



WHY OTTAWA?

Invest Ottawa is the lead economic development agency for knowledge-based industries in Canada’s Capital, facilitating economic growth and job creation in the City of Ottawa. Guided by a vision to help realize Ottawa’s full potential as a globally-recognized, innovative and future-ready city, and the best place to learn, work, live, and play, Invest Ottawa delivers global expansion programs and services that catalyze growth for the city of Ottawa.

It’s no surprise that Ottawa and Canada’s National Capital Region has attracted a wealth of start-ups, scaling companies and multinationals that are driving innovation in emerging and disruptive fields from AI, to Connected and Autonomous Vehicles (CAVs) and Robotics. For decades, Canada’s capital has been a leader in R&D. Ottawa’s high concentration of technology talent, competitive business costs, and quality of life attracts companies from diverse sectors all over the world, resulting in:

- The highest tech talent concentration in Canada (and the second highest in North America),
- The least expensive Canadian city in which to live and work (Mercer 2019),
- The third-highest quality of life in Canada (Mercer).

Since 2012, Invest Ottawa’s foreign business and investment attraction, local business retention and expansion in targeted sectors, commercialization; and marketing Ottawa’s diversified economy and high quality of life, has helped firms to attract more than \$565 million in capital, contributed to the creation of more than 7,670 jobs and attracted more than \$446 million in domestic and Foreign Direct Investment.

CASE STUDY

irdeto



SECURITY SOFTWARE

ABOUT

Irdeto is a world leader in digital platform security, providing solutions to the video, gaming, connected transport, connected manufacturing and connected health solutions.

“We’re a global company with offices worldwide, say Andrew Williams, Senior Systems Architect – Connected Transport, with Irdeto’s Ottawa office. “Irdeto employs about 1000 people globally in 15 offices worldwide. Our head offices are located in Hoofddorp in the Netherlands, while Ottawa is one of our largest global offices.”

IRDETO AND OTTAWA

“Ottawa is such a multicultural centre as well as being a technology hub,” he says.

“We have such a diverse workforce here, we’ve got the knowledge, the people here have the skills that we need, it just couldn’t be a better fit for a company like ours.”

Andrew Williams, Senior Systems Architect



Williams explains that cyber-security as a sector is growing rapidly, but finding the right talent is always a challenge.

“That’s an area where Invest Ottawa help us out—with the community they’ve got it really increases our ability to spread the word as to what skills we’re looking for,” says Williams. “The Ottawa community is tightly knit and it’s great for us to be able to use the Invest Ottawa hub to be able to share our wins and our successes and to see what’s going on as well as the workshops they offer. We get to learn what’s going on within the industry and to reach out to other areas and companies within this community. So it’s definitely something that we use and leverage a lot.”