

It started with a single brick...



A low-angle, upward-looking photograph of a red brick building. The building features several multi-paned windows with white frames and decorative brick arches above them. The perspective creates a sense of height and scale.

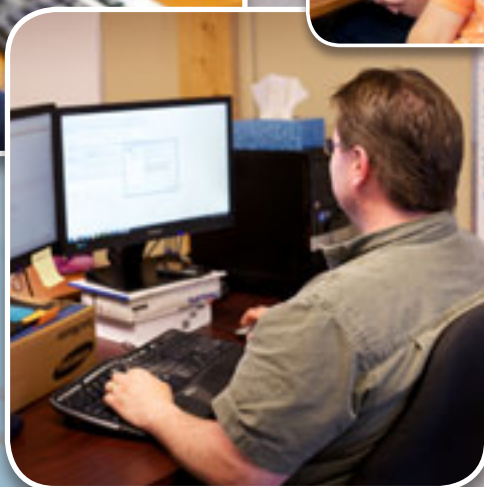
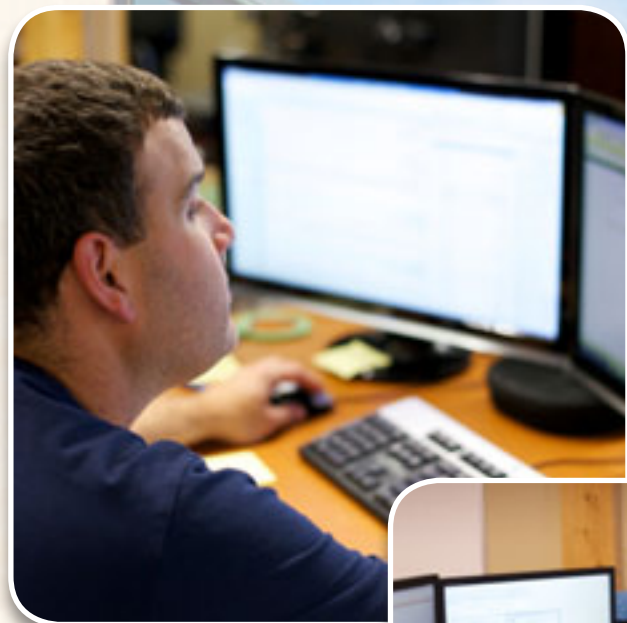
In 2009, we embarked on an ambitious plan to develop our Health IT sector in Prince Edward Island, Canada.

You may have received a brick of your own in the mail.

Let us show you what we've built since then.



**A state-of-the-art
dedicated Heath IT facility.**



**An Interoperability Lab
located in the same facility.**



A college campus steps away from Heath IT firms that has recently added an e-health specialty to their computer science program.

A photograph of a three-story red brick building with a gabled roof. The building features several windows, some with multiple panes. A balcony with a dark metal railing is visible on the second floor. Below the balcony, a stone archway contains the text "CITY OF SUMMERSIDE". A flagpole with a flag is positioned to the right of the building. The text "A commitment from all levels of government to support and incentivize firms specializing in Health IT." is overlaid on the image in a bold, black font.

A commitment from all levels of government to support and incentivize firms specializing in Health IT.

For example... Incentives that can reduce your overall operating costs up to 30%.

Not to mention,

An average four minute commute to work.

Great family homes for less than \$250,000.

One of the lowest crime rates in North America.



**In fact the opportunities for recreation, leisure
and a balanced lifestyle are second to none.**



**oh... and some of the best golf courses
in all of Canada.**

Prince Edward Island is Canada's #1 Golf Destination - 32 courses within a one hour drive of each other and 10 of Canada's top 100 courses



Where is this place you ask...

City of
Summerside

Prince Edward Island, Canada



It's the same place KPMG ranked as one of the most competitive locations to do business in North America.

KPMG's study on business costs identified Atlantic Canada as one of the lowest cost centres in the G7 and Prince Edward Island as the lowest cost centre in North America.

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**Where office rates provide a 15-25% savings
over major urban centres in Canada and the
United States...**

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**and has the lowest commercial taxes in
Prince Edward Island, boasting tax-free zones
and further planned tax-free business parks.**

No payroll tax

No corporation minimum tax

No corporation capital or franchise tax

No business and occupation tax

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Cost Competitiveness

- Prince Edward Island ranked as one of the most cost effective locations in North America for Advanced Software and Shared Services.
- Favourable commercial real estate prices and new construction offer grade “A” office facilities and amenities at lower costs.
- Dramatically lower residential real estate prices (1/3 of major U.S. and Canadian metropolitan areas), translate directly to lower costs to hire and retain more highly skilled employees.

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How the rebates and incentives work.

Labour Rebates and Financial Incentives Example with 50 employees in PEI	
# of employees	50
Estimated payroll (avg. \$40,000)	\$2,000,000
Labour Rebate	\$750,000
ACOA Business Development Program (*Repayable Contribution)	\$350,000
Total Rebate and Repayable Contribution	\$1,100,000

Summary of Benefits First Year of Operations	
# of employees	50
Labour Savings - 20% cost savings	\$400,000
Office Savings - 30% cost savings (150 sq. ft. per employee)	\$45,000
Financial Incentives - Labour Rebate	\$750,000
Total Cost Savings	\$1,195,000

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Workforce

- Average job tenure in Prince Edward Island is 8.5 years
- 43% of workers have been with the same employer for more than 6 years
- Days lost per worker in Prince Edward Island is the lowest in Canada
- 10% unemployment rate – underemployed talent
- 50% of the workforce has post secondary training
- UPEI and Holland College

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Location



Summerside is easily accessible via the Confederation Bridge, and is just a short drive from other Atlantic Canadian and Northern U.S. centres.

Within a 4-hour drive of Prince Edward Island:

- *2 Million People*
- *18 Cities*
- *19 Universities*
- *27 Community Colleges*

Summerside is:

296 km to Halifax	1055 km to Montreal
1310 km to Ottawa	1595 km to Toronto
997 km to Boston	1348 km to New York
1710 km to Washington, D.C.	2038 km to Detroit

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Infrastructure

A dedicated oceanfront facility offering over 80,000 square feet of prime office space fully equipped with the latest in technology and amenities:

- Open concept space design
- Fiber Optics
- Geothermal heat/cooling
- Full emergency back up (generator & UPS)
- Electrical: 600V 3-phase 120/208 connected to municipally-owned utility

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Holland College will offer an enhanced version of the Computer Information Systems program on the Summerside Waterfront Campus beginning in the Fall 2012.

The Computer Information Systems program prepares students to work in the field of information systems. Students develop managerial, interpersonal and technical skills that enable them to operate and manage computer-based information systems.

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The right fit for investment

We are seeking:

- Small to medium-sized niche firms with a focus on development or support
- Companies seeking a prime testbed for products as part of their R&D
- Firms seeking an environment where like-minded companies can collaborate and innovate
- Companies with smaller workforce requirements, but who will benefit from the unparalleled loyalty and work ethic of Islanders
- Companies seeking a state-of-the-art smart building developed with green principles and the infrastructure required by the Health IT industry
- Firms that will realize meaningful benefits from the aggressive incentives and competitive costs offered in Prince Edward Island

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Companies choosing Prince Edward Island for Health IT get access to a growing cluster in an innovative environment that offers low costs, high skills and true government support from all levels.

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A Partner in Government

Summerside Economic Development is the lead economic development agency, committed to marketing Summerside's competitive advantages, pro-business climate and superior lifestyle across Canada and around the world.

Some key services include:

- Customized site selection services and facilitating company relocations and expansions
- Concierge Investment Program (to fast-track approvals)
- Advocating on behalf of business clients for city-related issues

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Contact

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