



TORONTO



IMAGINE ANYTHING. EXPERIENCE IT IN TORONTO!

Ranked as a top international travel destination by Travel+Leisure Magazine and as one of 2013's five "Best Places to Go" by Condé Nast Traveler magazine, Toronto is of the most dynamic, culturally diverse, vibrant and creative destinations in the world. We can't wait to welcome you.

An international city of warmth, openness, energy and style, Toronto is enriched by the vibrant fusion of traditions, passions and perspectives of the over 100 cultures and lifestyles that can be found here. An intimate metropolis featuring the best the world has to offer in dining, shopping, architecture, entertainment, sports and much, much more, being in Toronto feels a little like looking at a fabulous menu that's filled with so many incredible dishes that you want to taste each one.

Imagine...over 9,000 restaurants; one of the world's great shopping destinations with over 21,000 stores and services; the world's third largest centre for live theatre; new buildings transforming the cityscape as Toronto undergoes a boom in construction and architecture; miles of waterfront, and trails; distinct neighbourhoods and historic districts; inspiring surprises around every corner; fabulous regional attractions and breathtaking vistas including Niagara Falls, a renowned wine region, outstanding theatres, galleries and outdoor adventures. And that is only the beginning.



Come see for yourself and experience what the whole world is talking about. We look forward to hosting you 30 May – 5 June 2015.



TORONTO, ON CANADA

Page 37

Toronto — The Origin

In its official proclamation for National Aboriginal Heritage Day 2013, the City of Toronto acknowledged that the Aboriginal Peoples are the original inhabitants of the land now known as Toronto.

The name "Toronto" is of Aboriginal descent. By most official accounts, the meaning of Toronto has to do with the city's natural features – areas that fall under Parks, Forestry and Recreation. The word Toronto derived from an Iroquois term meaning 'where there are trees in water.' The Mohawks used the phrase to describe 'The Narrows', the fast-moving waters between present day lakes

Couchiching and Simcoe. The Hurons and other native groups drove stakes into the water to create fish weirs. Through vague understandings of Ontario's 17th-century geography, 'Toronto' gradually came to refer to a larger region that included the site of the present city. In the 1720s, "Toronto" became associated with a post by the mouth of the Humber River, the starting place for the "Carrying Place," the canoe and portage route from Lake Ontario to the waters that flowed into the upper Great Lakes.

People have lived in Toronto since shortly after the last ice age, although the urban



TORONTO, ON CANADA, continued

Page 38

Toronto — Learn more! Visit www.seetorontonow.com

community only dates to 1793 when British colonial officials founded the 'Town of York' on what then was the Upper Canadian frontier. That backwoods village grew to become the 'City of Toronto' in 1834, and through its subsequent evolution and expansion Toronto has emerged as one of the most livable and multicultural urban places in the world today.

Toronto is the capital of the province of Ontario, Canada. Located on the north-western shore of Lake Ontario, Toronto is the cultural, financial, economic and industrial Centre of Canada. "Toronto is the 5th-largest city in North America after Mexico City, Los Angeles, New York, and Chicago". The Greater Toronto Area grew by 5.1% between 2006 and 2011, setting its population at almost 5.6 million, according to Statistics Canada figures, an increase of more than 477,000 people. Toronto is

home to a highly multicultural population, a beautiful waterfront, great shopping centers, exciting cultural and community events, successful educational institutions and sports teams, and the world-renowned CN Tower – the world's largest human-made self-standing structure.

Diversity

Toronto, with a population of 2.79 million people (5.5 million in the GTA - Greater Toronto Area) is heralded as one of the most multicultural cities in the world and is ranked as the safest large metropolitan area in North America by Places Rated Almanac. Over 140 languages and dialects are spoken here, and just over 30 percent of Toronto residents speak a language other than English or French at home. To learn more about Toronto please visit the Tourism Toronto's website!



KEY INDUSTRY SECTORS

Page 39

Profile Toronto

From food services and financial services to ICT and green; from fashion and film to tourism and life sciences, Toronto's multi-sector strength drives growth, innovation and synergies.

Life Sciences

New and improved R&D centres help to retain and attract scientists from Canada and abroad as well as solidify the Toronto region's position as the centre of Canada's life sciences sector. Toronto's sector is comprised of pharmaceuticals; biotechnology; and medical research, devices, surgical supply and assistive technologies.

Toronto's Life Sciences sector ranked among the best in the world

- Canada is the second largest nation in the world for biotech with more than 583 companies
- The Toronto/Ontario biotech cluster is the largest in Canada with 163 companies.
- Nearly 50 global pharmaceutical and biotechnology companies have their Canadian headquarters in the Toronto region, including Amgen, AstraZeneca, GlaxoSmithKline, Roche and Teva

- Toronto is positioned in the middle of the newly formed Québec-Ontario Life Sciences Corridor - the second largest life sciences cluster in North America. The Corridor plays a major role in the advancement of life sciences discovery and its related commercialization.
- More than 11,000 principal researchers and technicians operate out of the University of Toronto, Faculty of Medicine, 37 research institutes and 9 teaching hospitals.
- With eight universities and colleges, nine teaching hospitals and numerous private sector research facilities, Toronto offers a wide range of research and business development opportunities.
- Annual public and private medical research investments exceed \$1 billion.

Toronto's Discovery District

Located in the heart of downtown Toronto, the Discovery District is Canada's largest concentration of research institutes, business incubators, and business support services. The Discovery District spans 2.5 square kilometers – or 1.6 square miles – making it the densest geographical centre for research in the world.

KEY INDUSTRY SECTORS

continued

Page 40

World-Class Reputation for Medicine

The District is home to over 7 million square feet of facilities including the University of Toronto and affiliated teaching and research hospitals, over 30 medical and related research centres and a mix of biomedical companies. These researchers have a world-class reputation for medical and technological breakthroughs in areas such as breast cancer, cardiovascular disease, Alzheimer's, and cystic fibrosis research.

Completed infrastructure enhancements—In recent years many of Toronto's teaching hospitals and research institutes have built or renovated their facilities for R&D. Significant investments include:

- In November 2012, Sunnybrook Health Sciences Centre opened the doors to the 150,000-sq. ft. Centre for Research in Image-Guided Therapeutics (CeRIGT). The \$160-million lab provides space for more than 300 research and clinical teams that are working in partnership with 30 leading biotechnology and other organizations to bring new devices and treatments to patients across the globe.
- The Li Ka Shing Knowledge Institute of St. Michael's Hospital comprises the Keenan Research Centre and the Li Ka Shing International Healthcare Education Centre. The new facility, completed in 2011, houses classrooms, offices, laboratories, lounges, a library, simulation centre
- retail space, and a 200-seat auditorium.
- Sanofi Pasteur completed a \$100-million, 165,000-sq. ft. expansion of its R&D facilities at the company's Connaught Campus in 2011. In total, Sanofi Pasteur has invested over \$600 million in new manufacturing, research and distribution facilities since 2000.
- York University's \$70 million Life Sciences Centre was completed in 2011. This 160,000-sq. ft. building includes classrooms, laboratories and research space.
- Sunnybrook Hospital completed a \$200 million expansion project in 2010, creating Canada's largest and most comprehensive Breast Cancer Research Centre. The top floors of the reconfigured M Wing house research laboratories and core technology facilities for Sunnybrook Research Institute.
- The unique organization structure of the Terrence Donnelly Centre for Cellular and Biomolecular Research (Donnelly CCBR) facilitates the development of novel and exciting technologies in the areas of medicine, arts and science and applied science and engineering.

KEY INDUSTRY SECTORS

continued

Page 41

World-Class Reputation for Technology

- The Toronto Centre for Phenogenomics (TCP) is an 110,000 square foot, state-of-the-art research facility located in the heart of Toronto's Discovery district. It officially opened in 2007. TCP houses a range of imaging instruments, Canada's largest mouse colony and a cryobank, which together make it one of the top locations for studying mouse models of human disease.
- The Leslie Dan Faculty of Pharmacy building was completed in fall 2006. This 177,000-square foot facility houses classroom space for one of the largest pharmacy faculties in North America.
- The Centre for Addiction and Mental Health (CAMH) is constructing a \$250 million campus devoted to research and treatment of central nervous system disorders. The campus which comprises three new buildings was completed in 2012.
- The Hospital for Sick Children constructed a 21-storey research tower in the Discovery District. The \$400 million building was completed in 2013 will be the new home for the almost 2,000 scientists and staff in the hospital's Research Institute.
- The 1.6 million square foot Humber River Regional Hospital will be the first hospital in Canada was designed and constructed as a fully digital facility. Construction on the \$1.75 billion hospital was completed in 2012.

- MaRS Phase II, a \$350 million capital expansion, will add 900,000 square feet to this commercialization facility and more than double the size of the existing facilities. Focus will be on the convergence and commercialization of innovative technologies emerging from Toronto's Discovery District. Completion in 2013.

Major Ongoing Infrastructure Investments

Toronto Western Hospital is constructing a \$165 million Krembil Discovery Centre; a 9-storey, 325,000 sq. ft. facility with 5 storeys of dedicated research space.

Women's College Hospital is making a \$460 million investment to construct a new facility on their current site. The redeveloped hospital is targeting LEED certification and will replace all existing buildings and consolidate most hospital services into one location. Construction is underway with completion scheduled for 2016.

Pharmaceutical

- Toronto is home to 55% of Canada's pharmaceutical companies making the Toronto area the largest pharmaceutical cluster in the nation.
- Ontario generates \$8 billion in pharmaceutical revenue; Canadian pharma revenues total over \$15 billion annually.
- Of 17,000 pharmaceutical jobs in Canada, 11,000 are based in the Toronto area.

KEY INDUSTRY SECTORS

continued

Page 42

The Hub for Medical Devices & Pharmaceuticals

- The industry re-invests over \$1.1 billion annually in R&D in Canada of which Ontario is the largest recipient, receiving more than \$500 million.
- Significant investors in academic research and in small and emerging biotech companies.

Medical Devices

The Toronto region is a hub for medical devices and pharmaceuticals and is home to many head office locations for firms in this industry. Sixteen of the top 25 global medical device companies operate in the Toronto region, including Baxter, Siemens, Johnson & Johnson, GE Healthcare and Medtronic.

Over half of Canada's (approximately) 1,100 medical device companies are located in the Toronto area.

- The Canadian medical device market size was over US\$5.4 billion in 2010 (Source: Mergent. North America: Medical Equipment Sectors. Fort Mill: Mergent, Inc. March 2011).
- The Canadian medical devices sector is 7th largest in the world. Ontario is largest medical devices producer in Canada - with annual sales over \$2 billion. Ontario producers export approximately 90% of products made.

- Largest device companies are subsidiaries of major international corporations. Majority of domestic companies are smaller providing high technology solutions with niche products i.e. medical imaging, patient monitoring systems and specialty diagnostic systems.

LSO – Life Sciences Ontario

- LSO - Life Sciences Ontario is "the voice of the life sciences sector in Ontario". More than 400 members and 45 corporate members represent the biotech and bio-pharma industries, business service providers, the research community and government. This not-for-profit organization is engaged in networking, communications, business development, education, training, international and government relations, and corporate advocacy.

Quebec-Ontario Life Sciences Corridor

- Life Sciences Ontario partnered with BiopolisQuébec in June 2011 to create the Québec-Ontario Life Sciences Corridor spanning both provinces and provides new opportunities for investments in life sciences supported by the lowest business environment costs among the G7 countries. In addition, Québec and Ontario represents one of the most favourable tax environments in the world for innovation partnerships and is a leading jurisdiction for life sciences patents.

KEY INDUSTRY SECTORS

continued

Where Science & Culture Meet

- With the establishment of the Québec-Ontario Life Sciences Cluster, the provinces of Québec and Ontario have become one of the largest bio-clusters in the world, making this corridor the second largest in North America in terms of number of life sciences companies and brings a critical mass of:

- More than 1,100 companies
- 66,000 qualified people
- 490 undergraduate and graduate programs in biological and biomedicine sciences
- Produces the majority of Canadian sales and exports in life sciences
- Access to the majority of Canadian venture capital

For more information on Toronto's growth sectors including Technology, Business and Professional Services, Design, Education Services, Fashion Apparel, Film & Television, Financial Services, Food and Beverage, Music and Green, please visit the City of Toronto, Doing Business, Key Industry Sectors, www.toronto.ca.

Page 43

Exhibitor Testimonial

"The ISMRM Technical Exhibition has always been very instrumental in meeting our existing and potential customers. We have always enjoyed the opportunity to listen and learn from visitors about their clinical needs, research goals and achievements. From these enlightening discussions our future products, solutions and services evolve in a close collaboration with our clientele.

The ISMRM office has always ensured outstanding services and conditions for this groundbreaking event."

— MRI.TOOLS GmbH



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