



A CITY ON THE VERGE

# Foreword

For me, Saint John is simply the best place in the world, made up of the best people in the world.

It is here, in our City, alongside our families and friends, that we celebrate our history, we blaze new trails, we welcome new people, and we engage the world. Rooted in a solid foundation of innovation, creativity, and ingenuity, Saint John is poised to take the world by storm. We are heading in an exciting direction of hope, prosperity and endless possibility. We are on the verge of the extraordinary.

If there was ever a time to be in Saint John, it is now. Come. Join us. And see for yourself.

*Mel Norton, Mayor, City of Saint John*



Prince William Street, in the historic Trinity Royal Conservation District.

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Saint John, New Brunswick is one of the friendliest cities in Canada, with hard working people and a thriving business culture. Because of this, TD continues to expand operations here and held its annual meeting in this sophisticated urban centre. I encourage Canadian business leaders to consider this vibrant city for their next event – you will be welcomed with open arms.

– Frank McKenna, Deputy Chair, TD Bank Group

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Like our beautiful city balances on the edge of the Bay of Fundy, it is also on the brink of greatness.

## On the verge of taking the country by storm.

And as you know, there are few bigger opportunities in business than getting in before everyone else.

Now is that extraordinary time for Saint John, New Brunswick.



A dynamic skyline that showcases a respect for the past.



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Get in on the ground floor.

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They are bold and spirited and have a passion for doing business. Saint John – this City in the East – will embrace you and outperform expectations. I know. I have invested my time and business, and hosted many events, and have never been disappointed. Still going strong after 10 years.

– Scott McCain, President & CEO, Agribusiness Group Maple Leaf Foods Inc.

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Historic architecture defines bustling Princess Street.



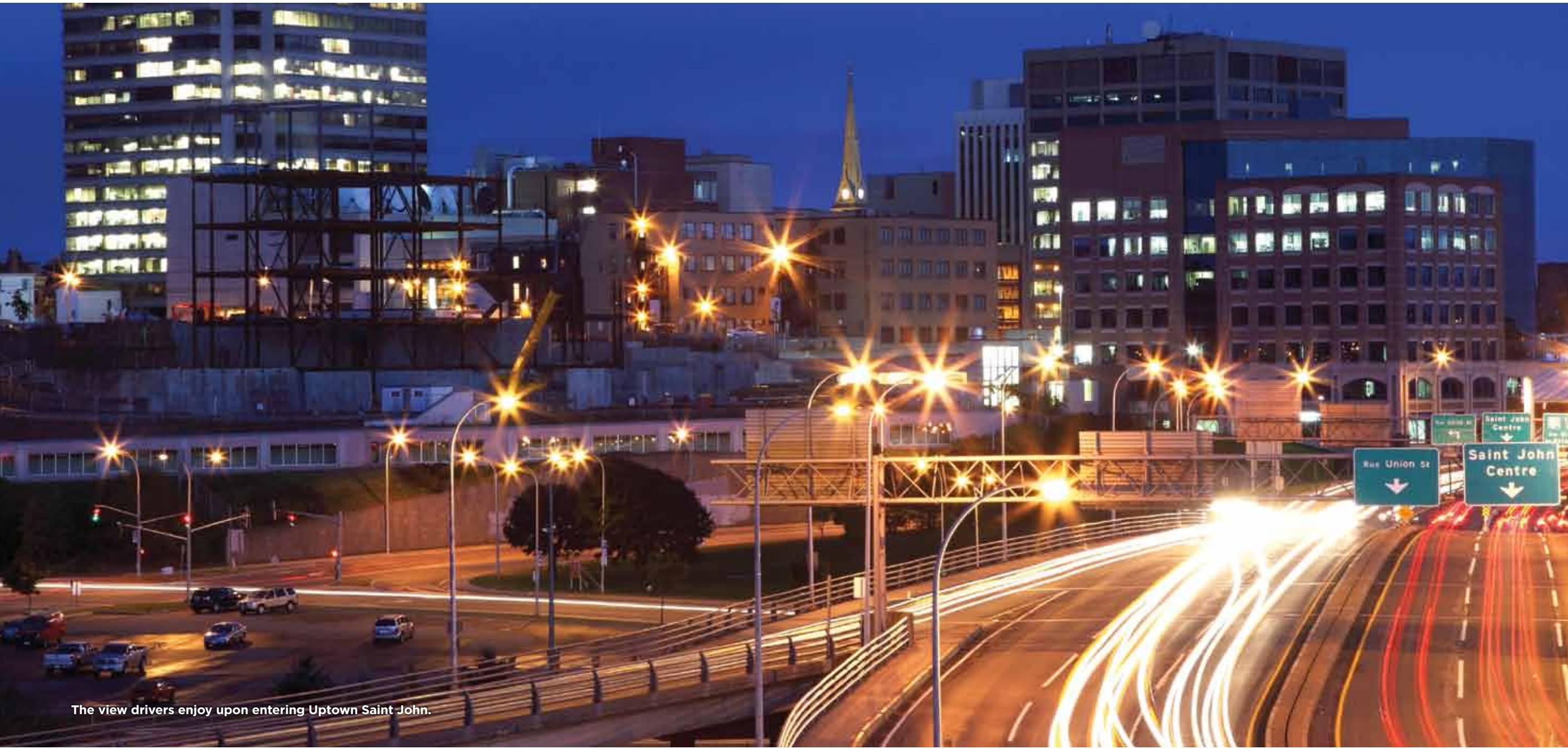
As the only city on the Bay of Fundy, Saint John has welcomed over 2 million cruise passengers.

The crowds are coming.

To visit. To live.  
To start businesses.  
To build wealth.

But there's still room - and time - for creative, innovative,  
and collaborative thinkers to make an impact that no one  
saw coming. It's what's driving us into the future.  
And it's what can drive your business further.





The view drivers enjoy upon entering Uptown Saint John.

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The IT networks and telecom infrastructure in Saint John are world class, and sparking real innovation and business growth. Bell Aliant is proud to be part of this movement – and part of this great city. You can feel it – exciting things are happening in Saint John, and there’s a strong sense of more to come. Saint John is connected and ready to go.

– Karen Sheriff, President & CEO, Bell Aliant

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As the balance is shifting in the city of Saint John, it is in life. Smart, successful people are demanding higher-quality time outside of the office. With the Bay of Fundy in our backyard,

business and pleasure  
mix like nowhere else.

Business succeeds where it can attract the best and brightest.



The St. Martins caves, carved by the powerful Bay of Fundy tides.



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Business succeeds where it can attract the best and brightest.

**Great things come to  
those who don't wait.**

The St. Martins caves, carved by the powerful Bay of Fundy tides.



Saint John's waterfront is a mixed-use destination for both leisure and industry.



They say you should strike when the iron is hot. We'd humbly suggest you make your move even sooner. In Saint John, things are heating up. The energy is building. The creativity is intensifying. And the infrastructure is in place. We are, in every way, poised to launch onto the global stage with vigor. Businesses with foresight will be poised to take advantage.

To strike when the iron is hot, you first need to be there, hammer in hand.

Are you ready to strike?