

London: The Centre of Opportunity

Economic Vision for London

London is a globally recognized creative city with a diverse economy, strong connections to major markets, and a collaborative business culture. Where distinctive research, industrial, and cultural strengths converge, London creates opportunity at scale.

This strategy is London's commitment to earn its place as the city that ambitious businesses and talented people choose. **Five pillars, five years, one system working together.**

Guiding Principles



Reconciliation



**Alignment
Across Plans**



**Coordinated
Action**



**Equity and
Inclusion**



**Evidence and
Innovation**



**Transparency and
Accountability**

Economic Reconciliation

- Indigenous-led engagement grounded in long-term relationship building.
- Economic reconciliation through mutually beneficial collaboration and shared opportunity.

Made for London. Made for what's next.

London's Assets

Cost advantage Housing costs **16.8%** below the Canadian average. Office and industrial rents **below** the Canadian average.

Entrepreneurship

Nearly **45,000 businesses** and a high share of small and self-employed enterprises.

Demographics A **younger-than-average** population, with higher proportions of youth and early-career residents compared to Ontario.

Sector strengths A **diversified economy** anchored by Advanced Manufacturing, Health and Life Sciences, Agri-Food, and Technology and Creative Industries.

Talent and research Home to Western University, ranked among the **top 1%** of universities globally, and Fanshawe College, one of Ontario's largest colleges.

Location A strategic position along the **Highway 401/402 corridor**, within a two-hour drive of both Toronto and Detroit, providing direct access to major North American markets.



London is Ready.

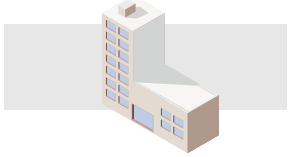
Between 2019 and 2024, London added more than 60,000 residents and 18,380 net new jobs. Population projections point to between 600,000 and 690,000 residents by 2051. The assets are here: globally ranked post-secondary institutions, competitive costs, investment-ready land, and a diversified economic base.

London's opportunity is to translate growth into long-term opportunity and prosperity. The city's economic development system is strong, with specialized partners delivering investment attraction, business support, talent development, innovation, and entrepreneurship support. Connecting these strengths through shared priorities and coordinated action will turn London's growth into durable prosperity for residents, businesses, and communities across the city.

The opportunity is real. This strategy responds to the conditions that shape it.

London's Key Sectors

London's competitive strengths are reflected in these sectors, as identified by the London Economic Development Corporation (LEDC).



Advanced Manufacturing

Including Defence and Aerospace

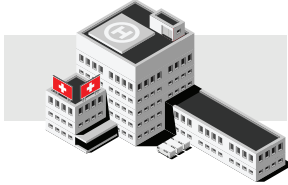
38,000+ jobs • 500+ companies • ~12% of regional employment

- Direct access to 150M consumers within a one-day drive.



38k

500+



Health and Life Sciences

25,000+ jobs • 100+ companies, hospitals, and research organizations

- Southwestern Ontario's regional healthcare destination.



25k

100+



Agri-Food

7,500+ jobs • 120+ companies

- Home to one of Canada's leading food and beverage processing hubs.
- Nationally recognized consumer food test market.



7.5k

120+



Technology and Creative Industries

Including Film and Television

16,100+ jobs in tech and digital media • 400+ companies

- Top 25 Canadian tech talent market.
- Home to Canada's only UNESCO City of Music designation.



16k+

400+

Sector Opportunities

London's key sectors are the foundation. Three opportunities draw on that foundation, representing areas where the City can add value through concentrated additional action.



Aerospace

London International Airport, over 35 aviation-related tenants, 1,000 development-ready acres, and advanced aviation training form a foundation for aerospace growth in London. The ambition: a nationally recognized Aerospace Innovation Corridor that positions London to compete for emerging aerospace investment opportunities.



Life Sciences

London's health research, clinical infrastructure, and talent represent a concentration of life sciences capability rare outside major metropolitan centres. The ambition: a globally recognized innovation cluster supported by an innovation district, a commercialization pipeline, and anchor institutions.



Creative Economy

Canada's only UNESCO City of Music designation is a competitive asset. The ambition: an economic strategy built on that designation, growing music, film, and digital media industries, driving downtown revitalization, and strengthening London's broader creative economy.

Grounded in:
**ADVANCED
MANUFACTURING,
INCLUDING DEFENCE
AND AEROSPACE**

Grounded in:
**HEALTH AND
LIFE SCIENCES**

Grounded in:
**TECHNOLOGY AND
CREATIVE INDUSTRIES,
INCLUDING FILM
AND TELEVISION**

Pillars and Strategies

Every day, organizations in London retain and expand businesses across these sectors, attract investment, connect workers to employers, and support entrepreneurs. The pillars in this strategy concentrate additional effort where the City can most effectively partner and build on that foundation.

The strategy's foundation is a more coordinated economic development system with shared accountability, aligned delivery, and annual public reporting.

1

Investment Attraction and Retention

- Build a world-class life sciences cluster.
- Establish London as a leader in Canadian aerospace innovation.
- Activate the Downtown as an Economic and Cultural Driver.
- Strengthen London's investment readiness and offer.

3

Regional Collaboration

- Strengthen relationships with the region's municipalities and industry partners.
- Build mutually beneficial economic partnerships with Indigenous Nations.

2

Talent and Innovation

- Build London's connected, inclusive workforce system.
- Grow London's Innovation Ecosystem.

4

Transportation and Connectivity

- Pursue stronger air and rail access to and from London.
- Drive local and regional transportation improvements.

5

System Optimization

- Build a coordinated system that performs and improves.
- Align City Economic Service Delivery.



Community Impacts

Measure (reported annually)

Job creation and retention	Total jobs; net new jobs; average annual wages.
Workforce participation and inclusion	Labour force participation rates, disaggregated by equity-denied groups; unemployment rate.
Investment attraction	Total value of new capital investment, including expansions and new firm attraction.
Productive employment lands and commercial areas	Employment land uptake; vacancy rates; tax assessment growth.
Business formation and growth	Active employer business count; New business starts.

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