

Community and Sector Profiles

whitby.ca/Business

Whitby



The Town of Whitby is in the midst of remarkable transformation from a quiet suburban community to a thriving commercial centre.

This moment of extraordinary growth means there is no better time or place for business owners, entrepreneurs and investors to take advantage of everything we have to offer.

As we attract residents and become more diverse, **new ideas, abilities and experiences are driving innovation and creativity**.

Population (149,000) is expected to grow to 193,000 by 2031

More than 25% of our population identifies as **visible minorities**

We continue to be a community of choice for development as **permit values exceeded** over $500 million in 2023.

1,158 **building permits** (2023)

3X

increase in construction value from 2015 to 2023

Our **labour force** pipeline is fueled by major research projects, co-op student placements and job-ready graduates.

22,000+ students at our three **leading Universities and Colleges**

$10M

expansion of Durham College's **Centre for Skilled Trades and Technology** (CSTT)

Whitby has a resilient and **diverse economic base**.

3,493 businesses that employ approximately 43,300 people

3

new business park areas in proximity to Highway 407 and Highway 412

Compared to northern and western Greater Toronto Area municipalities, **Whitby offers real-estate savings.**

Industrial land prices and leasing rates remain lower than the surrounding area

Detached house prices are approximately **30 to 45% lower** than other western and northern GTA communities

Whitby has a beautiful waterfront, 2 vibrant downtowns and a rich arts and culture scene.

86%

enjoy a "good" or "excellent" **quality of life in Whitby**

+30%

$136,169—Average Household Income (30% higher than the National average)

The Town's thriving innovation ecosystem **provides entrepreneurs and innovators resources** to develop and commercialize.

- Business Advisory Centre of Durham
- Downtown Whitby Business Improvement Area
- 1855 Whitby Innovation Accelerator
- Spark Centre Regional Innovation Centre
- Ontario Power Generation (OPG) X-Lab nuclear innovation accelerator
- Whitby Chamber of Commerce



"There's an intentional effort behind creating this great experience for the residents and enabling businesses like 360insights to thrive."

Trinda Searle, EVP People & Culture, 360insights.com



Whitby is the geographic centre and heart of Durham Region.

- **45 minutes** from the City of Toronto
- **Pearson International Airport**
- Three **400-series highways** (Highways 401, 407 and 412)
- **Port of Oshawa**
- **GO Train service** into Toronto and major markets
- **13 million customers** within an hour's drive
- **135 million customers** within a day's drive

Contact Us

The Whitby Economic Development team is the go-to resource for businesses looking to start, grow or invest in Whitby, Ontario. We provide direct, concierge-style support to help your business prosper. Connect with a member of the Whitby Economic Development team today.

Phone: 905-430-4312 | Email: invest@whitby.ca

AEROSPACE AND DEFENCE

Whitby offers direct access to Ontario's aerospace and defence supply chain. The community's advanced manufacturing base and proximity to major markets provide a competitive advantage for companies moving goods, components, and specialized equipment.

From R&D and testing to manufacturing and logistics, Whitby provides a launchpad for aerospace and defence growth.







With assets including world-class R&D facilities, strategic transportation connections, a highly skilled talent pipeline, a strong advanced manufacturing base, and a prime Greater Toronto Area location, Whitby provides the ideal environment for aerospace and defence companies to innovate, grow, and compete globally with local support such as:

- ACE Climatic Aerodynamic Wind Tunnel at Ontario Tech University
- Ontario Tech University, Durham College, and Trent University talent pipeline
- 1855 Techology Accelerator & innovation support
- Invest Whitby & Invest Durham business support and services
- 400-series highways and Port of Oshawa (HOPA) connectivity
- Competitive industrial land and expansion opportunities
- Strategic location within Canada's largest economic region



Whitby provides the infrastructure, expertise, and workforce needed for growth in the sector.

Why Aerospace and Defence companies choose Whitby:

- Established Advanced Manufacturing and Technology Ecosystem
- World-Class Resarch,, Testing, and Validaton Facilities
- Access to a Skilled and Workforce-Ready Talent Pool
- Stratgic GTA Location with Strong Transportation Connections
- Avalable Employment Lands to Support Future Growth

Sector Leaders

- Aerotek Manufacturing Ltd.
- Kratos Defence & Security Solutions
- Croven Crystals
- IFTech

ACE Climatic Aerodynamic Wind Tunnel

The ACE Climatic Aerodynamic Wind Tunnel at Ontario Tech University is one of the most advanced testing facilities of its kind in the world. The facility can simulate extreme weather conditions—including wind speeds up to 280 km/h, snow, rain, solar exposure, and temperatures from -40°C to +60°C—to support research, product validation, and innovation across the automotive, aerospace, defence, and advanced manufacturing sectors.



> From R&D and testing to manufacturing and logistics, Whitby enables companies to build, test, manufacture, and scale defence and dual-use technologies within a connected regional ecosystem. With large employment land opportunities and room to grow, Whitby is built for business and ready for defence.
>
> Invest Whitby

ADVANCED MANUFACTURING

Whitby and the surrounding area's history in manufacturing has resulted in several leading global manufacturers and their supply chain partners making their home here.





Whitby offers significant real-estate advantages for advanced manufacturers.

- Lower industrial land prices and lease rates than comparable Greater Toronto Area municipalities
- 3 new business park areas in proximity to Highway 407 and Highway 412 provide available space for new or existing businesses



Companies tap into a deep talent pool in Whitby.

- Over 3,600 workers are employed in manufacturing roles making the sector a significant source of employment
- Areas of specialty including automotive, pharmaceutical, nuclear and more
- 100+ manufacturing companies



"We export all over the globe. Our products are in 53 countries. We have a ready ability to ship our products anywhere they need to go from right here in Whitby."

Jodi Glover, CEO, Real Tech Inc.



The geographic centre and heart of Durham Region.

- 45 minutes from the City of Toronto
- Easy access to Pearson International Airport and the Port of Oshawa
- 400-series highways (Highways 401, 407 and 412) offer excellent access to major markets
- 13 million customers within an hour's drive
- 135 million customers within a day's drive

Sector Leaders

- Real Tech Inc.
- Lear Corporation
- Paramount Pallet
- Timbren Industries
- WEGU Manufacturing
- Gerdau

Gerdau

Gerdau operates in 10 countries and employs 30,000 individuals. The organization is also one of the largest recyclers in the world, transforming millions of tons of scrap each year into new steel products for the construction, manufacturing, and transportation industries.

Gerdau recently received $20 million in funding from the Government of Canada, through the Strategic Innovation Fund, to support the company's $81.2 million upgrade project of its Whitby and Cambridge locations.



Sources:

Statistics Canada, 2021 Census, Ontario Ministry of Agriculture, Food and Rural Affairs, EMSI Data Set, Town of Whitby Economic Development Strategy, Situational Analysis

INFORMATION COMMUNICATION TECHNOLOGIES

Whitby's Information Communication Technology sector features a region-wide innovation ecosystem providing entrepreneurs and innovators with the necessary tools and resources to develop and commercialize their technologies.





1855 Whitby Technology Accelerator



We partner and collaborate with other support organizations in the innovation and technology fields.

1855 Accelerator was established as a strategic initiative funded by the Town of Whitby and the CEO of local tech industry leader 360Insights. 1855's vision is to accelerate growth and expand the innovation sector by enabling entrepreneurs to secure resources and capital.

Spark Centre is an industry-led non-profit technology incubator providing innovators, technology based businesses and researchers with space, services and programs to help them develop a minimal viable product with a distinct competitive advantage.

Ontario Power Generation (OPG) X-Lab is an innovation accelerator, with the mandate to create minimum viable products that improve the overall reliability and safety of OPG nuclear stations.



Our education partners offer several innovative and unique undergraduate and graduate programs focusing on all aspects of information technology.

- Ontario Tech University
- Durham College
- Trent University Durham Campus
- Courses include: Computer Science, Data Science, Game Development & Interactive Media, Networking and Information Technology Security, and more

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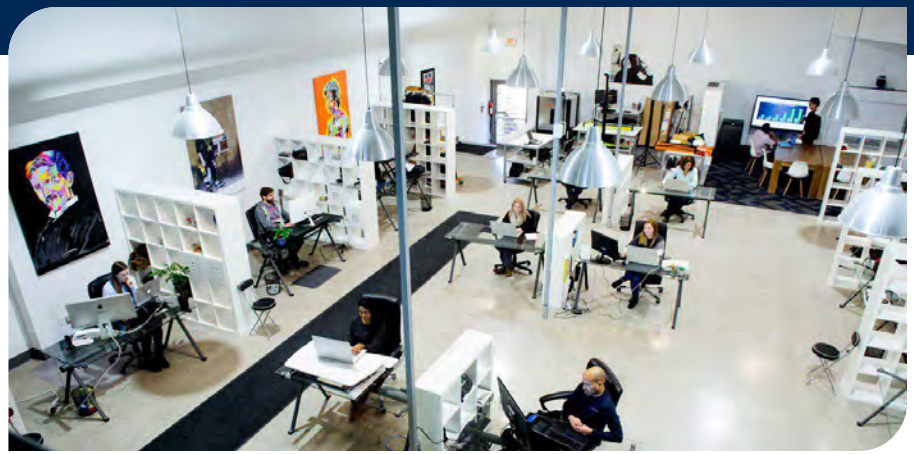
You’ve got access to a huge amount of talent that would rather work in the town that they live in versus commuting to Toronto. That’s a real advantage, so Whitby is like the best kept secret for tech.”

David Lahey, Predictive Success Corporation

geekspeak

Proudly located in Downtown Whitby, geekspeak works closely with retailers, manufacturers, distributors and marketplaces worldwide to create content that drives sales for eCommerce platforms. geekspeak has become a central player in Durham Region’s burgeoning technology sector, serving well-known brands like Amazon, Canadian Tire, Walmart, Staples, New Balance and Best Buy.

Active participants in the growth and development of the sector and its workforce in Whitby, geekspeak’s Founder, Isaac Wanzama says, “You start with two, and then three, then four, and as that happens (and 1855 is a great reason for this), you see this ecosystem happening, and then people think of Whitby and Durham differently. We begin to be able to tell different stories about what we’re good at as a community. All of a sudden, you can work in the tech industry in Durham without having to go to Toronto.”



For more information please contact:

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