



# FINANCIAL SERVICES

GROW RICHER | FOCUS ON COMMERCE



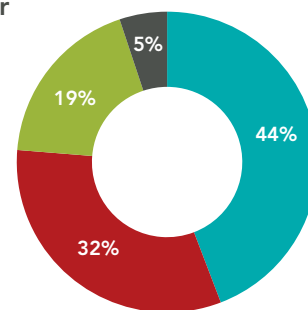
Just look at the numbers: Winnipeg's financial services sector is one of the largest in the country. It employs an estimated 21,000 people and contributes \$5 billion annually to the provincial GDP.

## A GROWING SECTOR

Winnipeg's financial services sector is comprised of banks, trust and loan companies, credit unions, life and health insurance companies, property and casualty (P&C) insurance companies, securities dealers and exchanges, mutual fund companies and distributors, and finance and leasing companies. It also includes independent financial advisors, pension fund managers and independent insurance agents and brokers. In total, there were more than 3,500 financial services establishments active in Winnipeg in 2010.

Some of the biggest names in the business are headquartered here. IGM Financial Inc. is the largest mutual fund distributor in Canada. Investors Group, part of the IGM Financial group of companies, and Wawanesa got their start – and have stayed – in Manitoba. National Leasing, with offices across Canada, is one of the largest businesses in their category. And Great-West Life, the largest insurer in Canada and one of three life insurance companies based in Winnipeg, employs more than 2,800 people locally and nearly 20,000 worldwide.

Winnipeg Financial Services Sector Labour Force by Sub-Sector



- Insurance Carriers and Related Activities (9,500 Workers)
- Credit Intermediation and Related Activities (6,900 Workers)
- Securities, Commodity Contracts and Other Financial Investment and Related Activities (4,000 Workers)
- Rental and Leasing Services (1,100 Workers)

Source: Labour Force Survey, 2010  
Statistics Canada

The sector has shown extraordinary resilience during the global economic crisis. Employment in the sector grew 19% between 2004 and 2010.

### WINNIPEG'S ADVANTAGES

Winnipeg's diversity provides opportunities for financial services firms serving the Manitoba and Western Canada markets. Total capital investment in Manitoba in 2010 was up 51% from 2005, with major investments being spread across a variety of industry sectors. Winnipeg has one of the most balanced, highly diverse and stable urban economies in Canada.

Financial services firms operate extensive contact centre and back-office financial services operations in Winnipeg, taking advantage of one of the most cost-competitive environments in the country.

The financial services sector benefits from Winnipeg's information and communications infrastructure, which is world-class and supported by world-class firms.

Wage rates in the finance and insurance sector in Winnipeg are competitive.

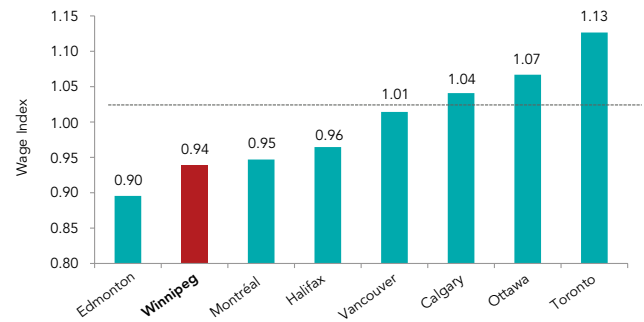
### Financial Services Networks

Institute of Chartered Accountants of Manitoba

Financial Advisors Association of Canada

Insurance Brokers Association of Manitoba

### Index of Wages in the Finance and Insurance Sector: Comparison of Major Cities, 2010



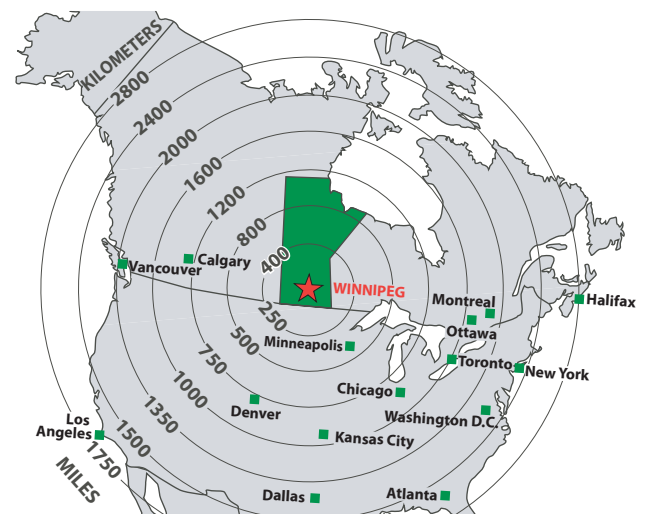
### Education and Training

Three major post-secondary educational institutions including the University of Manitoba, the University of Winnipeg and Red River College are located in Winnipeg with combined enrollment of more than 40,000 students. Diplomas and degrees in fields of accounting, management, finance, statistics, economics, actuarial mathematics, management information systems (MIS), and human resources are available.

### GROW IN WINNIPEG

Our city of more than 730,000 has always been economically strong and diverse. We have nurtured a robust workforce; skilled, talented and productive.

If you're looking to relocate or expand to a place where opportunities for growth are limited only by imagination and where imagination is unlimited, consider Winnipeg. Our city is a place where business can grow faster, stronger and better; a place that is intelligent, creative and culturally diverse; a place where the infrastructure, supplier base and – most importantly – the people are ready to help your business get growing.



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