

**CANADA** 

**Business  
Events**

# FINANCE & INSURANCE

LEVERAGING ECONOMIC  
STRENGTHS TO MEET  
WITH PURPOSE IN CANADA

[BUSINESSEVENTS.DESTINATIONCANADA.COM/EN-CA](https://businessevents.destinationcanada.com/en-ca)



# CANADA IN FOCUS

**37.5M**  
Total Population<sup>1</sup>

**19.1M**  
Total Workforce<sup>1</sup>

**1.3M**  
Businesses<sup>1</sup>

**\$2.0T**  
Total GDP<sup>1</sup>

## Discover Canada for Business Events

Destination Canada's Business Events team is charged with growing Canada's share of international business events by promoting the country's unique meeting, convention and incentive event possibilities.



**CANADA RANKS 1ST  
IN THE G7 FOR  
QUALITY OF LIFE<sup>2</sup>**



**CANADA RANKS 2ND IN  
THE G7 IN OVERALL BEST  
COUNTRY RANKINGS<sup>2</sup>**



**“ Business events play a crucial role in economic growth. When destinations focus on their intellectual assets in a particular industry or sector sphere, they can help local industries accelerate ahead of those in other communities to become leaders in their field. By aligning our strategies with Canada's leading innovation industries, we are creating a thoughtful, community-based approach to business event attraction that unites tourism, industry, academia, government and economic development agencies, lifting up culture, art, community confidence and pride, and ultimately, innovation.”**

CHANTAL STURK-NADEAU  
Executive Director, Business Events, Destination Canada Business Events

**“ There is no substitute for the creativity and energy that ignites when groups of like-minded people come together in the same place. When organizations choose to host their event in one of Canada's centres of excellence, they not only gain access to some of the world's safest, greenest, creative and culturally diverse and dynamic destinations – they also gain access to their industry's thought leaders and innovators. These opportunities not only promote the transfer of knowledge, but they can lead to future collaboration, talent attraction, trade, investment and future leisure travellers. Such is the power of business events as a catalyst for economic nourishment and social and cultural change.”**

VIRGINIE DE VISSCHER  
Senior Director of Business Development, Economic Sectors, Destination Canada Business Events



# OPEN UP TO A HOST OF NEW CONNECTIONS

Canadian finance and insurance hubs are a natural draw for conferences across a wide range of sub-sectors. When combined with vast landscapes, diverse cities and culture, dynamic culinary and entertainment experiences, and unique opportunities to explore groundbreaking ideas, it's easy to understand why organizations the world over are choosing Canadian locations to host their business events.

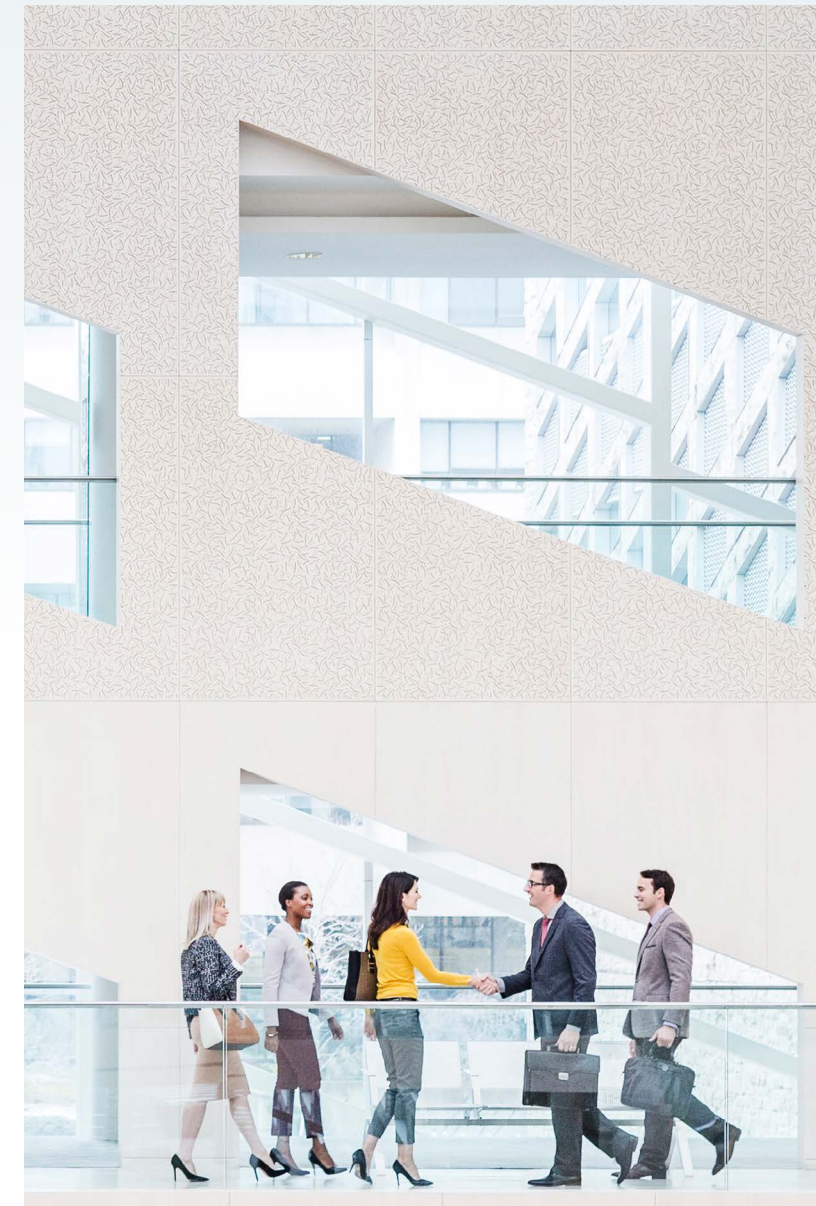
Established financial institutions and startups are driving the financial sector beyond the modern age and into the future. When conference-goers meet in our finance and insurance hubs, they can tap into Canada's brain trust, connect with some of our brightest minds, preview made-in-Canada solutions and explore Canadian technologies powering the future during B2B exchanges, technical tours and more. And when top performers are recognized and rewarded with Canada's unparalleled destinations and distinctive experiences, they'll return home refreshed, inspired and ready to perform.

**Isn't it time for you to meet with purpose  
in Canada? Connect with us to learn how.**  
[businessevents@destinationcanada.com](mailto:businessevents@destinationcanada.com)

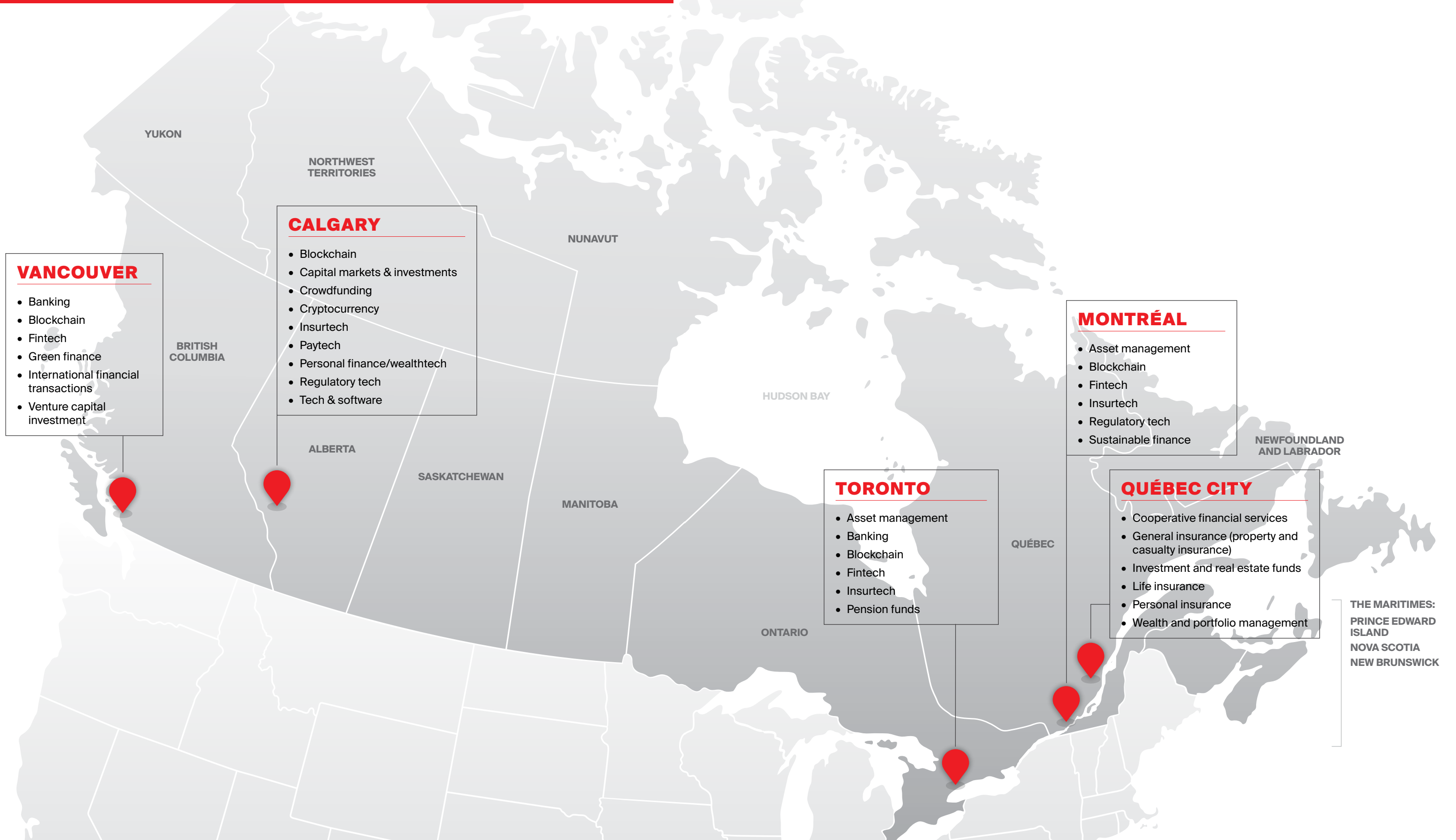
**1-**  
2019 Statistics Canada

**2-**  
[usnews.com](https://www.usnews.com)

Front cover image of  
Downtown Vancouver, BC.



# CANADA'S FINANCE & INSURANCE CENTRES OF EXCELLENCE





# THE FINANCE & INSURANCE SECTOR IN CANADA

Canada boasts a strong, globally competitive finance and insurance sector. In fact, the country’s banking system ranks second in the G20 and sixth among 141 countries, according to the 2019-20 World Economic Forum Global Competitiveness Index.<sup>3</sup> In addition, Toronto and Vancouver rank in the top 25 global financial centres by Z/Yen and the City of London.<sup>4</sup>

Home to six of the world’s top 50 safest banks,<sup>5</sup> Canada is also considered to have one of the most stable financial systems – it proved to be incredibly resilient throughout the financial crisis of 2008. In 2020, this system provided economic support to help its citizens cope throughout the COVID-19 pandemic, all while maintaining its triple A credit rating.<sup>6</sup> This is due

to a prudent regulatory environment and sound government fiscal management policies, among other factors.

Along with providing a wealth of products and services, the finance and insurance sector is an important source of economic strength in Canada, contributing \$148B each year.<sup>7</sup> The sector is also one of the largest in terms of employment, with 735,000 Canadians working in it as of 2020.<sup>8</sup> Canada is home to 35 Canadian banks, 17 foreign bank subsidiaries, 27 foreign bank branches and four foreign bank lending offices<sup>9</sup>—as well as leading-edge companies that are transforming the industry by embracing innovative technologies.



3- Gobaal Affairs Canada  
4- zyen.com  
5- Gobaal Affairs Canada  
6- Gobaal Affairs Canada  
7- Statistics Canada



## THE IMPACT OF THE COVID-19 PANDEMIC

With a long history of maintaining resiliency through challenging economic conditions, it should come as no surprise that Canadian banks and insurance companies have maintained their strength throughout the COVID-19 pandemic. Thanks to a well-capitalized banking sector and support for citizens and firms from governments and the Bank of Canada, financial institutions continue to function well to this day.<sup>10</sup>

However, there is no question that the sector will be dramatically changed by the pandemic – especially as a result of an accelerated move toward digitization. As we look to the future, we will continue to see companies in the sector embrace transformative technologies to reduce costs, improve the customer experience and more.<sup>11</sup>

*“The Canadian financial system went into this crisis in a solid position and has proved to be resilient. This reflects sound risk management across a range of financial system participants combined with Canada’s strong regulatory and supervisory framework.”*

TIFF MACKLEM  
Governor of the Bank of Canada

8- Statistics Canada  
9- Office of the Superintendent of Financial Institutions

## Finance & Insurance<sup>12</sup>

- 735,000 JOBS IN 2020
- \$148B CONTRIBUTED BY THE FINANCE AND INSURANCE SECTOR TO THE ECONOMY
- 3.5% CONTRIBUTED BY BANKS TO CANADA’S GROSS DOMESTIC PRODUCT
- 6 OF THE WORLD’S TOP 50 SAFEST BANKS
- 56.5% FEMALE WORKFORCE AT CANADA’S SIX LARGEST BANKS
- \$15.6B IN CANADIAN FINANCE & INSURANCE SERVICES EXPORTS REACHED IN 2020

10- Bank of Canada  
11- KMPG

12- Sources: The Conference Board of Canada, Statistics Canada, Canadian Bankers Association



# BANKING

Canada has a strong, diverse banking sector that provides the full spectrum of financial services. Despite the enormous obstacles brought on by the COVID-19 pandemic, the sector has performed surprisingly well. That’s in part due to government programs that have enabled individuals and businesses to continue to make payments, as well as the fact that Canada’s banking system was well positioned to transition to various digital platforms.

→ Did You Know...

The six largest commercial banks in Canada—Royal Bank of Canada, Toronto-Dominion Bank, Canadian Imperial Bank of Commerce, Scotiabank, Bank of Montreal and National Bank of Canada—collectively account for over 90% of total industry revenue.<sup>13</sup>

13-  
IBISWorld

14-  
Globe & Mail

15-  
The Conference Board of Canada

16-  
The Conference Board of Canada

## CONFERENCES

Open Banking Expo

2021  
Toronto

International Economic Development Council  
2023 Economic Future Forum

2023  
Calgary

→ Did You Know...

Profits at Canada’s “Big Six” banks totalled \$13.9B in the three months ending January 31, 2021, which are more than pre-pandemic levels.<sup>14</sup>

→ Did You Know...

In 2021, banking profits were dominated by performances from the capital market divisions—as opposed to retail and non-depository intermediation divisions, such as credit cards.<sup>15</sup>

→ Did You Know...

The number of new mortgage accounts have grown as a result of low interest rates and a hot Canadian housing market.<sup>16</sup>

# INSURANCE

Canada has a highly developed insurance market, consisting of companies that provide life insurance, extended health coverage and retirement solutions through group and individual plans. The country is home to three of the world’s largest life and health insurance companies, which play an active role in the country and around the world. Federal and provincial authorities are in charge of regulating and supervising the insurance sector in Canada.

→ Did You Know...

With about \$1.7T in assets, the insurance sector in Canada is a significant part of the Canadian economy and financial system.<sup>17</sup>

→ Did You Know...

There are more than 150 life and health insurers operating in Canada, which provides a competitive marketplace.<sup>18</sup>

17-  
IMF Staff Country Reports

18-  
CLHIA

19-  
Manulife

## CONFERENCES

National Association of Mutual Insurance Companies, Annual Convention, Vancouver

2016  
Vancouver

Insurance Institute of Canada 2022 Annual General Meeting, Calgary

2022  
Calgary

→ Did You Know...

Canada’s biggest insurance firms include Manulife, Sun Life Financial, Desjardins Group and Canada Life Assurance Company.

→ Did You Know...

According to a 2019 report, Manulife had \$1.2T Canadian in assets under management.<sup>19</sup>



# INVESTMENT MANAGEMENT

Canada has a highly competitive and well-regulated investment management sector, with capabilities that span the entire spectrum, from financial planning to portfolio management. The subsector has remained strong despite pressures from the global financial crisis of 2008 and the COVID-19 pandemic.

→ Did You Know...

Canadian financial institutions and pension funds held \$7.8T in assets at the end of 2018.<sup>20</sup>

→ Did You Know...

Canadian pension funds rank among the largest in North America and globally, as reported by Pension & Investments World 300.<sup>21</sup>

→ Did You Know...

Toronto is ranked sixth globally in total bank assets.<sup>22</sup>

### CONFERENCES

Annual Conference,  
by Canadian Venture  
Capital & Private Equity  
Association

2024  
Montréal

InvestCanada21 (IC21)

2021  
Virtual

→ Did You Know...

At the end of 2020, Canadian investment fund assets totalled \$2.04T.<sup>23</sup>

→ Did You Know...

Over the last 10 years, assets have grown by two-and-a-half times, adding \$1.23T.<sup>24</sup>

→ Did You Know...

Despite a significant fall of assets of \$211B in February and March 2020 due to the COVID-19 market crash, assets had fully rebounded by that August. By the end of 2020, \$338B was recovered.<sup>25</sup>

20-  
The Conference  
Board of Canada

21-  
Thinking Ahead Institute

22-  
The Conference  
Board of Canada

23-  
ific.ca

24-  
ific.ca

25-  
ific.ca

# FINTECH

An early adopter of digital technology, financial organizations across the country are increasingly integrating novel technologies to offer customers more flexibility, boost efficiency, increase choice and more. In fact, Canada's fintech hubs are some of the fastest growing in the world. Looking ahead, the Canadian financial services ecosystem is poised for growth as a result of further digital innovation.

→ Did You Know...

According to the Canadian Bankers Association, the six largest Canadian banks spent over \$100B on technology over the last decade.<sup>26</sup>

→ Did You Know...

Canada is now home to approximately 700 fintech companies, with 18 of those founded in 2020 alone.<sup>27</sup>

→ Did You Know...

Some of the largest fintech companies in the country include Trulioo, Coinsquare, Wealthsimple, Salt Edge and Borrowell.<sup>28</sup>

### CONFERENCES

Forum FinTech Canada,  
Finance Montréal

Since 2013  
Montréal

Canadian Fintech  
Summit

2021  
Virtual

### SUCCESS STORIES

BMO is one of eight US launch partners for Google Pay's new mobile chequing account, Google Plex.<sup>29</sup>

CIBC's SmartBanking for Business platform leverages two-way integration with Xero, Ceridian and Intuit to simplify the SMB banking experience.<sup>30</sup>

Manulife Bank's virtual assistant is powered by Kasisto's KAI to help Canadians better manage their finances.<sup>30</sup>

Scotiabank partnered with MaRs to broaden the bank's innovation ecosystem while supporting AI development and adoption.<sup>30</sup>

26-  
Canadian Bankers  
Association

27-  
Accenture

28-  
Digital Finance Institute

29-  
Accenture

30-  
Accenture





# VANCOUVER

Multifaceted and dynamic, Vancouver is a sought-after destination for business events in Canada. The city’s reputation as a finance and insurance hub—not to mention its abundance of natural beauty, vibrant culinary scene and endless outdoor activities—make it a top choice for organizations around the world.

### SUB-SECTORS

- › Banking
- › Blockchain
- › Fintech and AI
- › Green finance
- › International financial transactions
- › Venture capital investment

CONFERENCES		
TED   Since 2014	Million Dollar Round Table, Annual Meeting   2016	National Association of Mutual Insurance Companies, Annual Convention   2016

### 60,000 EMPLOYED IN FINANCIAL SERVICES COMPANIES IN METRO VANCOUVER

#### → Did You Know...

Vancouver has been a top 25 Global Financial Centre for over a decade.<sup>31</sup>

#### → Did You Know...

Vancouver is developing an important niche in international treasury and financial functions, including factoring, import and export financing, foreign exchange and back-office support.

#### → Did You Know...

Vancouver is home to over 239 fintech companies.<sup>32</sup>

#### → Did You Know...

With its green ethos, and being the home of Greenpeace, Vancouver has helped pioneer ethical and sustainable investments.

“Vancouver has a highly competitive financial services sector, with an economic footprint ranked 8th in North America and 17th worldwide. This is due to our diversified economy, favourable tax environment and industry leading diversity and inclusion programs in the workforce. As an industry, Vancouver has the second highest number of female executives. Maybe it’s Vancouver’s natural playground, our world-class educational institutions or our deep international connections. Whatever it is, it’s helped to attract, and retain, some of the brightest minds in the financial industry and related business events.”

MICHAEL DRAKE  
Director of Sales, Meetings and Conventions,  
International and Canada  
Destination Vancouver

### COMPANIES

- › Bench
- › Central 1 Credit Union
- › Coast Capital Savings
- › HSBC - Canadian HQ
- › Mogo
- › NEI
- › Procurify
- › Trulioo
- › Vancouver City Savings Credit Union (Vancity)
- › Westland Insurance

### ACCELERATING INNOVATION

- › Bitcoiniacs
- › Analyst
- › Creative Destruction Lab
- › Dapper Labs
- › Finn AI
- › FinTech Innovation Canada
- › Mogo Finance Technology Inc.
- › Payfirma
- › Progressa
- › Trulioo

### POST-SECONDARY & RESEARCH INSTITUTIONS

- › BCIT School of Business + Media
- › SFU Beedie School of Business
- › UBC Sauder School of Business, Finance Division

## Conference infrastructure

13,000  
GUEST ROOMS

91,740m<sup>2</sup>  
(987,482 ft<sup>2</sup>)  
TOTAL MEETING SPACE

3,250 Gala  
43,339 m<sup>2</sup>  
(466,500 ft<sup>2</sup>)  
AT THE VANCOUVER  
CONVENTION CENTRE

### Noteworthy Innovations

At **Vancity Investment Management**, socially responsible investing is the ethos of investing. They choose and manage their investments based in part on a company’s Environmental, Social and Governance (ESG), enabling clients to make investment decisions that align with their values, all while achieving stronger long-term financial performance.

Tech startup **Control** partnered with PayPal to create a mobile app geared toward merchants who want to monitor online payments remotely.

In 2013, Vancouver based **Bitcoiniacs** pioneered the way to the world’s first bitcoin exchange, opening an ATM that converts bitcoins to Canadian dollars and vice versa. They now have over 30 bitcoin ATMs across Canada and one in the Philippines, with plans to continue expanding internationally.





© FOODBOOK GmbH

### CONFERENCES

Insurance Institute of Canada  
2022 Annual General Meeting  
| 2022

International Economic  
Development Council 2023  
Economic Future Forum  
| 2023



## CALGARY

A thriving finance and insurance hub, Calgary is a magnet for business events. The best and brightest meet regularly in the city to disrupt business as usual. In addition to its vibrant financial services sector, Calgary boasts a strong conference infrastructure—in fact, the city is investing more than \$1B into meetings and conventions in the next few years, including the \$500M BMO Centre expansion at Stampede Park.

**29,200 EMPLOYED  
IN CALGARY'S FINANCE  
& INSURANCE SECTOR<sup>33</sup>**

**\$609M WILL BE  
INVESTED IN THE DIGITAL  
TRANSFORMATION OF  
CALGARY'S FINANCE &  
INSURANCE SECTOR  
BY 2024<sup>34</sup>**

#### → Did You Know...

Calgary ranked as a Top 20 fintech hub to watch in 2020.<sup>37</sup>

#### → Did You Know...

80% of Alberta's fintech companies reside in Calgary.<sup>38</sup>

### SUB-SECTORS

- › Blockchain
- › Capital markets & investments
- › Crowdfunding
- › Cryptocurrency
- › Insurtech
- › Paytech
- › Personal finance/wealthtech
- › Regulatory tech
- › Tech & software

**33-**  
Statistics Canada, 2020

**34-**  
Calgary Economic Development  
and IDC Canada

**35-**  
[Alberta.ca](https://alberta.ca)

**36-**  
Statistics Canada, December  
2020

**37-**  
[Findexable](https://findexable.com)

“There is a wealth of technology and security talent based in Calgary. vArmour is a data-first company, driving the need for deeper innovations in the AI and ML space. The development of this team in Canada is a major step as vArmour continues to expand its presence on a global scale, and allows us the opportunity to tap into enterprises and major financial institutions that make up the growing market in Canada.”

JEFF JENNINGS  
SVP Engineering, vArmour

### COMPANIES

- › ATB Financial
- › Benevity
- › DCBank
- › GuildOne
- › Helcim
- › NDAX.io
- › Neo Financial
- › Shareworks by Morgan Stanley
- › Symend
- › Vivametrica

### ACCELERATING INNOVATION

- › Creative Destructions Lab
- › District Ventures
- › Harvest Builders
- › Zone StartUps Calgary

### POST-SECONDARY & RESEARCH INSTITUTIONS

- › Mount Royal University
- › Southern Alberta Institute of Technology (SAIT)
- › University of Calgary

**38-**  
[Accenture](https://accenture.com)

## Conference infrastructure

**15,000  
GUEST ROOMS**

**2,000 Gala  
24,619 m<sup>2</sup>  
(265,000 ft<sup>2</sup>)  
AT BMO CENTRE\***

\*Expanding to 1M ft<sup>2</sup> by 2024.  
Largest convention facility  
in Western Canada.

**111,484 m<sup>2</sup>  
(1.2M ft<sup>2</sup>)  
TOTAL MEETING SPACE**

**3,600 Gala  
11,334 m<sup>2</sup>  
(122,000 ft<sup>2</sup>)  
AT CALGARY TELUS  
CONVENTION CENTRE**

### Noteworthy Innovations

Using blockchain technology, **ATB Financial** became the first financial institution in Canada to complete an overseas payment in a matter of seconds.

Blockchain technology enabled **Energy Block Exchange (EBX)** to successfully execute an oil royalty contract settlement and payment transaction.



Glenbow Museum © Kelly Holder





© Destination Inc./Routien Krabbe



# TORONTO

As Canada’s largest financial centre and one of the world’s leading finance and insurance hubs, Toronto is at the forefront of the industry. A highly skilled workforce, globally recognized financial institutions and a vibrant innovation ecosystem are a few of the many reasons global organizations host their events in the cosmopolitan city each year.

### SUB-SECTORS

- › Banking
- › Blockchain
- › Fintech
- › Insurance/insurtech
- › Pension funds
- › Wealth/asset management

### CONFERENCES

Society of Actuaries, Annual Meeting & Exhibit   2019	Society For Worldwide Interbank Financial Telecommunication, Annual Conference and Exhibition   2023	The Institute of Internal Auditors, International Conference   2025
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**280,000** EMPLOYED IN THE FINANCIAL SECTOR IN THE TORONTO REGION<sup>39</sup>

**10,000** FINANCIAL SERVICES BUSINESSES IN THE TORONTO REGION<sup>40</sup>

**\$19.4B** FISCAL REVENUES GENERATED THROUGH THE FINANCIAL SERVICES SECTOR ALONE FOR THE CITY OF TORONTO AND THE GOVERNMENTS OF CANADA, ONTARIO AND OTHER PROVINCES IN 2018<sup>41</sup>

### → Did You Know...

The Toronto Region is the second largest financial centre in North America, behind New York City.<sup>42</sup>

### → Did You Know...

In 2019, the finance and insurance sector was the largest contributor to total GDP in Toronto and the second-largest in Ontario.<sup>43</sup>

### → Did You Know...

Toronto’s financial sector had the largest employment growth in North America and the fifth-largest in the world over the last 10 years.<sup>44</sup>

“Toronto is the hub of Canada’s financial sector and the second-largest financial centre in North America. Our banking, pension and insurance institutions are global leaders and their success has created a thriving financial sector with significant international influence. Home to one of the largest and most highly qualified financial and technology talent pools, the Toronto financial centre is an ideal city to grow industry leading financial services businesses.”

JENNIFER REYNOLDS  
President & CEO, Toronto Financial International

### → Did You Know...

The Toronto Region attracts more than half of all foreign capital investment in financial services in Canada and consistently ranks as a top 10 global financial centre.<sup>45</sup>

### → Did You Know...

All major Canadian banks have a presence in Toronto, including six of Canada’s largest banks and 41 foreign bank head offices.

### COMPANIES

- › Allstate
- › Aviva
- › Borrowwell
- › CPP Investment Board
- › FreshBooks
- › Intact
- › Manulife
- › OMERS
- › Ontario Teachers’ Pension Plan

## Conference infrastructure

**36,000**  
GUEST ROOMS

**4,470 Gala**  
**55,741 m<sup>2</sup>**  
(600,000 ft<sup>2</sup>)  
AT THE METRO TORONTO  
CONVENTION CENTRE

**3.2M+ m<sup>2</sup>**  
(35,090,347 ft<sup>2</sup>)  
TOTAL MEETING AND  
EXHIBITION SPACE  
AT FOUR MAJOR  
CONVENTION CENTRES:  
› METRO TORONTO  
CONVENTION CENTRE  
› EXHIBITION PLACE  
› THE INTERNATIONAL  
CENTRE  
› TORONTO CONGRESS  
CENTRE

### Noteworthy Innovations

**HSBC** has opened its **first global Data Centre of Excellence in Toronto**, citing the city’s investments in AI and advanced machine learning.<sup>46</sup>

**AIG** partnered with **Jauntin’** after the mobile travel insurance startup won its innovation challenge. Jauntin’ has created a software solution that makes **short-term, gig economy-focused insurance products easy for customers to purchase from their mobile devices**.<sup>47</sup>

### ACCELERATING INNOVATION

- › Creative Destruction Lab
- › DMZ at Ryerson University
- › MaRS Finance & Commerce
- › NextAI
- › Venture Lab

### POST-SECONDARY & RESEARCH INSTITUTIONS

- › ACAMS
- › Ryerson University
- › University of Ontario Institute of
- › Technology
- › University of Toronto
- › York University

39-  
Toronto Global

40-  
Toronto Global

41-  
The Conference Board  
of Canada

42-  
City of Toronto

43-  
Toronto Finance International

44-  
The Conference Board  
of Canada

45-  
Toronto Global

46-  
NewsWire

47-  
Jauntin’





# MONTREAL

Montréal boasts a dynamic financial industry that’s centred on innovation. The city has a world-class sustainable finance ecosystem, a dynamic fintech community. Combine this expertise with the city’s creative atmosphere, vibrant nightlife and unmistakable “joie de vivre,” and it’s no wonder Montréal is a premier destination for global business events.

### SUB-SECTORS

- › Asset management
- › Blockchain
- › Fintech and AI
- › Insurtech
- › Regulatory tech
- › Sustainable finance

CONFERENCES		
Forum FinTech Canada, Finance Montréal	Sustainable Finance Summit, Finance Montréal	Americas Society Leadership Conference, CFA Institute
Since 2013	2021	2022

**110,000+ JOBS IN  
FINANCE IN GREATER  
MONTREAL<sup>48</sup>**

**6.3% SHARE OF  
MONTREAL'S GDP  
GENERATED BY THE  
FINANCIAL SERVICES  
INDUSTRY<sup>49</sup>**

### → Did You Know...

Two hundred leading foreign financial institutions and all Canadian banks operate in Montréal.

### → Did You Know...

Half of Canadian pension funds and asset managers are located in Montréal.<sup>51</sup>

### → Did You Know...

Montréal is the world’s top-ranked centre of AI expertise for banking and financial services, according to BizCosts.<sup>51</sup>

### → Did You Know...

Six of Canada’s 10 most active venture capitalists in 2020 are based in Greater Montréal.<sup>52</sup>

**3,000+ FINANCIAL  
ORGANIZATIONS<sup>48</sup>**

**1st IN CANADA & THIRD IN  
NORTH AMERICA FOR GREEN  
FINANCE, ACCORDING TO  
THE GLOBAL GREEN FINANCE  
INDEX 2021<sup>50</sup>**

“Thanks to its collaborative approach with its community, Montréal has been able to keep its first-place position among North American destinations in hosting international conferences for many years. We are able to assist finance sector event organizers with introductions, whether it be to find local content collaborators or partners and exhibitors, organize field trips or simply assist with attendance building. Montréal works for you.”

MYLÈNE GAGNON  
Vice-President Sales and Convention Services,  
Business Events Montréal

### Noteworthy Innovations

Based in Montréal, the **Croesus Lab** explores leading-edge technologies to get ahead of the challenges and the opportunities faced by the wealth management industry.

**Evovest** launched its first fund powered by AI, the Evovest Global Equity fund, in February 2019.

The Montréal-based financial technology firm **Quantolio** specializes in the development of AI-driven software for asset and risk managers. The partnership seeks to improve investment processes and strategies by integrating the latest AI technologies.

## Conference infrastructure

**36,800**  
GUEST ROOMS IN  
GREATER MONTREAL

**16,300**  
GUEST ROOMS  
DOWNTOWN WITH  
**4,000**  
CONNECTED TO THE  
CONVENTION CENTRE

**97,289 m<sup>2</sup>**  
(1,047,220 ft<sup>2</sup>)  
TOTAL MEETING SPACE

**3,240 Gala**  
**51,280 m<sup>2</sup>**  
(551,520 ft<sup>2</sup>)  
AT THE PALAIS  
DES CONGRÈS  
DE MONTREAL  
CONVENTION  
CENTRE

### COMPANIES

- › AppDirect
- › Blockstream
- › BNP Paribas
- › CDPQ
- › Desjardins
- › LightSpeed
- › Manulife
- › Morgan Stanley
- › SquarePoint
- › Société Générale

### ACCELERATING INNOVATION

- › CEIM
- › Centech
- › District 3
- › Holt Accelerator
- › Espace CDPQ
- › Fintech Cadence
- › Founder Fuel
- › FCP FinTech Studio
- › Institut d'entrepreneuriat
- › Montréal FinTech station
- › Notman House
- › Tandem Launch
- › Techstars Montreal AI Accelerator

### POST-SECONDARY & RESEARCH INSTITUTIONS

- › Concordia University – John Molson School of Business
- › HEC Montréal
- › Institute for Data Valorization (IVADO)
- › McGill University – Desautels Faculty of Management
- › Université de Montréal
- › Université du Québec à Montréal – École des sciences de la gestion

48-  
Statistics Canada, 2020

49-  
Finance Montréal, 2020

50-  
Montreal International

51-  
Montreal International

52-  
Montreal International





# QUÉBEC CITY

Québec City is nicknamed the "capital of insurance," and for good reason: the city and surrounding area is a leader in the insurance and financial services industry, with 48% of Canadian insurance headquarters located in the Greater Québec City Area.

Competitive yet cooperative, Québec City boasts an entrepreneurial and innovative ecosystem that is ideal for investment, business development as well as for the meeting and convention industry.

### SUB-SECTORS

- › Cooperative financial services
- › General insurance (property and casualty insurance)
- › Investment and real estate funds
- › Life insurance
- › Personal insurance
- › Wealth and portfolio management

CONFERENCES		
CPTA-ACTF Conference - 55th Annual National Workshop    2021	SRA International Annual Meeting Society of Research Administrators International    2022	Canadian Credit Union Association Biennial Conference    2022

**57,440 EMPLOYED  
IN THE FINANCE &  
INSURANCE SECTOR<sup>53</sup>**

**17.9% SHARE OF  
THE REGION'S GDP<sup>53</sup>**

→ Did You Know...

Four of the 10 largest life and health insurance companies in Canada are in the Québec City-Lévis region.<sup>54</sup>

→ Did You Know...

More than 11,130 employees in the life and health insurance sector are located in the Greater Québec City Area – 48% of all life and health insurance employees in Canada.<sup>54</sup>

→ Did You Know...

Nearly half (48%) of Canadian life and health insurance companies' head offices are located in the Québec City-Lévis region. Over half (52%) are located in the rest of Quebec and Canada.<sup>54</sup>

**400 COMPANIES IN THE  
FINANCE AND INSURANCE  
SECTOR<sup>53</sup>**

“ Québec City has developed a strong insurance and financial services sector, ranking top among Canadian cities. Companies and organizations have opted for Quebec as their headquarters, creating a thriving ecosystem that allows innovations to take root and events in this sector to be held in the heart of a dynamic destination.”

ANN CANTIN  
Director of Marketing and Communication,  
Québec City Business Destination

### COMPANIES

- › Beneva
- › Desjardins
- › iA Financial Group
- › Intact Insurance
- › LEDOR Assurances
- › Promutuel Insurance
- › RSA

### ACCELERATING INNOVATION

- › Le Camp

### POST-SECONDARY & RESEARCH INSTITUTIONS

- › Chaire d'assurance et de services financiers L'Industrielle-Alliance
- › Chaire Groupe Investors en planification financière
- › Chaire RBC en innovations financières
- › Université Laval's Laboratory for Financial Engineering

## Conference infrastructure

**17,250  
GUEST ROOMS**

**73,860 m<sup>2</sup>  
(795,000 ft<sup>2</sup>)  
TOTAL MEETING SPACE**

**3,830 Gala  
28,000 m<sup>2</sup>  
(300,000 ft<sup>2</sup>)  
AT QUÉBEC CITY  
CONVENTION CENTRE**

### Noteworthy Innovations

Focusing on the impact of new financial technology in the financial services industry, **Fintechlab** is a think tank for experts and professionals to reflect upon the political, economic, technological, legal and social impact of Fintech.

A collaborative research and development product between **Intact Assurance**, the **Big Data Research Centre** and **Institute Intelligence and Data** at Université Laval will support the creation of new technologies in the insurance sector, which allow computers to efficiently extract information from text documents, identify concepts in images, control sensor data and more.

53-  
Québec International, 2016

54-  
Puissance Onze



# WHY CANADA FOR FINANCE & INSURANCE CONFERENCES?



**Leadership across the spectrum of industries** not only makes Canada a competitor on the world stage, but an innovation leader. **Business events, like finance and insurance, accelerate progress and provide a platform for a year's worth of business to take place over the course of just a few days.** Such events lead to the innovation and reinvention so critical to the economic recovery of businesses and the communities in which they operate and meet.

Business events are a fundamental source of learning, research and information sharing. Organizations that meet here gain access to **Canadian industry and academic thought leaders**, while also having the opportunity to take part in **educational site visits** to research institutions, startups, businesses and more.

**International business events are magnets for content-hungry individuals and for those with investment resources.** Impressed by Canadian infrastructure, talent and ready access to key markets, **the largest finance and insurance companies in the world are expanding or relocating to Canada.** These local subject-matter experts can enhance

speaker schedules and help champion events to grow membership and revenues.

**Business events have the power to inspire the next generation, sparking innovation.** Today's advancements in areas like AI will transform the financial sectors products and services. Many of **the emerging technologies driving the industry forward are being developed in Canada.**

Canada's dynamic cities and urban innovation centres may be a natural draw for business events, but they also provide international travellers with a taste of Canadian culture, cuisine and our vast, dramatic landscapes, **fuelling the desire to return with family and friends for future leisure travel.**

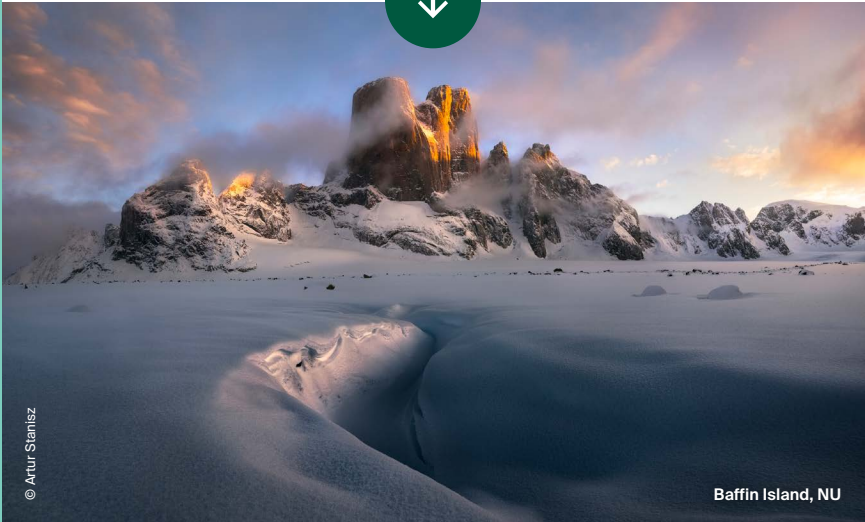




# CANADA: A NATURAL REWARD FOR TOP FINANCE & INSURANCE PERFORMERS

A place not just to explore, but to connect, celebrate the extraordinary and realize the potential within us. Where the extraordinary is rewarded and celebrated. Where open minds, intrepid spirits and glowing hearts are welcome. A place that inspires and refreshes. A place to discover the potential within each one of us. Want your next incentive event to leave an indelible mark on the heart of your organization? Let Canada show you the way.

**FLOAT ABOVE THE ARCTIC.** Celebrate your high-performance team by floating above the top of the world in a hot air balloon, taking in unparalleled views of icebergs, glaciers and the vast landscapes of the High Arctic. An incentive trip to Nunavut gives your team the chance to do that and so much more.



**AQUAGLIDING WITH BELUGAS AND POLAR SAFARIS.** The summer months are the perfect time to go aquagliding as pods of happy chirping, clicking and whistling beluga whales swim around you in Churchill, located on Canada's Hudson Bay. Or go on an unforgettable polar safari in what's dubbed the Polar Bear Capital of the World.

**THE GREATEST OUTDOOR SHOW ON EARTH.** Each July, an endless sea of denim and cowboy hats takes over Calgary as the city transforms into one of Canada's premier celebrations—a tribute to Canada's old west, and a celebration of music, food and culture. Impress your top performers by giving them the rare chance to go behind the scenes at the rodeo, dine with the riders and ride the chuckwagons.



**KAYAK IN ICEBERG ALLEY.** Cross paths with towering slabs of 10,000-year-old icebergs while kayaking in Iceberg Alley, which stretches from the coast of Labrador to Newfoundland. You may even find yourself paddling right next to playful pods of dolphins and breaching humpback whales — while puffins, a bird native to the area, fly over you. Finish your day on the shore with local iceberg cocktails foraged from the ocean. This is one Canadian ocean-bound adventure that your team won't ever forget.

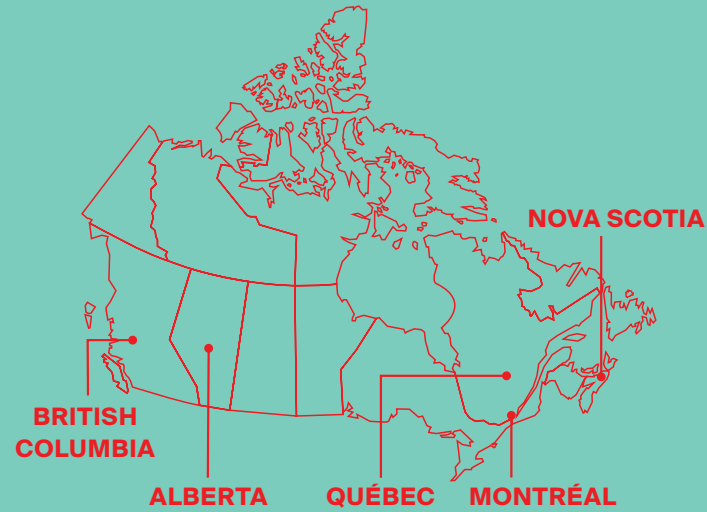


**CHASE THE NORTHERN LIGHTS.** A thrilling experience of a lifetime, Canada is the best place to watch the aurora borealis. Discover their spectacular beauty as an aurora hunter takes your team to the prime viewing spots in the Northwest Territories while sharing stories and legends along the way. Then experience the ride of a lifetime as you race across the snow-covered trails on a dogsledding adventure — before learning the traditional skill of igloo building from the local Indigenous community.

**TOAST YOUR PEAK PERFORMERS.** Untamed glaciers, frozen rivers, lakes and snow-covered meadows are Canada's background for a team celebration unlike any other. Soar by helicopter to touch down in a remote backcountry valley or atop a mountainside far from civilization but hardly uncivilized when a champagne toast, gourmet picnic or heliskiing is on the agenda. Your return to the real world carries you over pristine scenery that's almost too beautiful to believe.



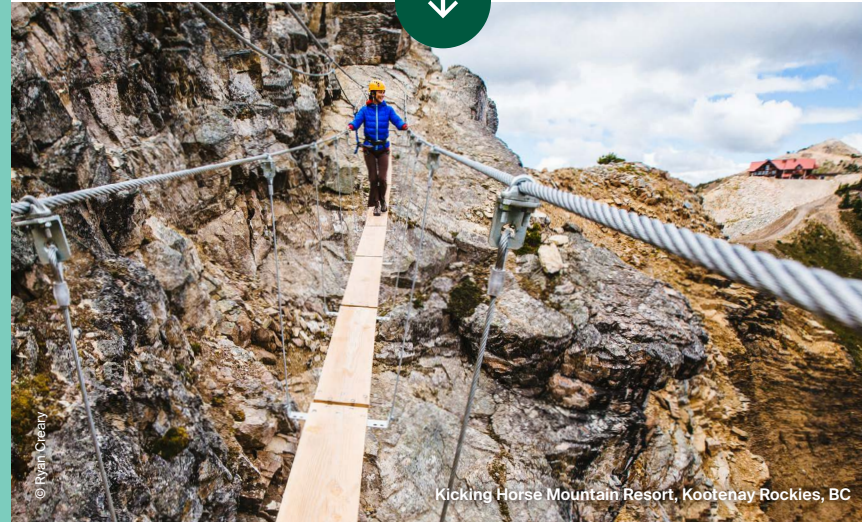




*“From seeing polar bears in the wild to discovering dynamic cities and experiencing thrilling adventures, Canada is home to countless once-in-a-lifetime, bucket list experiences that motivate, energize and inspire employees.”*

JENNIFER ATTERSALL  
Director of Incentive Travel  
Destination Canada

**A THRILLING CLIMB.** Incentive winners know that pushing beyond their comfort zone is the way to reach the winner’s circle, and so it is with Via Ferrata — an opportunity to climb to new heights. Whether in British Columbia, Alberta or Quebec, your high achievers can ascend the famed Via Ferrata, a system of iron ladders, cables and a suspension bridge secured to a mountain rock face, as they are inspired by the jaw-dropping panoramas surrounding them.



**IN SEARCH OF THE SPIRIT BEAR.** Located in the heart of British Columbia's Great Bear Rainforest, the Indigenous-owned Spirit Bear Lodge is sure to leave a lasting mark on your team. Here, superstars can celebrate their successes with a world-class wildlife tour that offers the chance to see sea lions, eagles, whales and one of the rarest animals in the world, the Spirit Bear.

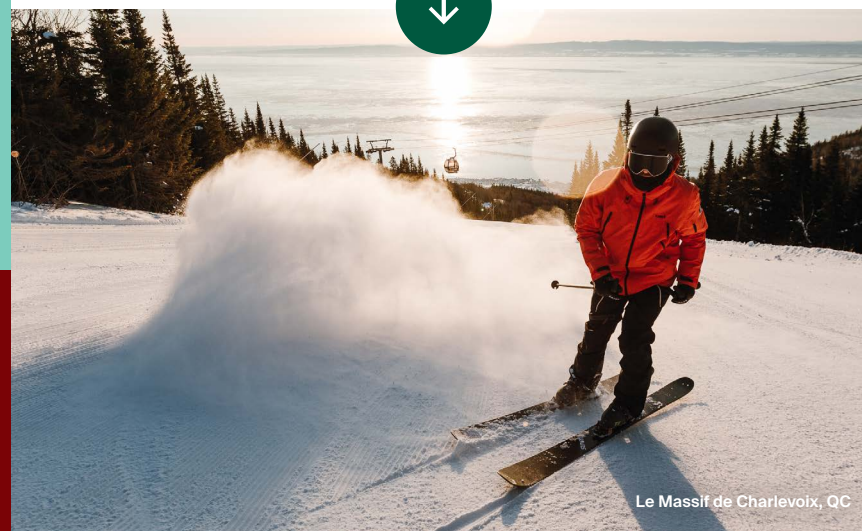
#### EXPLORE A TRULY DYNAMIC CITY.

Cosmopolitan, creative and chic, an invitation to celebrate with your team in Montréal is always motivating. Gourmet dining, trendsetting entertainment and a never-ending party vibe perpetually land Montréal at the top of everyone’s list of favourite incentive destinations. Reward your team with a mixology class that’s sure to spark their creativity.



#### DISCOVER THE BEST OF BOTH WORLDS.

The cradle of North American French culture, Québec City is a lively, living museum. Contrast its dynamic urban energy with a pre, post or top-tier retreat to the nearby Charlevoix Region, home of the elegant Fairmont Le Manoir Richelieu. Groups can ski Le Massif de Charlevoix, ride snowmobiles through the rolling countryside or taste the terroir of the region on guided gourmet tours, such as at the nearby Île d’Orléans.



#### EXPERIENCE ICE CLIMBING IN THE ROCKIES.

In the winter, the gorges of the Canadian Rockies turn into stunning ice palaces as waterfalls freeze from top to bottom. Give your team an unforgettable experience as they learn to climb the frozen waterfalls with pros in one of the world’s top destinations for ice climbing.

**TREAT YOUR TEAM TO A CANADIAN KITCHEN PARTY.** A Canadian folk tradition, the Canadian Kitchen Party welcomes those who come from away with the best of Atlantic Canada culture and cuisine: fresh from the ocean lobster boil, indie entertainers leading your group on in song and dance, poets and storytellers sharing tales from outport life. Spend your day on the ocean catching your dinner with local fishers, before watching the sunset on the beach and enjoying a delicious seafood feast.



**LOOKING FOR MORE INSPIRED INCENTIVE IDEAS?**  
Connect with us to learn more.

→ [businessevents@destinationcanada.com](mailto:businessevents@destinationcanada.com)





# NO ONE KNOWS CANADA LIKE WE DO

**Destination Canada's Business Events Team** offers in-depth knowledge of Canada. Our team can help you deliver compelling content audiences want to consume when they meet in Canada. Connect with us for solutions and support on the fundamentals of meeting in Canada, including where to meet and recommended innovation hubs best suited to your specific event. Allow us to make introductions to our cross-country network of meeting and event partners, financial experts, leaders and innovators, and those who can help champion your event, augment your program, grow your membership and event audiences, and deliver a return on your event investment.

**Consider Destination Canada your first point of contact when considering Canada for your event.**

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→ #meetincanada



**Virginie De Visscher**

Senior Director, Business Development, Economic Sectors

[DeVisscher.Virginie@destinationcanada.com](mailto:DeVisscher.Virginie@destinationcanada.com)

+1 204 802 0920



**Bryan Blue**

Business Development Manager, Economic Sectors, Finance & Insurance

[Blue.Bryan@destinationcanada.com](mailto:Blue.Bryan@destinationcanada.com)

+1 289 219 0528

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