



WELCOME TO  
*Cape Breton*

Cape Breton  
Partnership

# WELCOME TO *Cape Breton*

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# Community Profile

Affordable, strategically located with abundant energy and talent, Cape Breton Island welcomes investment and offers the competitive advantage that allows business to succeed. Located on the northeastern tip of Nova Scotia, this 10,311 square kilometer island is home to a diverse mix of cultures that are ready to welcome you home.

With strategic access to North American and European markets, the Island is an ideal choice for companies seeking to develop or expand their global reach. With an able and skilled workforce, Cape Breton Island offers a unique blend of innovation and old-world charm. A blend of diverse cultures, including Mi'kmaq, Scottish, Irish, Polish, Ukrainian and Acadian – the people are as unique as the Island's geography.

The people of Cape Breton Island invite you to learn more about the compelling and competitive advantages this unique area has to offer.



## Just the Facts

With 4,385 businesses and institutions across Cape Breton, the Island combines affordability with opportunity. Already home to a vibrant and diverse business community, this welcoming area offers a chance to connect with innovative, traditional and forward-thinking partners. The 1,883 kilometres of coastline offer a lifestyle that perfectly defines balance. With small town charm and big-city ideas, this area provides opportunities for people and business to thrive.

While industries like steel and coal have shaped the Island's past, the future belongs to companies like Halifax Biomedical, Protocase, Synclavier Digital, and Talem Health Analytics—all part of the growing information technology-focused sector that has found a home here.



## Room to Grow

With a wide range of options, there are a number of locations for anyone looking for commercial, industrial or office space. There are four industrial parks on the Island. The newest business park—Harbourside Commercial Park—offers 300 acres for commercial, industrial and office enterprises. The park is easily accessible by land, air, and water.

The Lennox Passage Light Industrial Park, located in Richmond County, is offering up 14 accessible serviced lots with a established access road. The Park also has easy access to vital transportation links, including land, sea, and air.

The 1,600-hectare Point Tupper Heavy Industrial Park, also located in Richmond County, has large lots available. It is located next to a deep-water, ice/dredge free port, with wharf facilities that can accommodate the world's largest carriers. The park also features close links to air and highways.

The Joint Development Richmond/Port Hawkesbury Industrial Park also offers even more growth opportunities. These sites provide the backdrop for opportunity, with affordable rates, flexible options and enviable transportation links.



## Location, Location, Location

Cape Breton offers easy access to national and international markets. The J.A. Douglas McCurdy Airport is located just a 15-minute drive away from downtown Sydney. It is also home to two Instrument Landing System (ILS) equipped runways allowing the airport to handle most commercial jet traffic.

The Allan J. MacEachen Regional Airport is strategically located 6km outside of the Town of Port Hawkesbury in Port Hastings. The Regional Airport is home to several privately owned and commercially operated aircrafts. The airport hosts a large number of business jets, recreational flyers and medical and government flights throughout the year. Charter services are also available using operators from Halifax or any other airport on the Atlantic Seaboard.



The Port of Sydney is the first port of call on mainland North America for vessels transiting the Suez Canal. The 16.5-metre deep channel, and sheltered inner harbour, is also a gateway to the Great Lakes. With sea, road, and air links, the Port offers flexible and affordable shipping and receiving opportunities.

The Port of Sydney welcomes the world's largest cruise ships and commercial vessels. It resides close to the mouth of the St. Lawrence Seaway, European and North American trade zones.

In North Sydney, Marine Atlantic acts as the gateway to all trucked cargo to and from Newfoundland. Marine Atlantic offers four modern vessels for public and commercial passengers along with a wide range of cabins and contemporary shared space.

Nestled beside Port Hawkesbury, the Strait of Canso Superport is the deepest ice-free harbour on the North American east coast. The Superport is 20 km long, and up to 1.5 km wide with a limiting depth of 27 metres. The 2.8-hectare Mulgrave Marine Terminal services Atlantic Canada's offshore oil and gas industry as well as a broad range of bulk and break-bulk cargo activities. It also services an array of marine construction projects.

Cape Breton is connected by three 100-series highways. Businesses can access a full range of trucking services to provide full intermodal access to markets across North America.



## A Vibrant Post-Secondary Presence

Cape Breton Island offers both public and private school institutions at the elementary and secondary education level and offers a bilingual curriculum for students at all levels. Cape Breton University (CBU), located within the Cape Breton Regional Municipality, is home to over 5,000 students, over 2,000 of which are international students from more than 40 countries. The university offers outstanding applied research opportunities to students, technical assistance to business, industry and community organizations. CBU provides millions in scholarships to its students. CBU also offers Canada's only Master of Business Administration in Community Economic Development. The campus features the Verschuren Centre, which is tasked with finding innovative and sustainable solutions to today's economic and environmental challenges. CBU is also a leader in Indigenous post-secondary education.

Other universities such as Dalhousie, St. Francis Xavier, Acadia, Mount Saint Vincent, and Saint Mary's are all within close proximity- ranging from 30 minutes to 4 hours of travel time- offering a wealth of educational and research opportunities.

Located in Port Hawkesbury, the Nova Scotia Community College Strait Area Campus offers an extensive range of programs. One of its most unique programs, hosted by the Nautical Institute, offers a focus on marine training. Facilities include a wave tank, fire training centre, as well as state of the art simulators for propulsion systems, navigation and global communications.

Nova Scotia Community College also boasts its Marconi Campus in Sydney. The campus business centre serves as an incubator for small businesses and provides opportunities for students to work part-time in their field of study, and build their portfolio. It also provides the resources to help them develop their own small business ideas. A new trades wing features shop space, classrooms, offices and a green design, meeting Leadership in Energy and Environmental Design (LEED) standards.

The Université Sainte-Anne, a french-language institution, has two campuses on Cape Breton Island. The satellite campus and Marine Centre in Petit-de-Grat, Richmond County, is focused on oceanic and aquatic research. The SSaint-Joseph-du-Moine campus, located in Chéticamp serves the communities of Chéticamp, Saint-Joseph-du-Moine, Terre-Noire, Belle Cote, and East Margaree.



## Shaping Future Growth

Understanding how important it is to engage the next generation, NextGen is an initiative to engage young professionals in dialogue and inspire them to become more active in all aspects of the future of the community. It is built on four pillars: connect; create; engage and inform.



## Accessible, Affordable

Whatever your chosen field, launching a professional service business in Cape Breton has never been easier. With robust research and design support from nearby universities and colleges, as well as government programs, businesses can take advantage of the varied industry supports available. Cape Breton also offers professional service entrepreneurs a business environment that is comprised of skilled talent, low turnover rates, and affordable infrastructure.

As professional services are increasingly conducted remotely, Cape Breton is the best location for businesses not geographically bound. The quality of life and business climate attract the best talent in the world—in one of the world's most beautiful places.



## The Mi'kmaq of Cape Breton Island

The Mi'kmaq are the founding people of Nova Scotia and remain the predominant Indigenous group within the province. There are five First Nation communities in Cape Breton including: Membertou, Eskasoni, Potlotek, Wagmatcook and We'koqma'q. The Mi'kmaq nation has existed in what is now Nova Scotia for thousands of years and is made up of 13 Bands, each of which is governed by a Chief and Council. In Nova Scotia, as in the rest of Canada, the Indigenous population is much younger, with the median age of 25.4 compared to 41.6 nationally. The Indigenous population makes up about 2.7 per cent of the total provincial population.

# Destination Membertou

**The Membertou Trade and Convention Centre offers 20,000 square feet of modern meeting and event space. Located in Membertou, in the heart of Sydney, it is a perfect venue for conventions, entertainment events and weddings. Its developers, the Membertou Development Corporation, was named one of the best managed companies in Canada. It is the first Mi'kmaq owned and led corporation to receive this honour.**

**Membertou is also home to one of the largest sporting venues on the Island. With two NHL regulation sized surfaces operating year-round, an indoor walking track, YMCA gym, and a multi purpose meeting and event room—this state-of-the-art facility promotes healthy, active living.**

**One of Cape Breton's newest entertainment hubs is also located in Membertou featuring 16 lanes of candlepin bowling, two private event spaces, three multi-sport simulators and a full-service restaurant and bar.**



# Cape Breton Island — Your Heart Will Never Leave

Voted as one of the top islands in North America by Travel and Leisure Magazine, the Island has seen a 23 per cent increase in overnight stays over the past five years. Cape Breton is a paradise for hikers and bikers, with breathtaking vistas around every corner. Sailors from around the world flock to the Bras d'Or Lakes while the renowned Cabot Trail remains a must-see destination for both residents and visitors. The Port of Sydney, since 2016, has seen the number of passengers visiting the port more than double - the projection for 2020 is over 200,000 cruise passengers. A new \$20 million pier will double the port's cruise capacity when it opens in 2020. Sydney's harbour is also home to the Marine Atlantic ferries to Newfoundland, bulk facilities and tug and barge services.

Golf Digest has listed three of the Island's courses in their World's 100 Greatest Golf Courses. Located in Inverness, Cabot Cliffs is ranked 9th, while Cabot Links is 43rd and Highland Links in Victoria County is 87th in the World's 100 Greatest Golf Courses. Score Golf rates Cabot Cliffs as number one, Cabot Links as number four, and Highland Links as number seven.



## Arts, Culture and Tourism

The unique mix of cultures on Cape Breton Island has fostered a deep appreciation and respect for the values and traditions of the past. Arts, culture, and tourism have a long history on the Island and are part of the fabric of the community. As one of the key industries in Cape Breton, more than 600 arts, culture, and tourism businesses operate on the Island. In 2017, the cultural sector in Nova Scotia accounted for 13,101 jobs, valued at \$929 million.

New opportunities for experiential tourism operations are waiting to be developed. Businesses such as hands-on artisan studios, guided kayak tours, adventure tourism, interactive dinner theatres and boutique accommodations have achieved tremendous success—with room for more! Upscale clientele also frequent the region—thanks to the growing golf market and the Island's highly rated golf courses — opening more opportunities for new business investment.



Visitors can take advantage of several experiences that focus on Mi'kmaq culture as well, such as Eskasoni Cultural Journeys. Visitors learn about the music, food, and folklore of the Mi'kmaq and Unama'ki (Cape Breton Island).

Several living and vibrant cultures, including one of the few living Celtic cultures outside of Europe, are able to thrive through institutions like the Gaelic College in St. Ann's, located in Victoria County and the satellite location in Mabou. The only institution of its kind in North America, the college is dedicated to the promotion and preservation of traditional Gaelic culture. It offers instruction in over ten disciplines and provides the visitor with a unique opportunity to experience first-hand the living culture of the Gaelic people.

The Island is rich in history and offers four National Historic Sites. The Alexander Graham Bell Museum in Baddeck, Victoria County, provides a rare glimpse into the heart and mind of the famous inventor through artifacts, photos and full-scale replicas. The Fortress of Louisbourg, located in Cape Breton Regional Municipality, provides a first-hand look at life as a French citizen in the 18th Century. The St. Peter's Canal in Richmond County is the gateway to the Bras d'Or Lakes—one of the world's premiere sailing destinations and an amazing inland saltwater sea. The Marconi Exhibit, located in Glace Bay, provides testament to the first official transatlantic exchange of radio messages—a remarkable reminder of the power of innovation and the speed in which it can progress.

The Cape Breton Highlands National Park, formed through much of the world-famous Cabot Trail, offers 26 diverse hiking trails, glorious sandy beaches, stunning ocean vistas, spectacular scenery carved throughout the coastline and deep cut canyons. There are 25 private campgrounds, three provincial camping parks across the Island and six camping parks in the Cape Breton Highlands National Park.



## The Cabot Trail

The Cabot Trail is one of the world's most scenic destinations. It is 298 kilometers in length looping around the northern tip of the Island. It was built in the 1930s, and weaves its way along rugged coastlines, ocean vistas, small fishing hamlets and must be seen to believe. There are endless opportunities for outdoor adventures throughout the year, with kayaking, whale watching, swimming, hiking, snowshoeing, skating and skiing all available to visitors and residents alike. Of course, the many restaurants along the way offer the freshest seafood and some of the warmest hospitality on the planet. The Cabot Trail is best enjoyed as a three to five day trip to ensure ample opportunity for exploration.



## Celtic Colours International Festival

Since 1997, musicians from all over the Celtic world come together for an Island-wide celebration of Celtic music and culture. Against the backdrop of the magnificent autumn colours, the Island comes alive with the music, energy and excitement of this diverse and dynamic festival. Venues big and small hold community suppers, workshops, dances and concerts where stories are told well into the night — and sometimes the morning! Musicians have come from as far away as Mali, New Zealand, Germany and the United Kingdom. The Festival continues to grow in both stature and popularity.





## Halifax Biomedical

is a leading provider of orthopedic diagnostics using ultra-high precision stereo x-ray imaging technology and operates out of Halifax and Mabou in Inverness County.



# Manufacturing

Cape Breton is an excellent location for firms that manufacture high-value products. Manufacturers producing products such as medical imaging technology, high tensile synthetic rope and large cloud-based storage servers have selected the Island as their base of operations. The skilled and loyal workforces, low turnover rates; quick production turnaround and quality of life all establish an enviable environment. The Island's easy access to markets makes it an ideal location for new manufacturers or those looking to expand.

The abundance of seafood resources, quality agricultural land, aquaculture leases and essential infrastructure further support the area's value chain. Unique partnerships have been developed in seafood processing as companies and First Nation communities actively pursue the development of more value-added products and greater use of under-utilized species—providing ample opportunities for further partnerships and more development.

With sea, road, and air transportation options, Cape Breton's multimodal transportation options allow for shipping and receiving flexibility. The ports at the Strait of Canso and Sydney Harbour are deep-waterports that can accommodate the largest post-Panamax vessels. Cape Breton is connected to the rest of North America by 394 km of railway offering double stacking container capacity. A full range of trucking services provides an alternative to rail and shipping. This strategic location and available support services to manufacturers and processors provide the foundation for success.

## Protocase

The company started with just five employees and now employs more than 190. They are the supplier of choice for more than 12,000 engineers and designers, particularly in the aerospace and defence industries. They are experts in the field of high density massive data storage, counting NASA, Hydro Quebec and GE as clients.

Welcome to Cape Breton



# Seafood and Aquaculture

Naturally, an Island that has been so shaped by the sea has a robust seafood/aquaculture sector. Known for its landings in snow crab, lobster, shrimp, perch, and haddock, this industry continues to grow and flourish. There are 63 species landed in Cape Breton by the commercial fishery, with snow crab, lobster and shrimp accounting for 88 per cent of the volume and 95 per cent of the landed value. There are 120 aquaculture sites, of which 110 are shellfish operations. There are 11 active processing facilities, processing a large share of both product volume and value. The estimated total value of the Island's seafood exports is about \$342 million, or about 6.2 per cent of all exports which means one out of every 16 dollars brought into the province from international markets comes from Cape Breton's seafood operations.

Companies like Premium Seafood Groups in Arichat has been specializing in fresh and frozen seafood since 1984. It has now grown to six companies with more than 200 employees. Similarly, Gillis Seafood has been operating out of North Sydney since 1946 and has grown from modest beginnings to a global company, certified to Safe Quality Food (SQF) standards under Global Food Safety Initiatives.

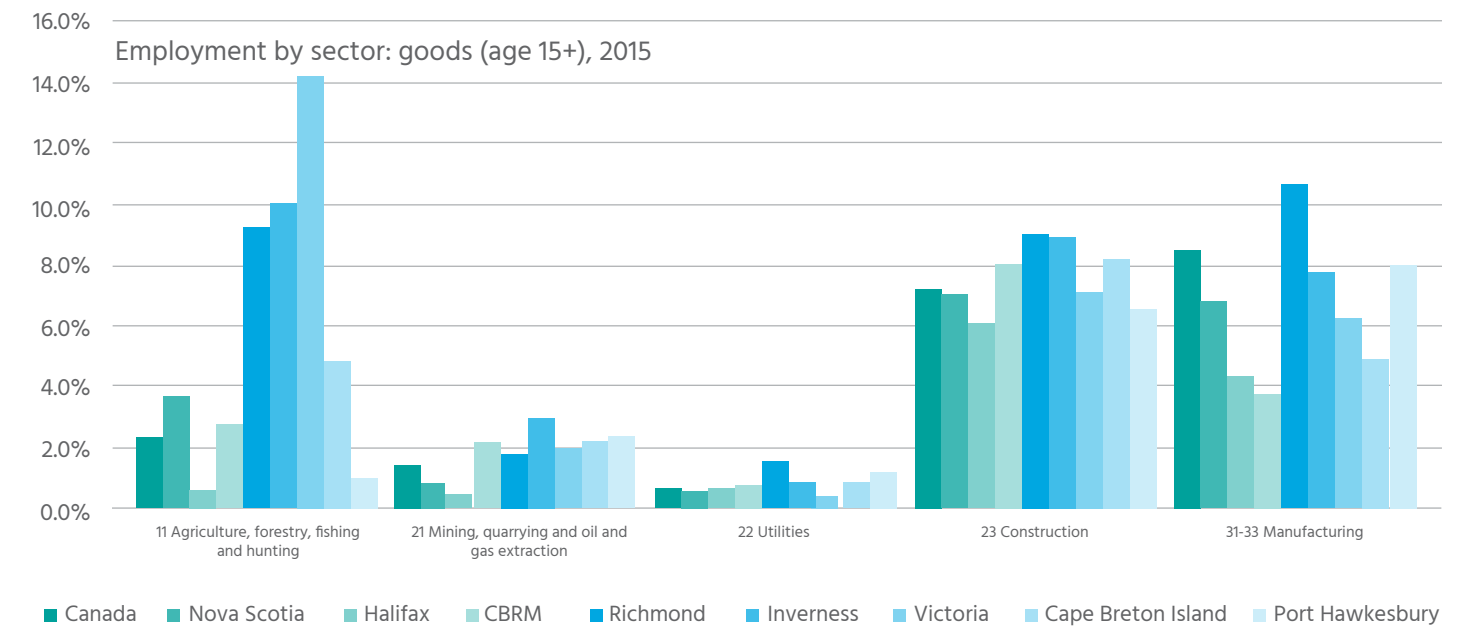
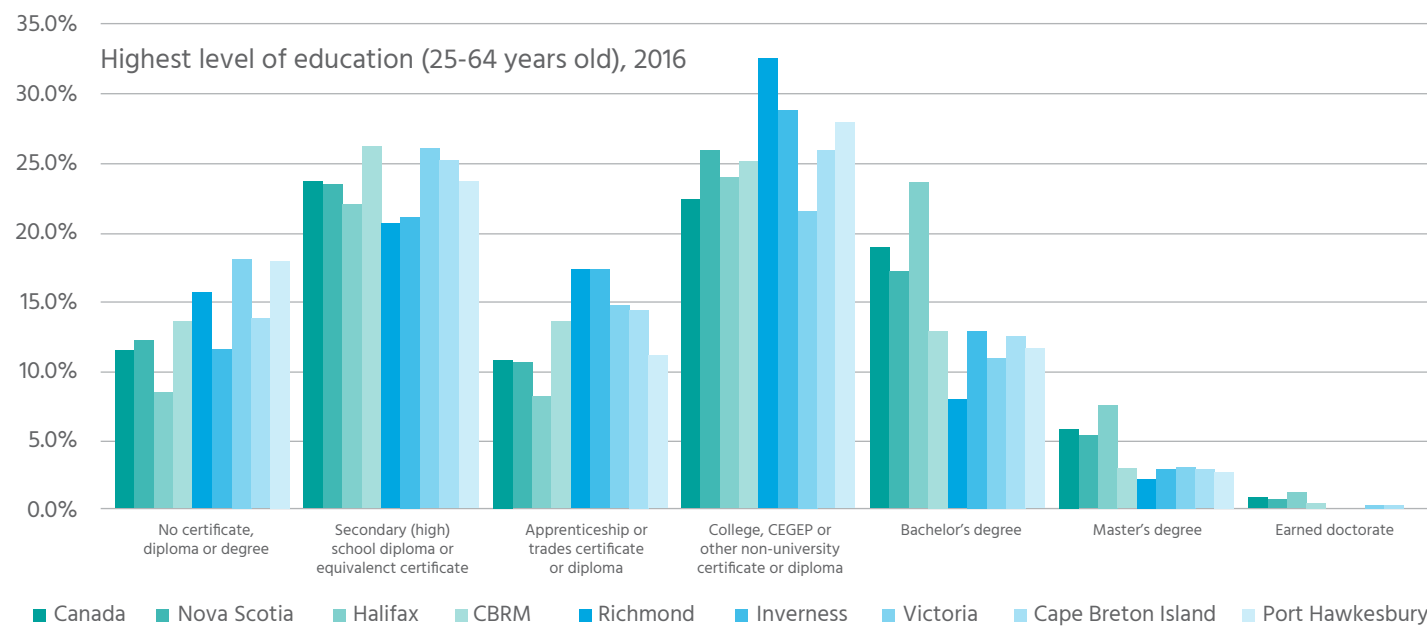
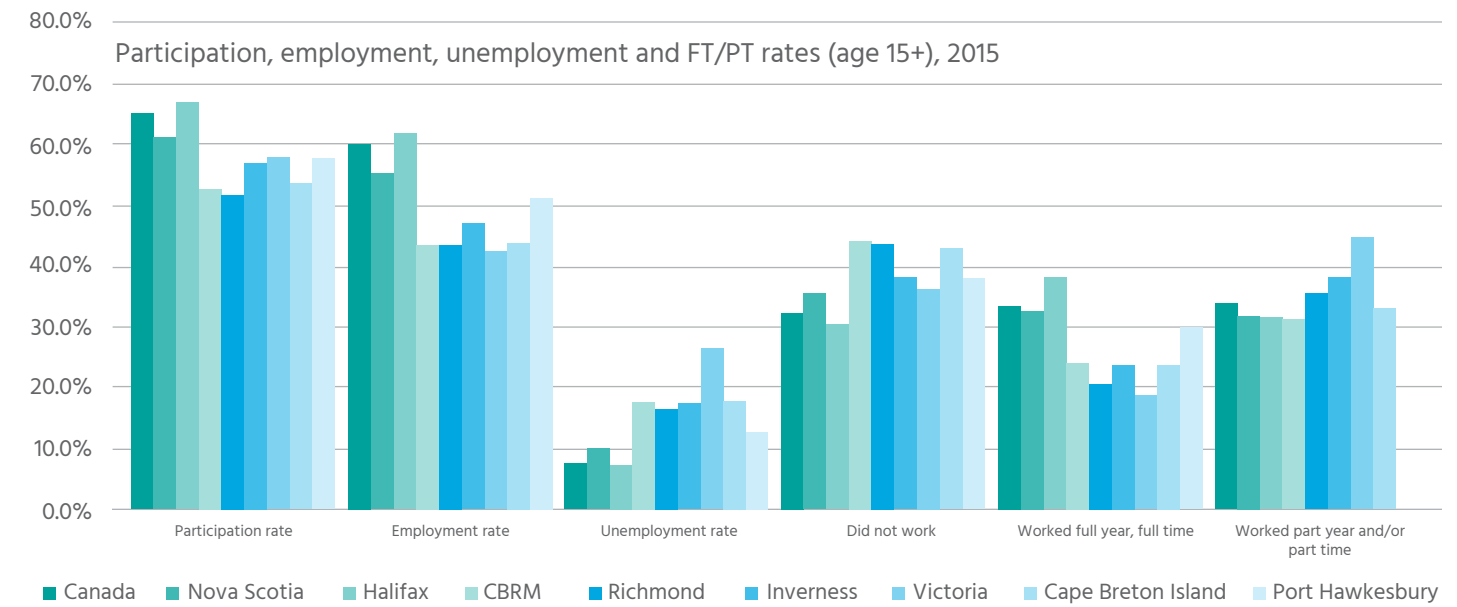
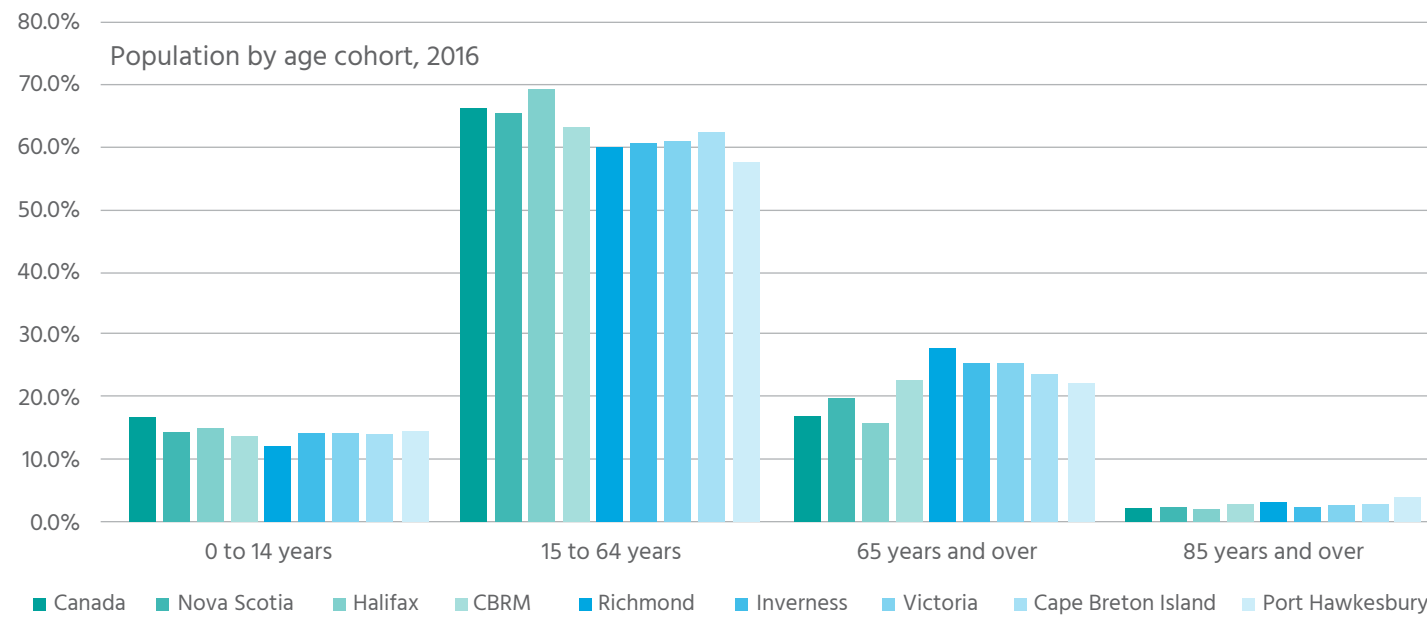




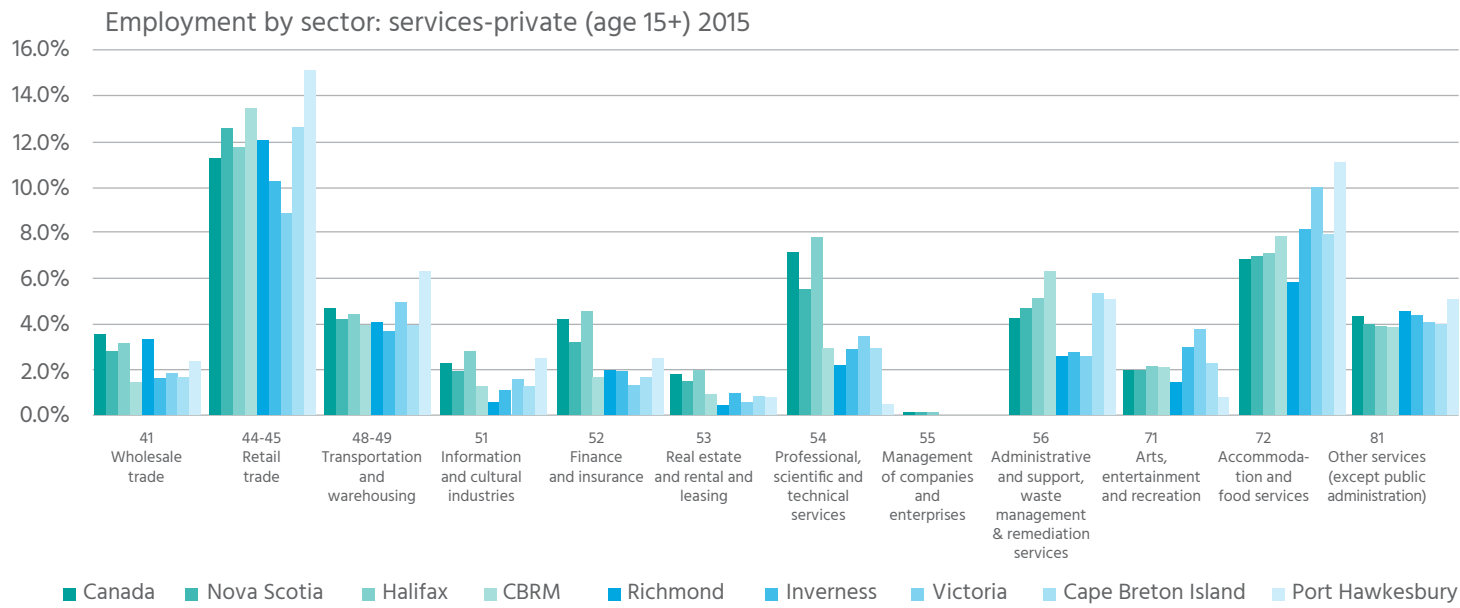
# By the Numbers

Cape Breton Island has a population of just over 130,000 with 20 per cent of the population under the age of 20. Cape Breton offers a secure source of young talent, as well as skilled and talented workers to support businesses looking to expand.

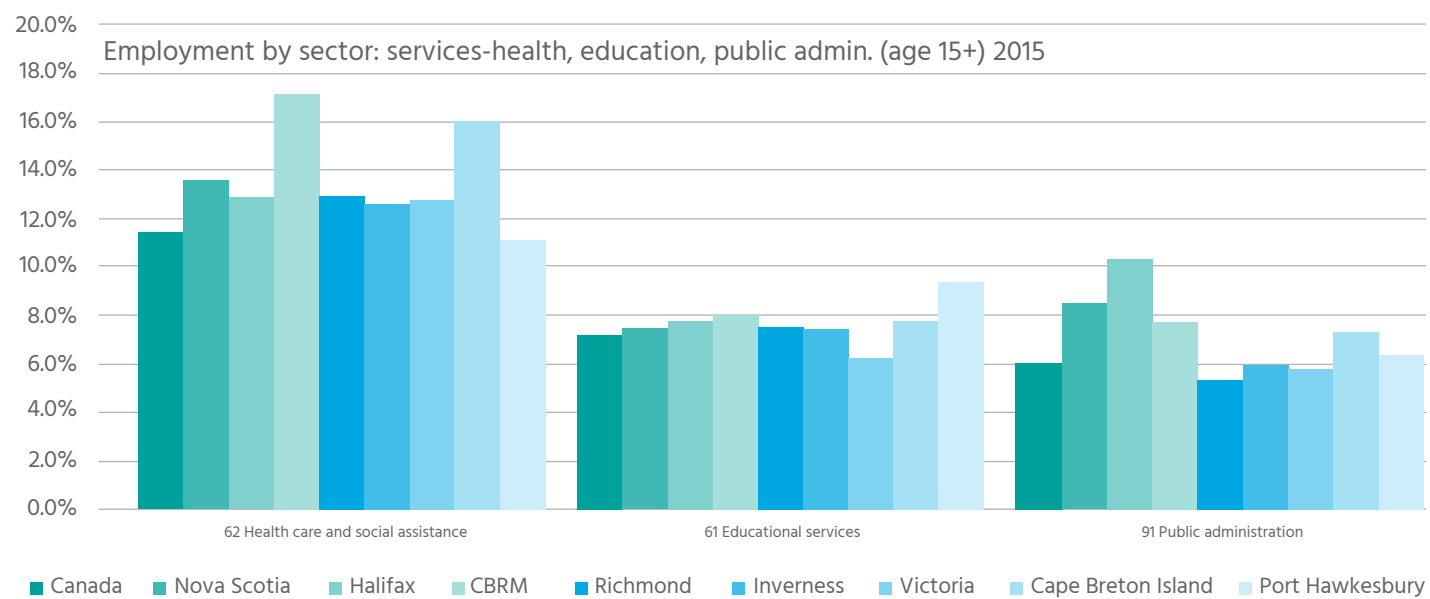
With a total labour force of 55,600, the Island has a range of skilled and talented workers backed with the ideal infrastructure for any business.



In Cape Breton, 58 per cent of establishments had fewer than five employees, and 98 per cent of establishments had fewer than 100 employees. The region had seven large establishments (500 or more employees). Five were in the public services sector (education, health/social services and public administration) with the remaining two in administrative, support, waste management and/or remediation services. The average wage offered was \$15.70 per hour, which is influenced by the types of jobs available.

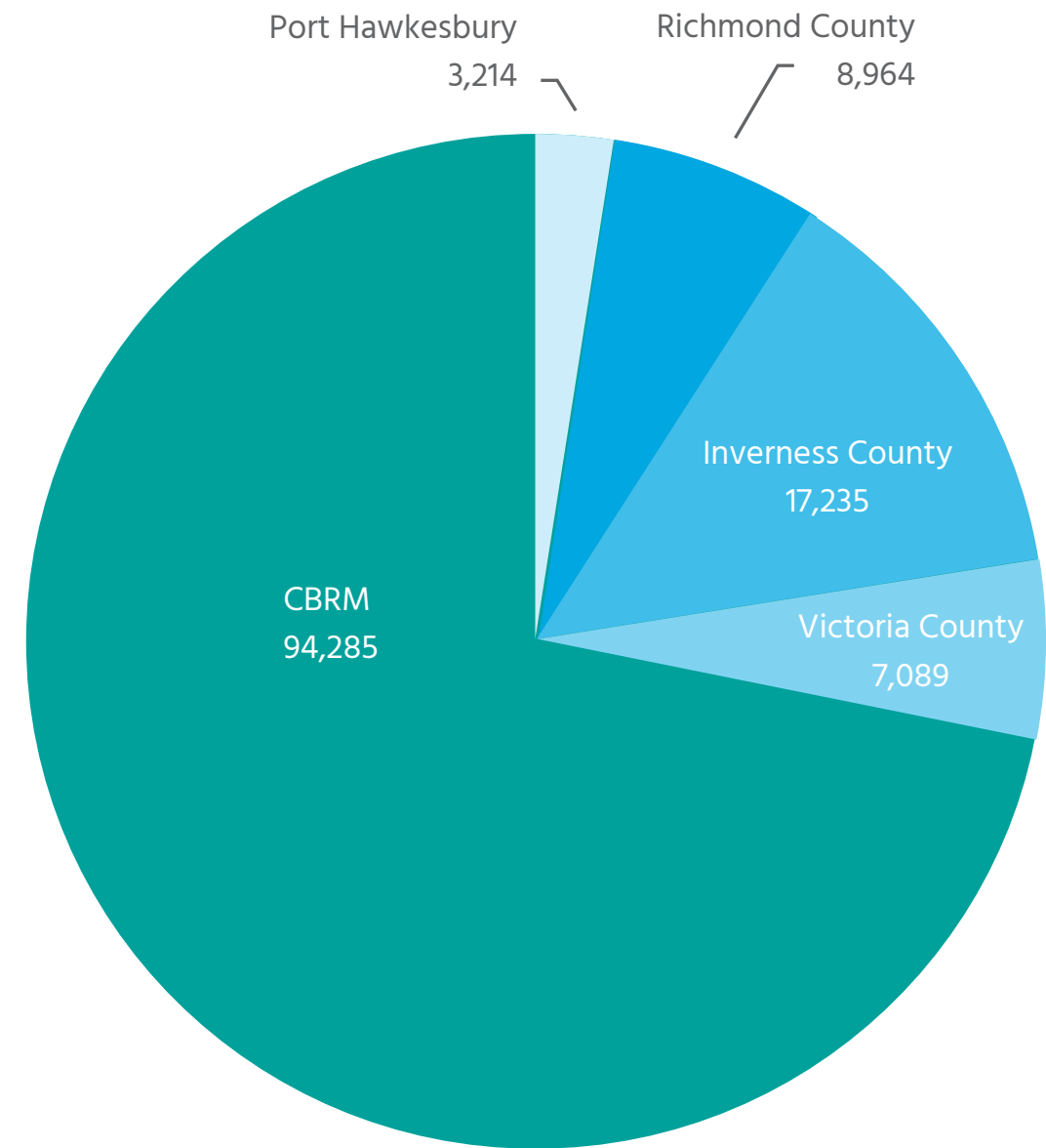


Retail trade makes up a bigger portion of employment in Cape Breton. Accommodation/food is also a bigger employer proportionally. There are notably lower shares of employment in finance/insurance, information/culture and professional/technical.

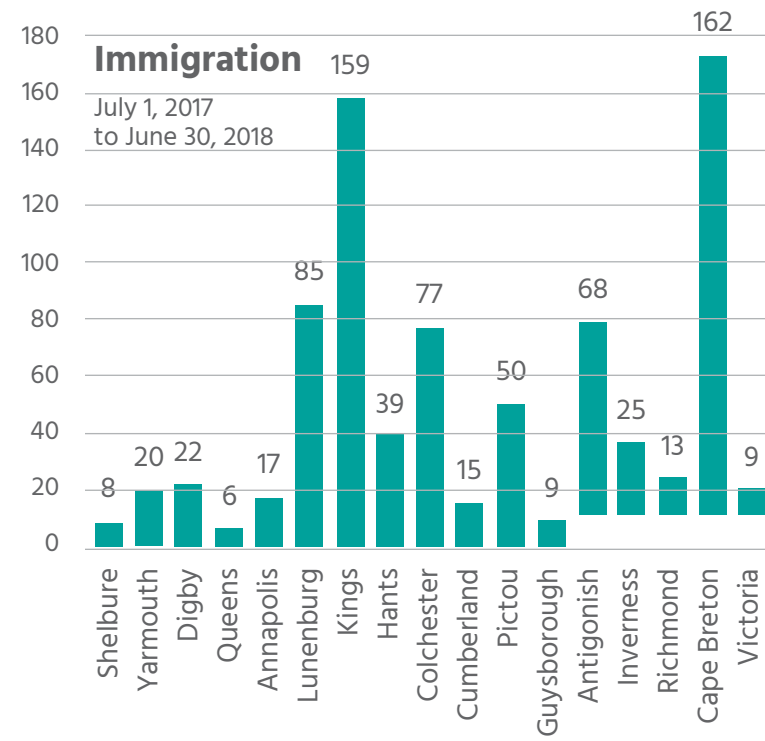
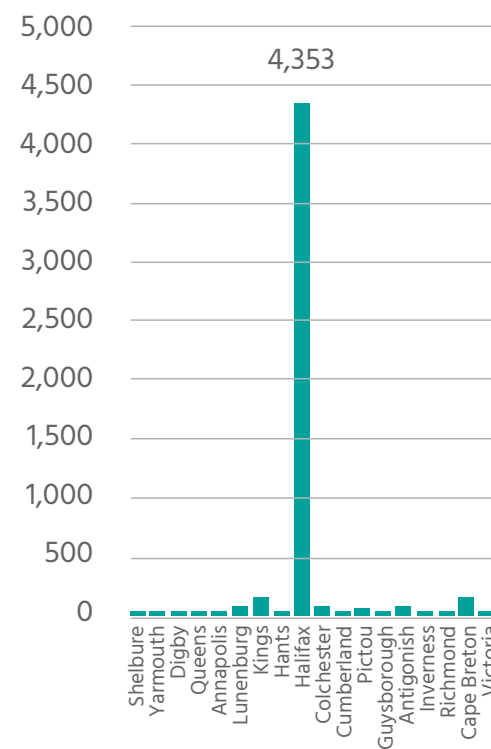


Public service employment as a share of total is higher in Cape Breton, particularly for health care.

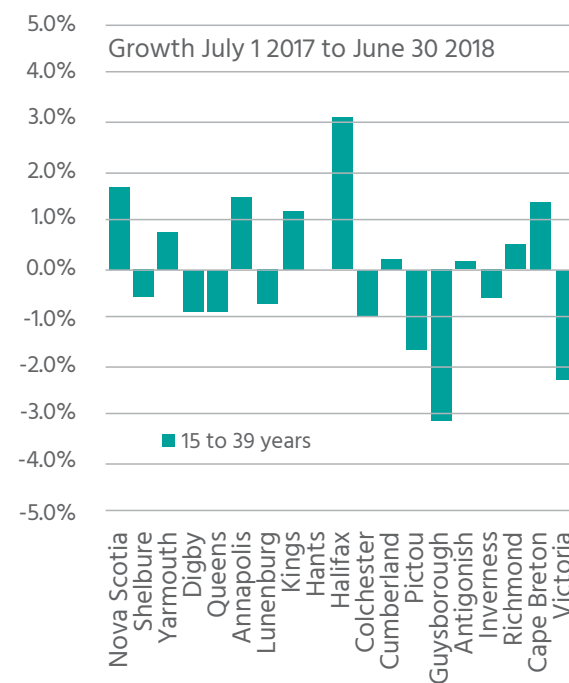
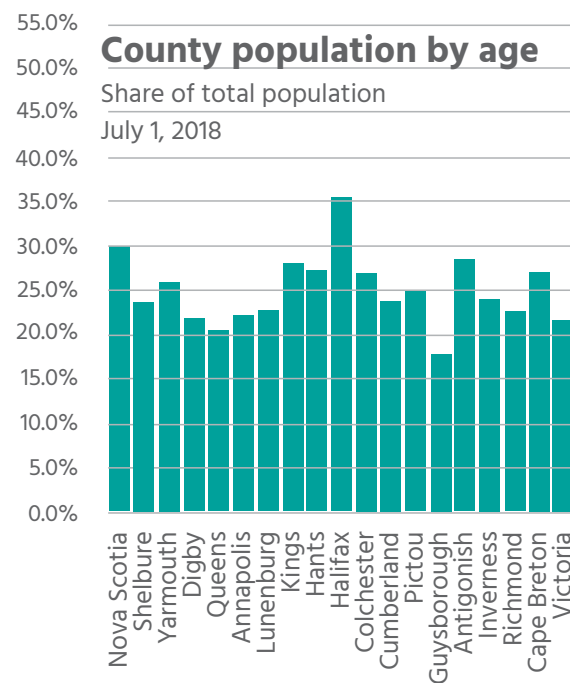
## Cape Breton Population as of July 1, 2018



Immigration has contributed to the recent acceleration of Nova Scotia's population growth. Immigration was concentrated in Halifax with 4,353 immigrants added to the population. The next highest numbers of immigrants added were in Cape Breton and Kings counties.



Populations aged 15 to 39 are also declining in many counties. However, growth of this age cohort in Cape Breton, Halifax, Annapolis and Kings counties has kept the size of this cohort growing for the province as a whole. The steepest declines in this population were reported in Guysborough, Victoria, and Pictou counties. The counties with the highest share of the population aged between 15 and 39 were Halifax and Antigonish.



## Business Resources & Partners

### The Cape Breton Partnership

The Cape Breton Partnership is Cape Breton-Unama'ki's private sector-led economic development organization that supports companies and entrepreneurs by promoting our Island as a great place to live and invest; growing a culture that values and celebrates creativity, innovation and entrepreneurship; and connecting entrepreneurs and companies to the resources they need to succeed. For more information, visit [www.capebretonpartnership.com](http://www.capebretonpartnership.com).

### Atlantic Canada Opportunities Agency

Federal Government Agency, works to create opportunities for economic growth in Atlantic Canada by helping businesses become more competitive, innovative, and productive.

### The Cape Breton Regional Chamber of Commerce

The Cape Breton Regional Chamber of Commerce is a catalyst for business growth by listening and advocating for members' needs. Its vision is to create a strong business community through collaboration, networking, advocacy and education. More information can be found through the Membership coordinator at [www.cbregionalchamber.ca](http://www.cbregionalchamber.ca)

### CBDC InRich

Since 1981, this organization has been providing valuable business development services, assisting more than 1,400 businesses with start-ups and expansions.

### Community Economic Development Investment Fund (CEDIF)

Individuals can make investments in order to help them raise the capital needed to open or operate a business

### Develop Nova Scotia

Develop Nova Scotia is responsible for strategic economic infrastructure and prosperity across the province. It works closely with partners, stakeholders, and industries that contribute to the economic growth of the province.

### Innovacorp

Innovacorp is an early stage venture capital organization designed to meet the needs of promising companies specializing in technology.

### Nova Scotia Cooperative Council

The Nova Scotia Cooperative Council offers the small business loan guarantee program and the immigrant small business loan program.

### Nova Scotia Business Inc.

Provincial Government business development agency, helping businesses grow with a focus on developing new exporters and attracting innovative, globally competitive companies to Nova Scotia.

### Strait Area Chamber of Commerce

The Strait Area Chamber of Commerce is a business development organization that promotes, improves and protects trade and commerce. Its vision is to make the Strait area one of the best regions to live, invest, work and conduct business. More information can be found at [www.straitareachamber.ca](http://www.straitareachamber.ca).



## We can't wait for you to get here!

For more information, contact the Cape Breton Partnership

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