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For Immediate Release

## Cambridge Recognized for Foreign Direct Investment Strategy



Cambridge, Ontario. May 5, 2011...fDi Magazine, part of Financial Times Ltd., one of the world's leading business news organizations, has recognized the City of Cambridge in the American Cities of the Future rankings for 2011/12.

Cambridge was named eighth in the top 10 'Small Cities FDI Strategy' category recognizing our efforts in attracting foreign direct investment (FDI).

"Canadian cities have traditionally fared very well in our location benchmarking exercises, and southern Ontario has proven to be a highly competitive region within North America. Cambridge is an excellent example of this strong competitive position and stands out for special recognition for its proactive and sensible yet ambitious strategy for attracting investment, which impressed the judges on our independent panel. This year, for the first time ever, we ranked cities across the whole of the Americas, and the fact that Cambridge places highly even in this broader field of competitors is an excellent testament to its FDI efforts," says Courtney Fingar, Editor, fDi Magazine, fDi Intelligence, Financial Times Ltd.

"We are honoured to be among the leading cities for strategic development of our initiatives to attract foreign direct investment," says Mayor Doug Craig.

The Economic Development division recently completed the long term strategy for the City called 'Designing the Future'. The report recognizes the transformation of the local economy, evaluates the economic base and puts in place strategies for economic development in the short, medium and long term. The executive summary is located at

<http://www.cambridge.ca/relatedDocs/EconStrategyFinalExec.%20SummaryJan302009.pdf>

"We are proud to be home to foreign-owned companies such as Toyota Motor Manufacturing Canada, and to have the services and infrastructure to support continued interest and investment from companies abroad," says Bo Densmore, Director of Economic Development for the City of Cambridge. She notes the upcoming business development trip to China, led by our external economic development partners at Canada's Technology Triangle, as another example of strategic targeting of investment.

Mayor Craig also comments the Waterloo Region presence is strong in this competition and commends the City of Waterloo for its success in making the top 10 list in three categories: Micro Cities of the Future Infrastructure, Human Resources and Quality of Life. Nearby City of Guelph was also recognized in the top 10 rankings for Micro Cities Infrastructure.

Full results of the rankings are available at [www.fDiIntelligence.com](http://www.fDiIntelligence.com) and in the April/May issue of fDi Magazine.

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The City of Cambridge is one of the fastest growing areas in the country. It is strategically located astride highway 401 in Southwestern Ontario, part of Canada's Technology Triangle. In 2010, the population was over 130,000 people with a multicultural mix and a strong foundation of support services. Cambridge has a diverse economic base with leading industries in manufacturing, automotive, high technology, pharmaceutical, business and financial services and hospitality/retail. It's about choice, options and value when you become part of the community.

**You meet the nicest people in Cambridge. It's a place that understands all about coming together. There is so much more to Cambridge than the beautiful lands created at the convergence of two rivers or its logistically perfect location in the heart of Ontario's economic corridor. Cambridge is the coming together of people from diverse, close-knit and proud communities. The people of Cambridge 'do the right thing' by respecting history, family values, a sound work ethic, the arts, environment and advancement. A young city, Cambridge is a master of balancing the excitement and promise of the new with the historical significance and stability of the old. A place where coming together is just the start. Uniting together is what sets Cambridge apart. Undiscovered-Cambridge families and entrepreneurs get more for less, and sacrifice nothing.**

The Corporation of the City of Cambridge is an employer with a work environment that offers the opportunity to provide service to the community through creativity and innovation, and with potential for career growth and advancement. For more information on the area or the corporation visit [www.cambridge.ca](http://www.cambridge.ca). The City of Cambridge press room is located at <http://www.cambridge.ca/pressroom>. To opt out of the news release distribution, please send an email to Linda Fegan [feganl@cambridge.ca](mailto:feganl@cambridge.ca).