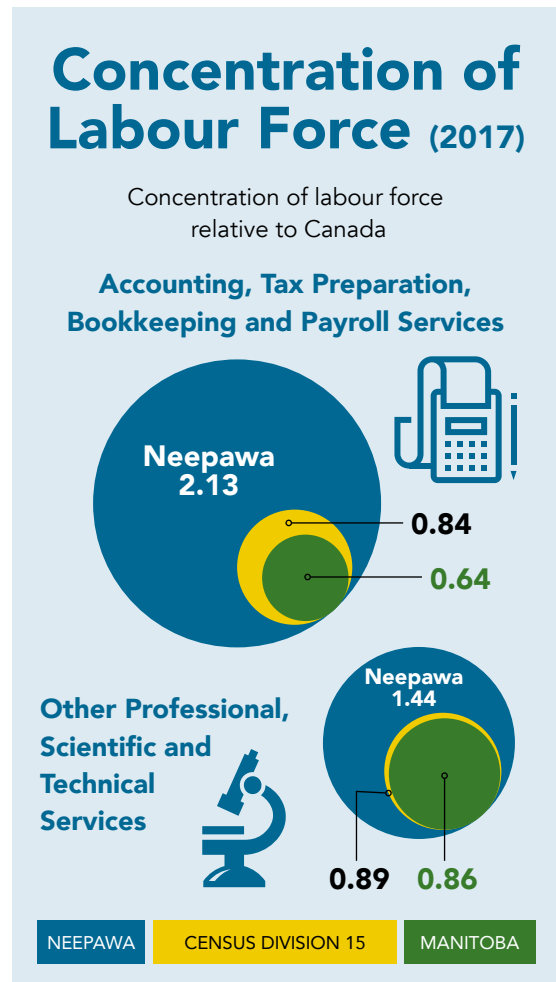
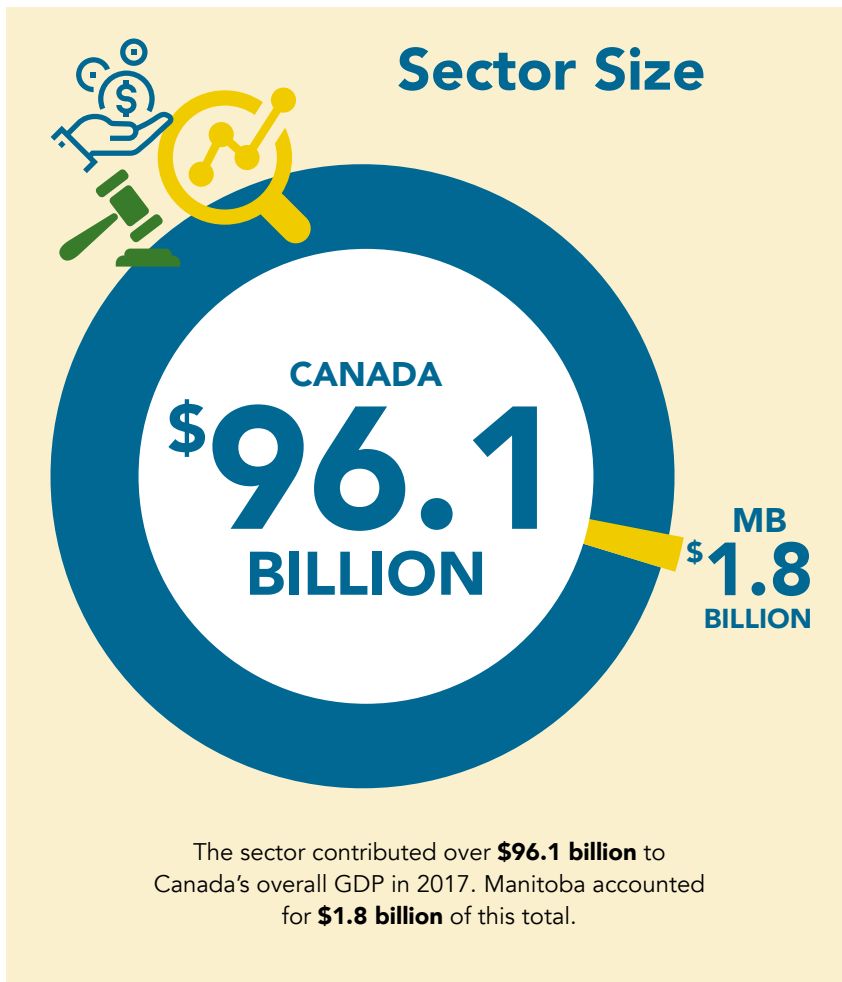




INDUSTRY SECTOR INSIGHTS

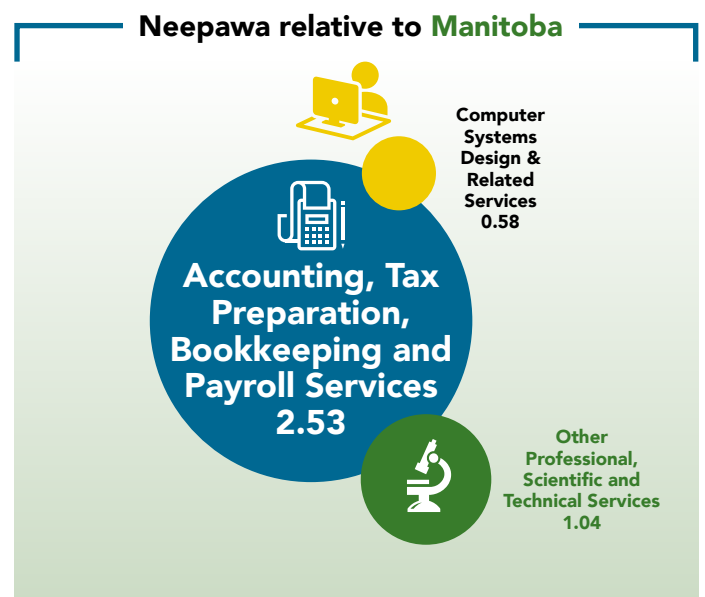
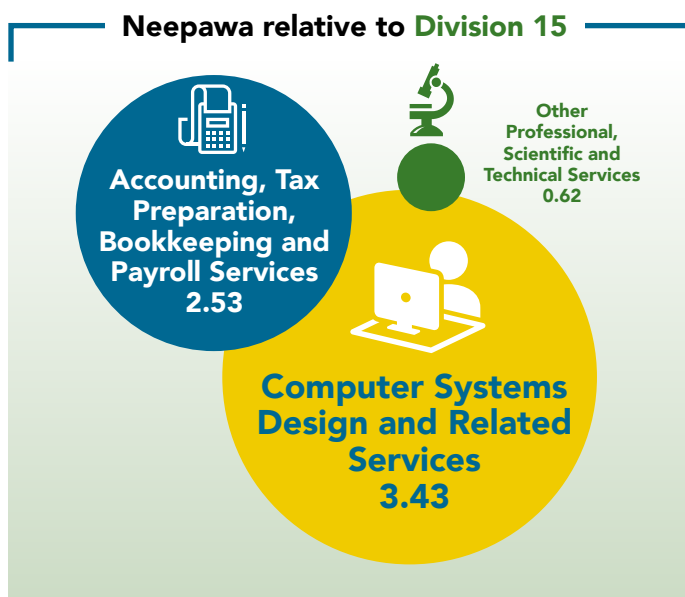
Professional, Scientific & Technical Services





Local Workforce

Location Quotient (LQ) measures the concentration of **Professional, Scientific and Technical** workforce in **Neepawa relative to other jurisdictions**. An LQ of 1.25 and over suggests a high concentration of local activity in an industry in relation to the area with which it is being compared.



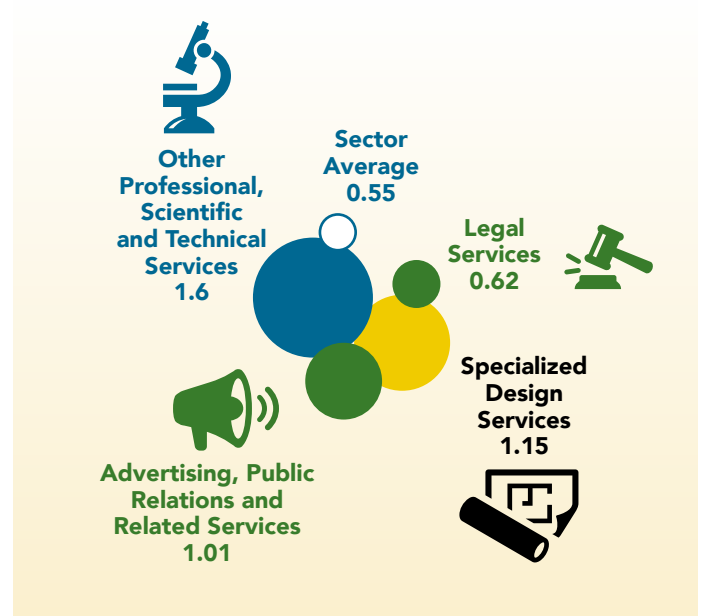
Business Establishment

Location Quotient (LQ) measures the concentration of **Professional, Scientific and Technical** services in Neepawa relative to other jurisdictions. An LQ of 1.25 and over suggests a high concentration of local activity in an industry in relation to the area with which it is being compared.

Neepawa relative to Division 15



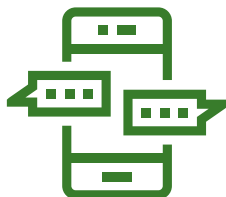
Neepawa relative to Manitoba



Business Establishment Counts



Sector Trends and Outlook



Increased Reliance on Social Media Presence

Companies are using online platforms to find and engage with clients in an effort to grow their businesses and set themselves apart from their competition. There's a greater emphasis on customer satisfaction, knowing that online testimonials can make or break a company's image.



Automation of Front and Back-End Services

Firms are embracing the latest technologies to manage the back end of their operations including automation of finances, human resources, project management, and customer relationship management.



Co-working & Virtual Co-working Spaces

Virtual coworking is becoming more of a reality for companies looking to reduce their overhead. By hiring contract workers, using cloud technology, and utilizing a smaller number of physical offices, firms can cut their costs and increase their revenues.

Core Clusters



Accounting, Tax Preparation,
Bookkeeping and Payroll
Services



Other Professional, Scientific
and Technical Services with
a large clientele base in niche
animal services such as farm
animal research and consulting

Sector Strengths & Opportunities

Many Sole Proprietor
Businesses



Growing Regional Hub
for Surrounding
Communities & Farms

+1000

New Residents (2011-2016)

Near Large Cities
with Key Assets
& Attraction
Potential:

Winnipeg –

175 km

Brandon – 72 km



Quality
of Life &
Affordable
Living



NEEPAWA QUICK FACTS

Neepawa is located in the southwestern region of Manitoba, Canada and is part of Canada Census Division 15. The community is situated at the junction of Highways 5 and 16 (Yellowhead Route), approximately 175 km west of Winnipeg.

Population (Town): 4,609 (2016)

Population (Trading Area): 21,000 (2016)

- Neepawa saw 27% growth in the last census— one of the fastest growing communities of its size in the province.
- 28% of Neepawa's population is newcomer. 25% of the population is Filipino (impact of HyLife Foods).
- CP Rail runs across the north of Neepawa with an active spur line.
- Neepawa hosts a local registered airport featuring a 3,500-foot runway to service air ambulance, crop and personal planes and small jets.

This **Industry Insights** is based on research completed in November 2018. Full text of the profile on which this fact sheet is based is available online at neepawa.ca/industry-profiles

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