

# INVEST WITH MANITOBA

Your next business expansion  
will thrive in Manitoba, Canada.



## OUR PROVINCE OFFERS

- Economic stability and diversity
- Competitive business environment
- Central location and ready global market access, including the U.S.
- Highly educated and skilled workforce
- Enviable quality of life
- Client-focused service

**Manitoba** 

## Economic stability and diversity

Located at the centre of Canada, Manitoba is home to a population of 1.5 million. With a real GDP of \$78 billion, Manitoba maintains a stable and diverse economy that includes a strong manufacturing sector, with robust clusters in aerospace, heavy vehicles and equipment, agribusiness, life sciences, and exciting growth opportunities in critical minerals and the green economy.

With over one eighth of Canada's Indigenous population calling Manitoba home, the province is committed to driving economic growth and large project development through meaningful relationship-building. This approach aims to accelerate development while fostering continued economic reconciliation, supported by a dedicated department focused on Indigenous-led business and economic opportunities. Transformational projects currently underway include strategic partnerships in natural resource development across the province, as well as significant mixed-use developments that reflect the strength and vision of Indigenous leadership.

	2022	2023	2024	2025
GDP at Market Prices (% growth)	4.8	2.8	1.7	1.6
Real GDP per Capita (\$ millions; at market prices)	53,029	53,011	52,480	52,699
Employed (thousands)	688	707	724	736
Unemployment Rate (%)	4.5	4.9	5.4	5.9
Consumer Price Index All Items (2002=100)	153	159	160	165
Total Private Investment (\$ millions)	5,214	5,802	5,912	5,749
Manufacturing Shipments (\$ millions)	25,385	26,627	26,899	27,077
Exports (\$ millions)	20,712	21,596	21,942	19,694
Imports (\$ millions)	28,545	30,620	31,101	31,386

Sources: Manitoba Bureau of Statistics and Statistics Canada

# MANITOBA OFFERS OPPORTUNITIES FOR COMPANIES WHO ARE EXPANDING TO THE NORTH AMERICAN MARKET.

## Competitive business environment

Manitoba is an attractive place for businesses to invest and grow in Canada. With competitive business costs, a central location, a skilled workforce, low-cost renewable hydroelectricity and a diverse economy, Manitoba offers opportunities for companies who are expanding to the North American market. Straddling the Prairies and the Canadian Shield, Manitoba is endowed with plentiful land, water, mineral and forestry resources, and strategic shipping access.

Businesses here enjoy very competitive costs for industrial space, labour, utilities and more. This is augmented with generous tax credits and incentives for research and development, and for manufacturing investment.

## Central location and market access

Manitoba is a multi-modal transportation hub, with shipping capabilities via air, rail, road and sea. At the geographical centre of Canada, our capital city, Winnipeg, is a main transportation centre between Vancouver and Toronto, as well as a major node for shipping with three direct rail connections to the U.S. For shipments by truck, the Manitoba/U.S. border crossing at Emerson is open 24 hours a day, 7 days a week, for all commercial traffic.

Winnipeg's Richardson International Airport operates unrestricted 24 hours a day, offering a broad range of air passenger services and is among the top cargo airports in the country.

Manitoba is home to CentrePort Canada—North America's largest tri-modal inland port—offering opportunities for distribution centres, warehousing, and manufacturing or processing facilities. With well-established shipping routes, Manitoba facilitates the movement of goods, connecting rail networks to major ports such as Vancouver and Montreal, extending southward to the Gulf and the Pacific coasts of Mexico. The Port of Churchill is North America's only deepwater Arctic seaport, serviced by rail, which offers access to the rest of the continent and a direct route to key global markets. Recent developments at CentrePort Canada and the Port of Churchill advance the province's shipping capabilities with a planned trade corridor from the Arctic to Mexico, serving destinations in North America and overseas.

## Highly educated and skilled workforce

The recruitment and retention of a highly skilled workforce is top of mind for employers globally. Seventy-nine per cent of the working-age population in Manitoba have a university degree and seventy per cent have post-secondary education, and we've augmented the workforce with investments in post-secondary education, workforce development and immigration. Manitoba has seven public universities and colleges across the province that offer a wide range of post-secondary programming to meet the needs of Manitoba employers. Complementing locally trained employees, our Provincial Nominee Program has been extremely successful in bringing internationally trained and skilled immigrants to Manitoba.

## Enviably quality of life

Whether it's our clean air, lakes and natural attractions, our cosmopolitan population, our affordable cost of living or just our friendly nature, the enviable quality of life that Manitoba offers often surprises first-time visitors.

Our population is large enough to support a myriad of cultural, sporting and leisure amenities, but small enough to keep the air and water pure, the traffic moving and the many natural attractions uncrowded.

## Client-focused service

The Manitoba government is committed to supporting your decision to do business in the province. Through a coordinated, cross-government approach, we offer strategic guidance, facilitate essential connections and provide tailored support to help your company establish and grow with confidence in Manitoba's dynamic business environment.



# MULTIPLE INDUSTRIES THRIVE IN OUR PROVINCE.

## MAJOR INDUSTRY CLUSTERS INCLUDE:

### Manufacturing

Food products, pharmaceuticals, aerospace components, buses, farm equipment, furniture, windows, clothing—Manitoba makes it all. Manufacturing is Manitoba's largest industrial sector and represents approximately two-thirds of Manitoba's exports. Manitoba manufacturers compete globally, demonstrating leadership in product and process technologies and in manufacturing flexibility. Many firms maintain significant in-house design and engineering activities and undertake regular investment to integrate new technologies.

**Within our diverse manufacturing and processing base, the largest sectors are:**

- **Food processing** – grain, oilseed and pulse milling; meat, vegetable and dairy processing; and agricultural feed production.
- **Chemical manufacturing** – a wide spectrum of products including pharmaceuticals, fertilizers, coatings and other industrial chemicals.
- **Machinery manufacturing** – specializing in agricultural and construction equipment. Manitoba is a world-class producer and exporter of dryland farming technology.
- **Transportation equipment** – aerospace components and heavy-duty motor vehicles. Manitoba's aerospace cluster is a diversified group of export-oriented, world-class manufacturing, maintenance, repair and overhaul (MRO), and service firms. Heavy-duty vehicle manufacturing includes buses and motor coaches, fire trucks, motor homes, recreational vehicles and trailers.

### Agriculture and Agri-Food

Manitoba feeds the world, shipping agri-food products around the globe. Agri-food exports exceeded \$8 billion in 2025, with top exports being canola and canola products, wheat, oats and grain products, pork and pork products, soybean and pulses, and potato products.

Food and beverage processing, the largest manufacturing sector in Manitoba, offers a wide range of products including processed meat, poultry and fish, grain and oilseed products, animal feed, dairy and egg products, preserved fruits and vegetables, potato products, baked goods, alcoholic and non-alcoholic beverages, snack foods, prepared entrees and much more.

Manitoba's *Sustainable Protein Advantage Strategy* is the first of its kind in North America, advancing sustainable animal and plant proteins to meet growing global demand.

### Bioscience

The province has an extensive ecosystem of research and commercialization in health, agriculture biotech and clean tech. Manitoba is the third largest exporter of pharmaceutical and medicine products in Canada. Pharmaceuticals and medicine exports totalled \$1 billion in 2025 making it one of Manitoba's top export products. The sector is complemented and supported by a strong research infrastructure comprised of world-class university and government laboratories, and research institutes. Manitoba is home to numerous life sciences research and development centres, including the Canadian Science Centre for Human and Animal Health which is the only Level 4 bio-containment lab in the country.



## **Critical Mineral Development**

Manitoba is home to 30 of the 34 minerals on Canada's critical minerals list, including lithium, graphite, copper and silica. With active operations for copper and nickel, and significant lithium exploration in process, the province holds numerous mining opportunities. These minerals hold significant economic value and strategic importance, putting Manitoba in a position to make a substantial contribution towards Canada's green energy transition in a sustainable and responsible way.

## **Financial Services**

Manitoba is the headquarters of Canada's largest independent mutual fund company, its largest equipment financing company and one of the world's largest financial services holding companies. The sector is rounded out by a number of regional insurance companies and wealth management firms. We have representation by all the Canadian chartered banks and 15 credit unions, as well as several federal government financial intermediaries.

## **Creative Industries and Digital Media**

Winnipeg, Manitoba has an internationally recognized arts and culture scene. It is home to vibrant companies with world-class capabilities in new media, including digital imaging, animation and special effects, interactive games, virtual reality and audio/visual production. Creative operations in Manitoba have access to a skilled, reliable and multilingual workforce. Manitoba offers creative production companies unique advantages with lucrative tax credit programs for interactive digital media and Canada's most competitive film and video tax credit.

# INVESTMENT INCENTIVES AVAILABLE IN MANITOBA

**Manufacturing Investment Tax Credit** - 8 per cent tax credit (7 per cent refundable) for businesses that acquire qualified plant, machinery and equipment for first-time use in manufacturing or processing in Manitoba.

**Green Energy Equipment Tax Credit** - up to 15 per cent tax credit for the production and purchase of machinery and equipment used to generate renewable energy in Manitoba.

**Trade Growth Investment Financing Program** - offers repayable loans up to 25 per cent of project costs, to \$5M, for companies investing in productivity-enhancing technologies, growing exports and creating new jobs.

**Small Business Venture Capital Tax Credit** - non-refundable Manitoba tax credit of up to 45 per cent to individuals and corporations who acquire equity capital in eligible Manitoba enterprises.

**Manitoba Works Capital Incentive** - encourages business investment by offering a tax rebate of the incremental education property taxes that are generated as a result of capital investment on an identified property for a period of up to 20 years. Capital investment must be a minimum of \$10 million; at least 65 per cent of the investment must be from private sources; and there must be demonstrable net economic benefit to the province.

**Innovation Growth Program** - cost-shared assistance to small and medium-sized enterprises to assist with commercializing innovative new products and processes.

**Export Development Program** - cost-shared assistance for Manitoba companies to participate in tradeshows or trade missions to assess and/or initiate new export opportunities.

**Industry Expansion Program** - funding to businesses that are expanding existing or locating new operations in Manitoba, to support training of employees associated with the expansion.

**Workforce Development Program** - assists companies in assessing their human resource management needs to implement workforce training and development plans.

**Canada-Manitoba Job Grant** - cost-shared support to employers for employee training costs.

**Paid Work Experience Tax Credits** - a group of programs that help employers create work experience opportunities for students in Manitoba.

**Manitoba Mineral Development Fund** - supports strategic projects that advance mineral exploration and development in Manitoba, with a focus on projects that foster increased Indigenous participation and sustainable economic growth throughout Manitoba's mineral supply chain.

**Research and Development Tax Credit** - 15 per cent tax credit for eligible scientific research and experimental development conducted by a Manitoba corporation. Refundable under certain conditions.

**Manitoba Mineral Exploration Tax Credit** - 30 per cent tax credit on qualifying investments for taxpayers who invest in flow-through shares of qualifying mineral exploration companies.

**Tax Holiday for New Mines or Major Expansions** - tax exemption for eligible new mines or major mining expansions until the mining operator has recovered its initial investment.

**Reduced Sales Tax on Electricity** - a reduced sales tax rate on electricity used to operate machinery and equipment in manufacturing, mining or at a completed well site in Manitoba for the production of oil or gas.

**Efficiency Manitoba Programs and Incentives** - supports businesses with respect to energy efficiency by reducing energy bills and lowering overhead costs.

**Manitoba Interactive Digital Media Tax Credit** - refundable tax credit up to 40 per cent on qualified labour expenditures, and some marketing and distribution expenses, incurred in the development of eligible interactive digital media products for market.

**Film and Video Production Tax Credit** - 45 per cent refundable tax credit for film and video productions, based on eligible salaries paid to Manitoba residents and qualifying non-resident employees for work performed on an eligible film or video produced in Manitoba.

**Sustainable Canadian Agricultural Partnership** - a \$221 million investment over five years by the governments of Canada and Manitoba for strategic agricultural initiatives.

**Child Care Centre Development Tax Credit** - for private corporations who invest in the creation of new early learning and child-care (ELCC) spaces to support their employees and the surrounding community.

**Judge us by the companies we keep:** 3M Canada, Ag Growth International, Bausch Health Companies Inc., Bayer Crop Science Canada, Boeing Canada, Buhler Industries, CWB National Leasing, General Mills Canada, Great-West Lifeco Inc., MacDon Industries, Magellan Aerospace, Maple Leaf Foods, NFI Group, Pfizer Canada, Roquette, StandardAero, Ubisoft...

These are just a few of the multinational corporations that have headquarters or significant operations in Manitoba. Their reason for doing so is simple: Manitoba's combination of low operating costs, skilled labour and central location is simply too attractive to pass up.

**Expanding your business in Manitoba:** Find out more about Manitoba's many benefits by contacting us today.

## FOR MORE INFORMATION, PLEASE CONTACT

### Investment and Trade Division:

+1-204-945-1055 | [investmentandtrade@gov.mb.ca](mailto:investmentandtrade@gov.mb.ca) | [manitoba.ca/business](http://manitoba.ca/business)

### Manitoba Critical Mineral Office:

+1-204-945-6288 | [CriticalMinerals@gov.mb.ca](mailto:CriticalMinerals@gov.mb.ca)