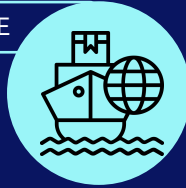


# Canada as a premier destination for solar PV investment

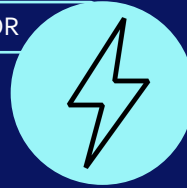


SERVICE



Trade & Exports

SECTOR



Energy

REGION



North America

## CHALLENGE

- Wanted to promote Canada as a strong investment destination for solar PV research and manufacturing
- Needed to understand what characteristics were important for the solar PV industry and what features gave Canada an international competitive advantage

## ACTIONS

- Researched the business and infrastructure needs for solar PV
- Ranked Canada's tax structures and corporate costs vs the G7
- Compared resource costs for water, electricity, land availability and access to finance to demonstrate Canada's strength
- Matched the research environment and labour force capabilities to requirements for a successful solar PV industry
- Produced a report, guidance document and glossy brochure for trade envoys

## RESULT

- Trade ambassadors used the report, guidance and brochure to attract investors to Canada
- The company Canadian Solar continues to be one of the biggest solar companies in the world