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Sarnia Potential to Attract Business Ranks Third in North America

Sarnia, ON – **fDi magazine**, produced by the renowned **Financial Times** group of London, today released the North American Cities of the Future Location Guide 2007 which ranks cities of all sizes for the best strategies and resources in economic development. Over a hundred cities were considered according to criteria designed to assess the potential to attract business investment projects. The short-listed cities were those who scored highest in the following areas: economic potential; cost effectiveness; human resources; quality of life; infrastructure; business friendliness; development and investment promotion.

Sarnia competed with other North American jurisdictions in the micro-city category which included populations of fewer than 100,000. Zapata, Texas and Ennis, Texas were awarded first and second place honours in the overall micro-city category followed by Sarnia, Ontario in third place. The only other Canadian jurisdiction to receive distinction in this category was Fredericton, New Brunswick, which ranked in eighth place. Sarnia also ranked in second place for cost effectiveness and fifth place for quality of life, always in the micro-city category. The Sarnia proposal was prepared jointly by the City of Sarnia and the Sarnia-Lambton Economic Partnership. Mayor Mike Bradley praised the economic development strategies being pursued by saying, "This is a positive endorsement by an objective and reputable third party that we are on the right track and are being recognized for what we have to offer."

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