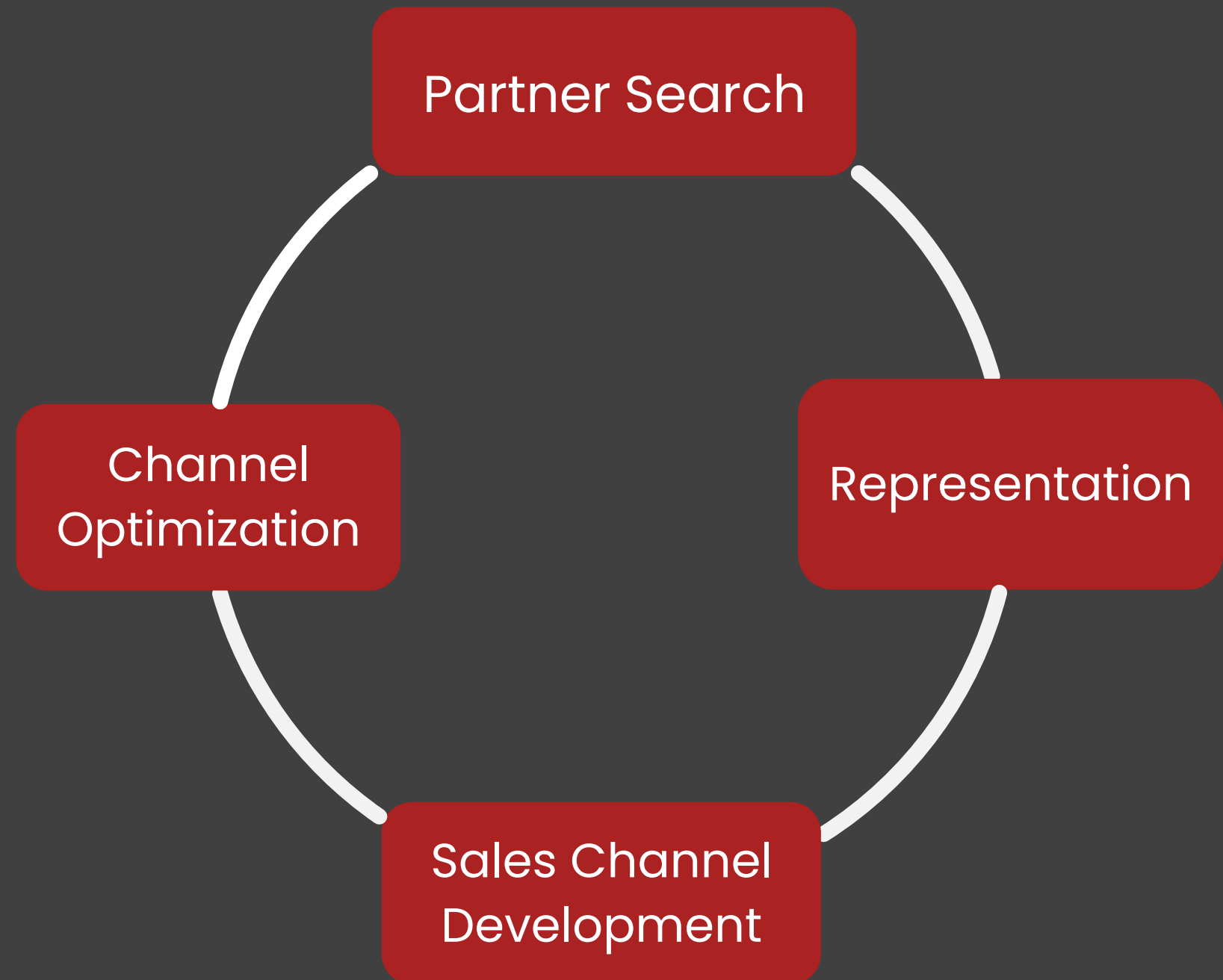
How **GRIT Online** helps businesses in market entry

**Planning...
the market entry**



How **GRIT Online** helps businesses in market entry

**Decided...
to enter the market**



How **GRIT Online** helps businesses in market entry

**Scaling...
the existing business**



References

Cloudpermit 

RAiisoft

 UNIVERSITY OF HELSINKI **HY+**


MSc[®]

 Sensire

ORFER 
Driving sustainability in
packaging and logistics


GREEN CARE WEAR

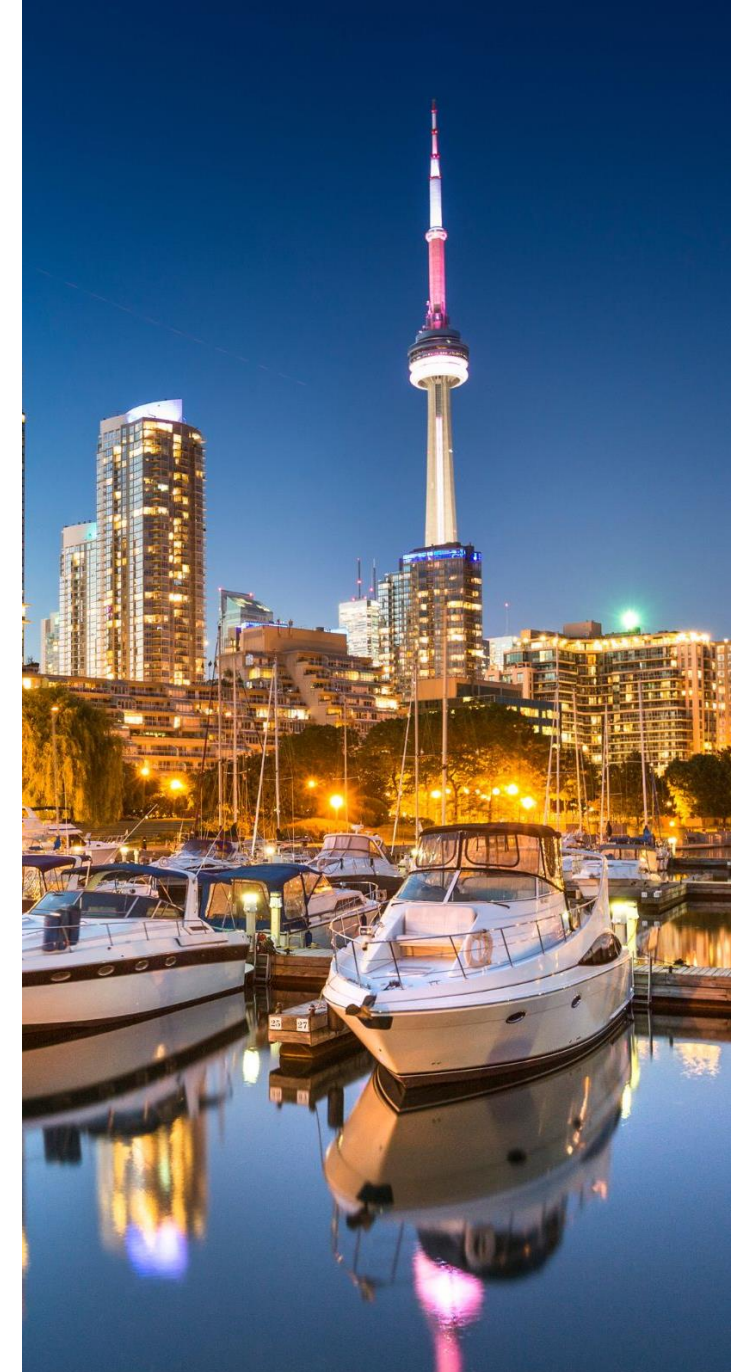
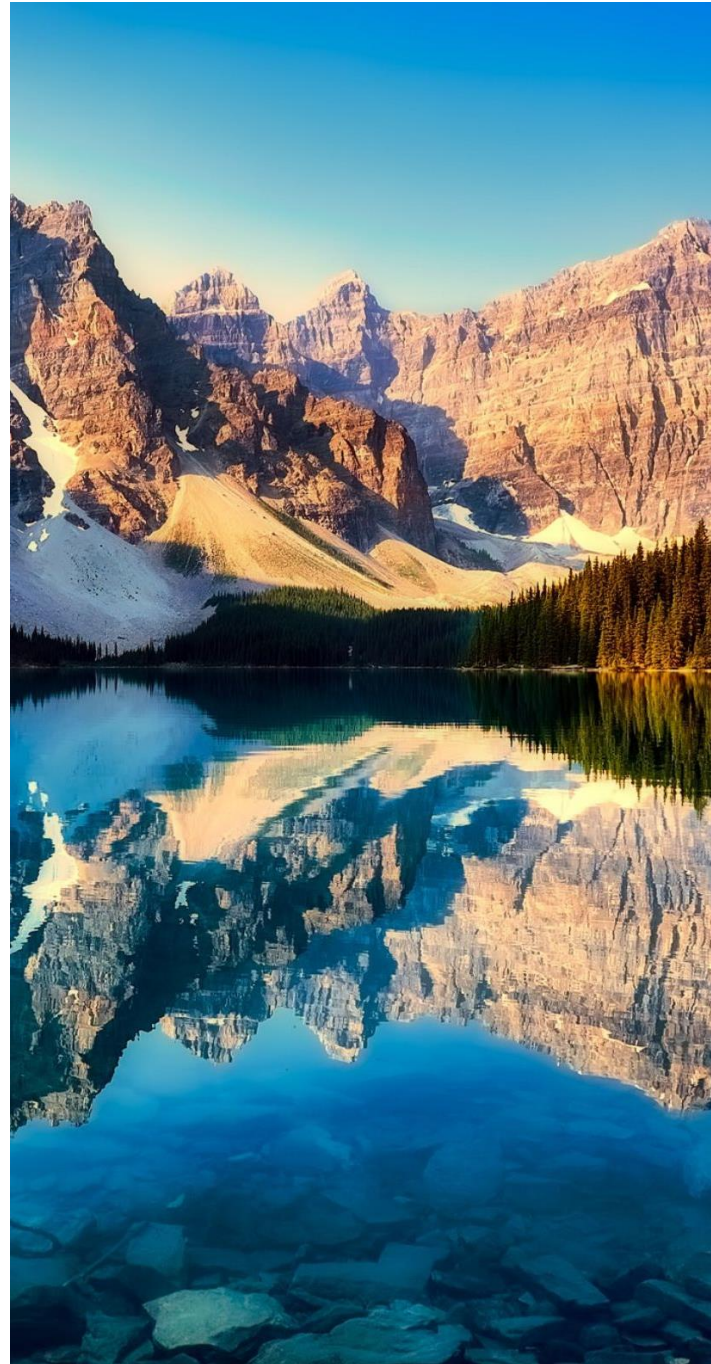
SPACENT



GRIT Online partners & networks in Canada

- Embassy of Finland
 - Business Finland Toronto office
 - Canada Finland Chamber of Commerce (CFCC)
 - European Union Chamber of Commerce in Canada (EUCCAN)
 - Local City & Municipality Chambers
 - Canadian government representatives
 - Local politicians
 - Business owners & professionals
- 

CANADA VISIT PROGRAM



CANADA VISIT PROGRAM

Day 1 | October 17

- ◇ OVIN Partnership Forum

Day 2 | October 18

Morning

- ◇ Linamar Guelph plant visit

Noon

- ◇ Tigercat Cambridge plant visit

Afternoon

- ◇ Toyota Cambridge plant visit

Day 3 | October 19

Morning

- ◇ NuPort Robotics

Noon

- ◇ Kubota

Afternoon

- ◇ Ontario Tech University
- ◇ General Motors



DAY 1

October 17

OVIN Partnership Forum

Participate in a full day conference organized by OVIN (Ontario Vehicle Innovation Network). The program of the day includes:

- ◇ Networking breakfast
- ◇ Keynote speech by the Senior Vice President of Nissan who will travel to Canada just for this event
- ◇ Pitching session where each participant will have a chance to introduce themselves to the whole audience
- ◇ Roundtable discussion with an opportunity to know a group of people from the same niche on the more intimate level
- ◇ Insightful presentations



Learn from the industry experts about the local regulatory environment, investments, and deployment of connected and automated vehicles in Canada.



DAY 2

October 18

Linamar Guelph plant

- ◇ Linamar Corporation is a manufacturing company that specializes in producing precision metallic components, modules, and systems for the automotive and industrial sectors, including powertrains, drivelines, and other engineered solutions. They are known for their expertise in precision machining, assembly, and innovative manufacturing technologies.
- ◇ 30 minutes for the Centre of Excellence, 30 minutes for a tour of the Innovation Hub, and 30 minutes for Q&A for a total of **1.5 hours**
- ◇ Brett McQueen, Director of Innovation



DAY 2

October 18

Tigercat Cambridge plant

- ◇ Tigercat Industries specializes in the manufacturing of heavy-duty forestry and off-road equipment, including advanced logging machinery, harvesting systems, and specialized vehicles designed to operate in challenging environments.
- ◇ Matt Roberts, Sales Manager Europe

Tigercat[®]



DAY 2

October 18

Toyota Cambridge plant

- ◇ Toyota manufactures automobiles and related products, including cars, trucks, SUVs, and hybrid vehicles, known for their quality, reliability, and innovation. They also produce automotive components, engines, and robotics for various applications.



NuPort Robotics Toronto

- ◆ NuPort Robotics manufactures autonomous driving technology for long-haul trucks, enabling them to navigate highways and deliver goods with minimal human intervention. Their systems incorporate advanced sensors, AI algorithms, and control mechanisms to enhance safety and efficiency in the logistics industry.



DAY 3

October 19

Kubota Oshawa plant

- ◇ Kubota primarily manufactures agricultural machinery and equipment, including tractors, excavators, utility vehicles, and irrigation systems. Additionally, they produce a range of industrial machinery such as construction equipment, engines, and power generators.
- ◇ Steve Sweetnan, Director of Marketing

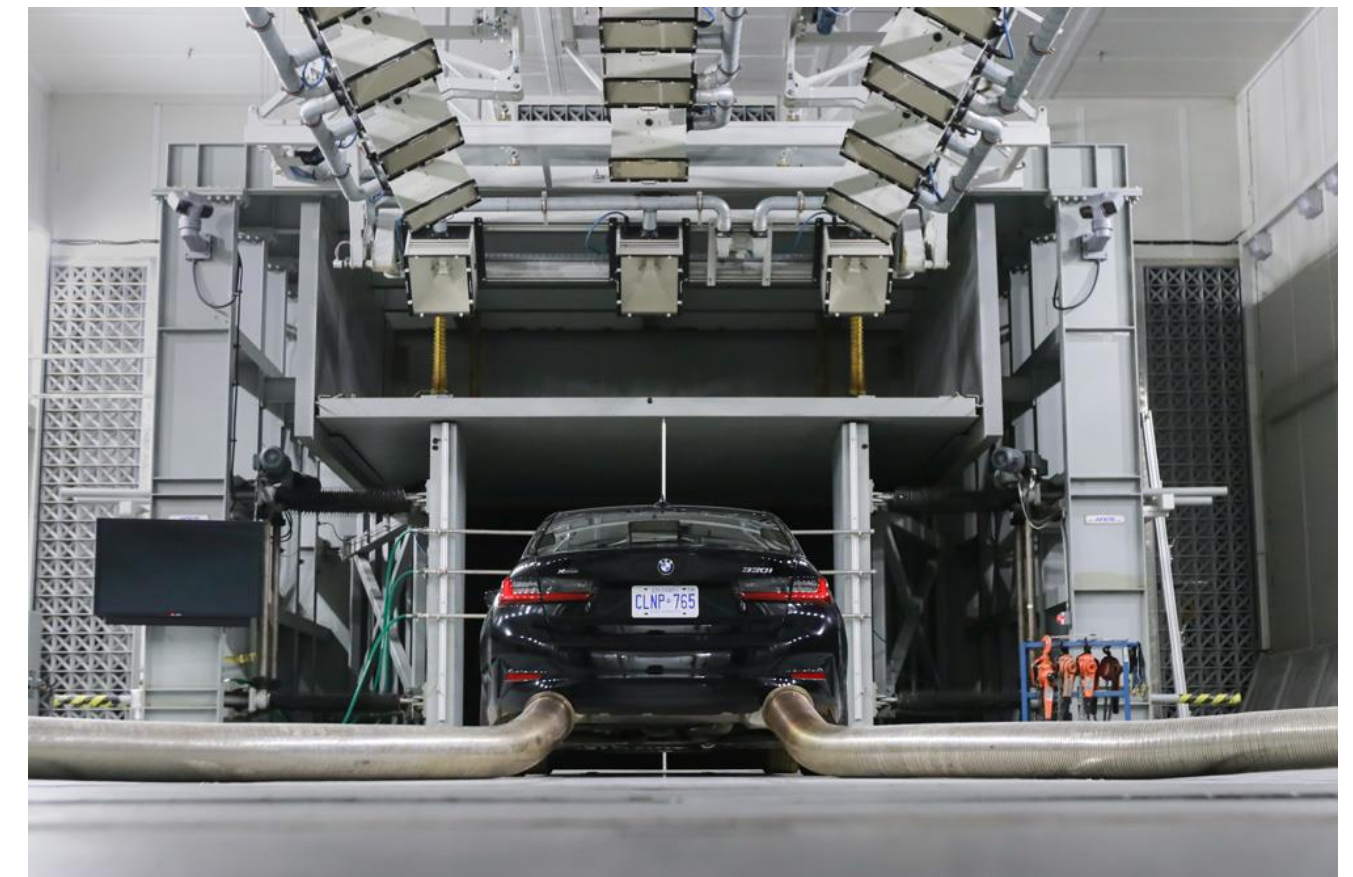


DAY 3

October 19

Ontario Tech University Oshawa Automotive Centre of Excellence (ACE) and the ACE Climatic Wind Tunnel

- ◇ ACE is a research facility focused on automotive engineering and innovation. The ACE Climatic Wind Tunnel is a specialized testing facility within ACE that simulates various weather conditions to assess the performance and durability of vehicles under extreme climates.
- ◇ Mark Klintworth, Business Development Manager



DAY 3

October 19

General Motors Oshawa Canadian Centre of Excellence

- ◇ The General Motors Canadian Centre of Excellence is a facility dedicated to advanced research and development within the automotive industry. It focuses on innovation in vehicle engineering, technology, and design to drive advancements in automotive manufacturing and mobility solutions.

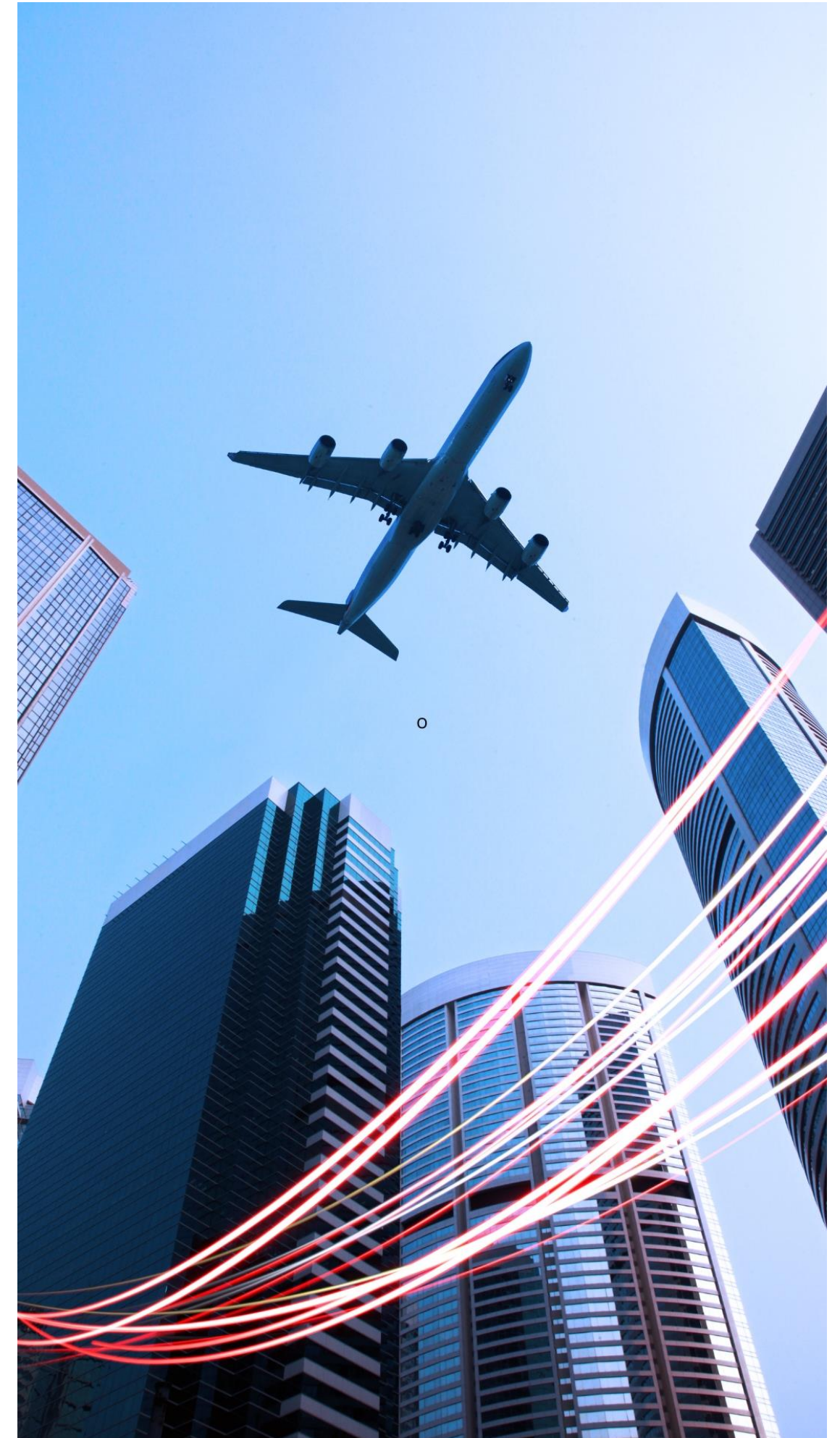


TRAVEL ARRANGEMENTS



FLIGHT OPTIONS

- ◇ Scandinavian Airlines
 - ◇ Fastest route via Stockholm
 - ◇ Total flight time around 10 hours and 45 minutes
 - ◇ Very short transit time 50 minutes
 - ◇ €1280
- ◇ Iceland Air
 - ◇ Currently the cheapest
 - ◇ Transit in Reykjavik
 - ◇ Total flight time 11 hours and 5 minutes
 - ◇ €920
- ◇ Lufthansa
 - ◇ Transit in Frankfurt
 - ◇ Total flight time 12 hours and 15 minutes
 - ◇ €1230
- ◇ KLM
 - ◇ Transit in Amsterdam
 - ◇ Total flight time 13 hours
 - ◇ €1260



ACCOMODATION & TRANSPORTATION

- ◇ Local transportation in the Greater Toronto Area (GTA) will be provided and cost covered by Business Tampere
- ◇ Hotel stays around €300 per night
- ◇ Meals to be paid by each participant
- ◇ Hotels and transportations to be coordinated by GRIT Online



THANK YOU!

Presented by



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