

Global Expansion Guide to Canada

Why Expanding Your Business
into Canada is a Smart Move

THOUGHT LEADERSHIP

**GLOBAL
EXPANSION**





Table of Contents

01	Introduction	P1
02	Canadian Market Summary	P2
	What This Means for Your Business	
03	The Potential for Growth	P3
	Canada is Similar to UK and US Markets	
	Canada's Quality of Life Is One of a Kind	
	Canada has a Solution to the Tech Shortage	
04	The Challenges of Expansion	P5
	Keep an Eye on the US	
05	Overcome These Challenges with a Global EOR	P6

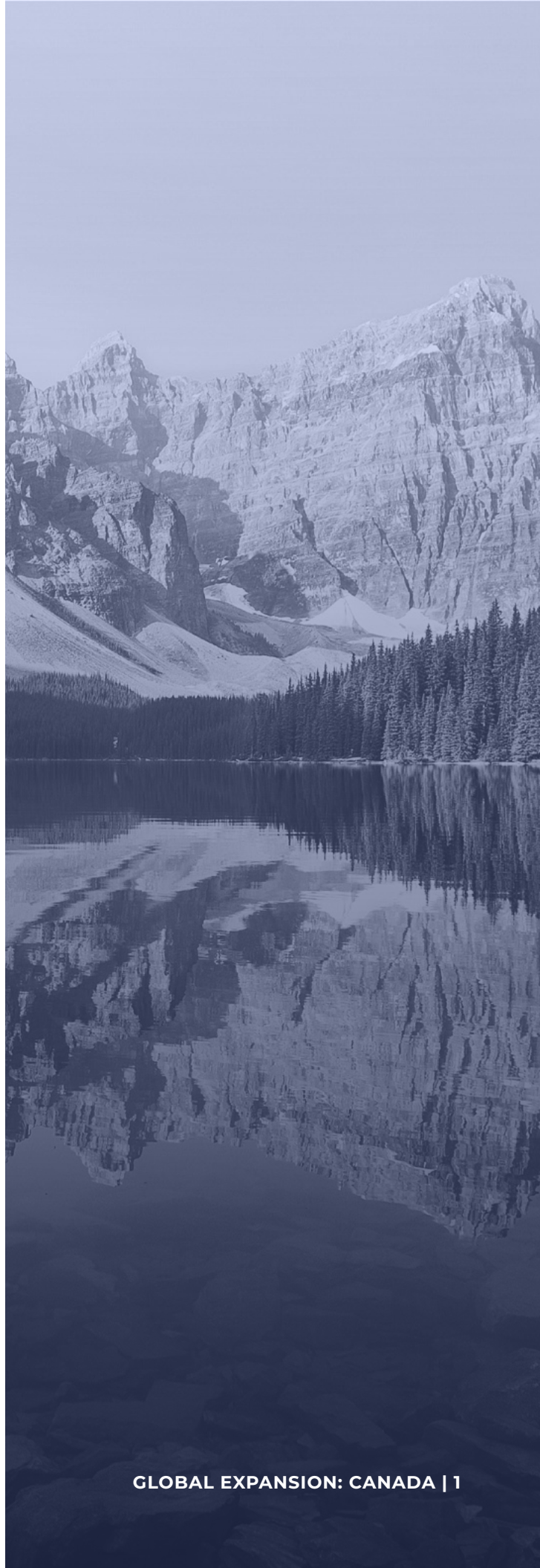
01

INTRODUCTION

From Latin America to Europe, Africa, and the Middle East, now is a great time for international business expansion. Many markets are emerging globally, offering ample opportunities for sustainable success. It all comes down to strategy.

For business owners, entrepreneurs, and investors eyeing international markets, Canada presents a hidden gem of opportunity. While it may seem tempting to target the US markets just south of the border, Canada offers unique advantages we'll explore later in this guide.

First up: a look at Canada's current market conditions. What's the market like? Then, we'll outline its expansion potential and benefits. Finally, we'll address potential challenges in Canadian expansion plans.



02

CANADIAN MARKET SUMMARY

With a [thriving tech industry](#) focusing on cutting-edge fields like AI, machine learning, AR, and VR, Canada ranks among the top countries for business.

This success is no accident but the result of deliberate efforts by the Canadian government, led by Prime Minister Justin Trudeau, to boost the technology sector. Tech hubs in various Canadian cities attract global talent to work for startups, research firms, and more.

Canada has [one of the world's top-10 economies](#), proving its resilience even during the recent pandemic. This stability makes it an ideal choice for global business expansion, offering a robust economy capable of weathering crises.

What This Means for Your Business

For entrepreneurs, business owners, and investors eyeing expansion, thorough research is key.

Canada presents a clear opportunity—a tech-savvy, thriving economy full of potential. With major trade agreements, proximity to the US market, and access to Europe and Latin America, Canada is an ideal destination for international expansion.

But seizing opportunities requires more than just potential. Success hinges on having the right strategy to turn opportunities into reality.

03

THE POTENTIAL FOR GROWTH

Expanding into Canada offers a significant advantage: its business-friendly environment. Canada consistently ranks among the top 15% globally for ease of doing business, with a standout score for starting new ventures.

A low corporate tax rate of just 15% and support for small and medium-sized enterprises (SMEs) further enhance its appeal. Initiatives like FedDev Ontario and the Startup Visa Program streamline the process for foreign entrepreneurs.

With welcoming policies and financial support, Canada makes it easier than ever to establish an international presence, making it an ideal destination for businesses seeking growth opportunities.



Canada is Similar to UK and US Markets

Entering the Canadian market offers a comforting familiarity for UK- and US-based businesses. While business expansion always presents challenges, Canada stands out for its similarity to the UK and the US.

For example, common business practices like handshakes and a legal system based on British common law traditions ease the transition. With English as one of its official languages, spoken by over 85% of the population, the absence of a language barrier further simplifies the process.



Canada's Quality of Life is One of a Kind

While not directly business focused, Canada's lifestyle significantly influences businesses. Canadians enjoy a unique quality of life, marked by low crime rates and government benefits.

This environment can indirectly affect workplace culture and partnerships, making Canada an attractive location for businesses seeking stability and happiness.

Canada has a Solution to the Tech Shortage

Amidst the challenges of the flawed H-1B visa system, a new solution has emerged, alleviating the uncertainties and anxieties surrounding tech employee acquisition and retention in the US.

Canada has introduced a new work permit for H-1B visa holders, offering them an open work permit valid for up to three years. Successful applicants can work for any employer in Canada, and their spouses and dependents are also eligible for temporary resident visas with work or study permits.

Currently, only 10,000 permits are available, which are quickly filled. However, the government may increase these numbers, and alternative options are available.

Canada's Global Talent Stream program provides a straightforward alternative to the H-1B visa system. Through partnerships with EORs, tech companies can seamlessly relocate employees to Canada.

To qualify, workers must be tech workers or managers, hold a tech degree or relevant experience, earn a salary exceeding CAD\$86,000, and have a job offer from a Canadian company (facilitated by a Canadian-approved EOR).

04

THE CHALLENGES OF EXPANSION

Canada may not be the largest market globally, but it's undeniably prosperous.

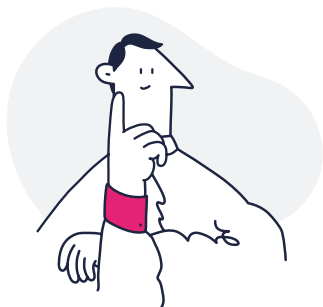
The Canadian market is highly competitive, so accurate and up-to-date market research is essential. Given tech industry growth, which rivals Silicon Valley, understanding the market, competition, and potential risks is crucial.

Here, you're not just up against Canadian businesses; you're also competing with Silicon Valley giants.

Keep an Eye on the US

Canada and the US are close neighbors, but the US dominates many industries. This could limit your growth potential in both the short and long term.

Market research is key here. Look not only at Canadian competitors but also US ones. Many US businesses sell to Canadian customers, potentially shrinking your target audience. Going into expansion blindly could mean battling for customers already taken by US businesses.



05

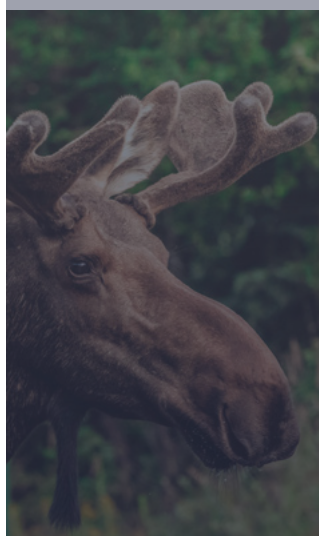
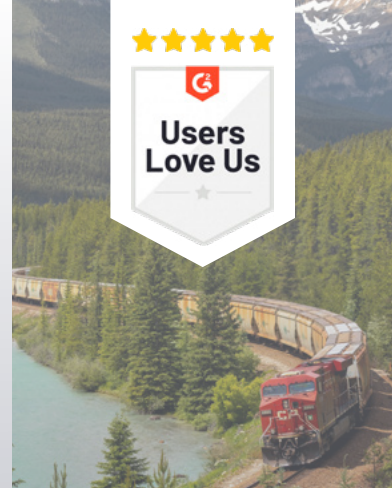
OVERCOME THESE CHALLENGES WITH A GLOBAL EOR

You can avoid many of the challenges of entering the Canadian market by partnering with a Global Employer of Record (EOR.)

An EOR can tap into the Canadian talent pool and hire your workers on your behalf—and on their payroll. Automatically, this reduces your tax liability because you won't be required to incorporate into Canada formally, and it enables you to focus on growing your business.

[A Global EOR](#) provides you with a knowledgeable, capable, and experienced regional partner who can help you solve day-to-day problems and challenges related to your workforce, tax liabilities, government compliance, and more.

[Talk to our expert team](#) about how we can grow your team faster, smarter, and more efficiently.





©2024 Global Expansion. All rights reserved.