

Date: 2020-01-17

Subject: **Brampton's Foreign Direct Investment (FDI) 2019 Summary Report and 2020 Work Plan**

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Recommendations:

1. That the report titled: **Brampton's Foreign Direct Investment (FDI) 2019 Summary Report and 2020 Work Plan (RM 22/2020; CE.x)**, to the City Council Meeting of February 5, 2020, be received; and,
2. THAT Council approve the planned 2020 Missions, as outlined in this report; and
3. THAT the CAO, in consultation with the Director of Economic Development and Culture, be authorized to approve investment missions which are not currently on the list of 2020 Investment Missions as such opportunities arise, subject to alignment with the overall FDI strategy, 2020 budget, existing assets, current activities and focus on priority sectors including, but not limited to: Advanced Manufacturing, Food & Beverage, Health & Life Sciences and Innovation & Technology, generating international awareness of Brampton's competitive advantages and value proposition, in order to support and encourage local economic growth.

Overview:

- **At Council's direction under Clause 4 of resolution CW057-2019, Economic Development staff was given direction to establish a Branding, Marketing and Foreign Direct Investment (FDI) Strategy to drive new foreign investments and jobs in the City and to promote economic growth.**
- **Economic Development has had a successful first year in moving the City's FDI strategy ahead. This report provides Council with an overview of 2019**

FDI Missions and lead generation initiatives which focused on the following:

- **Priority sectors: Advanced Manufacturing, Food & Beverage, Innovation and Technology, and Health and Life Sciences**
- **Four pillars: 1) Asset Development & Investment Readiness, 2) Competitive Analysis, 3) Marketing and, 4) Lead Generation**
- **At Council's direction under Clause 4 of resolution CW057-2019, Economic Development staff was given direction to establish a Branding, Marketing and Foreign Direct Investment (FDI) Strategy to drive new foreign investments and jobs in the City and to promote economic growth.**
- **This report provides an outline of the marketing campaign, "Brampton Means Business Now" launched in 2019.**
- **Staff is providing recommendations for the 2020 Investment Missions.**

Background:

On May 29, 2019, Committee of Council approved the implementation of a branding, marketing and Foreign Direct Investment (FDI) Strategy to drive new foreign direct investment and jobs in the City and to promote economic growth.

In the inaugural year of this strategy, staff raised the City's profile as a competitive place to do business. By initiating lead generation activities on three international missions, a global marketing presence was established along with an awareness of Brampton's profile and image as an ideal location for investment.

Current Situation:

Since May 2019, staff have been focusing on the four main pillars of the City's FDI strategy to ensure success: Asset Development & Investment Readiness, Competitive Analysis, Marketing, and Lead Generation.

1. Asset Development & Investment Readiness

Attracting new businesses to Brampton requires that the right resources are in place, ensuring Brampton is investment ready. In December 2019, Economic Development staff hosted a three-day Site Selectors Guild (SSG) Advisory Forum with three main objectives: 1) to determine if Brampton is recognized as an investment ready City to external audiences 2) to become more attractive to international employers 3) to position Brampton as a City of interest on a global scale.

Site selection consultants partner with corporate client teams to design and execute location strategies for business operations. They engage in discovery to understand challenges, define requirements/criteria, delineate scenarios to be evaluated and finalize the analytical approach. The site selection consultants adhere to a multi-stage process which ultimately results in the final recommendation.

An SSG Advisory Forum is one of the most effective ways a region can market itself to site selectors and enhance business attraction efforts. Brampton's SSG provided a unique opportunity to showcase Brampton to professional site selectors who provided an assessment of Brampton's strengths and opportunities as a destination for business investment.

To showcase some of Brampton's best assets, staff emphasized developing talent and the Cybersecure Catalyst, differentiating us from comparator cities. Staff also showcased some of Brampton's best amenities, highlighting new recreation centres, the Rose Theatre, the creation of an Innovation District, the new co-working space, culture, quality of living in Brampton, connectivity and our large, diverse and growing population.

Through tours and meetings, as well as business visits to some of Brampton's top employers, the site selectors urged us to get the word out that Brampton is ready, but position Brampton as part of the GTA, in order to leverage all the strengths that the GTA has to offer.

2. Competitive Analysis

The Economic Development team has analyzed the competitive Foreign Direct Investment landscape and developed Brampton's key value proposition. Brampton's unique selling points align with Brampton's strengths/opportunities and set Brampton apart from foreign and domestic competition.

Brampton's Top Selling Points:

Unlimited Access to a Diverse Talent Pool

- An abundance of STEM workers
- Diverse, young workforce

Growing Recruiting Pipeline

- Brampton welcomes 14,000 new residents every year
- 30% of Canada's university students are in the Greater Toronto Region
- Access to college programs in key technical positions

An Integrated Manufacturing Cluster

- Strong mix of manufacturers

- Presence of business support services in packaging and administration
- Ecosystem of suppliers in close proximity and part of Canada's largest economic centre (Greater Toronto Area)
- Access to a national supercluster set on developing and innovating the manufacturing sector

Cyber Security

- Brampton will be home to Rogers Cybersecure Catalyst (opening Q1 2020), a national centre for innovation and collaboration in Cybersecurity. The Catalyst provides training and certification, support for cyber scale-ups, support for applied R&D and offers public education and policy

At the Centre of a Multimodal Hub

- Availability of 3rd party logistics
- In the middle of important rail intermodal terminals
- Direct access to transportation corridors connecting Brampton to Asia, the American Midwest and European markets
- Adjacent to Toronto

A Place to Live, Work and Play

- Universal healthcare
- Ready-to-move in neighbourhoods with access to recreational activities
- Diverse economy
- Health, wellness, and access to cultural amenities and resources in Brampton and within the Greater Toronto Area

Develop and Grow

- Large transformable industrial land available along transportation corridors
- Opportunity for development in Downtown Brampton, prime location at the Centre of the Innovation Corridor
- Greenfield office development opportunities

3. Marketing

Staff executed a robust marketing plan, launching the new ***Brampton Means Business Now*** campaign. The creative was driven from the evolution of the Brampton Is Now campaign with a direct focus on foreign direct investment and a strong call to action. ***We're ready. Are you? INVESTBRAMPTON.CA***

The campaign features bright neon lights to display movement and convey a sense of urgency, an impression of a city buzzing with activity. The application of NOW has been transformed into a neon sign, replicating an "open for business" sign. The creative showcases a young, skilled and diverse workforce and a city that is connected in every

way and just about to reach its potential, with messaging saying that the time to invest is now.

The campaign is focussed on telling the story of a new Brampton – a Brampton that is significantly and deliberately transforming to become a major urban centre. A Brampton that is buzzing with energy and cultural vibrancy and that is eager to welcome new business.

The Economic Development team will continue to build on the success of the ***Brampton Means Business Now*** marketing campaign in 2020.

See Appendix A for detailed marketing results.

4. Lead Generation

Based on the research of Brampton’s sectors of strength, staff worked with lead generation firms, trade commissioners and business partners prior to each international mission to identify and target global companies that are aligned with Brampton’s value propositions. Staff worked with lead generators to set up corporate calls with pre-qualified potential investors. Staff also actively generated leads by using LinkedIn and other tools to target potential investors and attendees with specific messaging. For example, WebSummit attendees were targeted in advance with key messages about Brampton’s growing tech sector. Staff also regularly utilize lead generating tools and actively approach companies, or “leads”, and set up calls to identify the growth stage of the company.

The Economic Development team has developed a standard “Pipeline” or “Sales Funnel” process to manage all leads.

Foreign Direct Investment Pipeline



Step 1) Generating Leads

This step consists of all the Economic Development team's marketing efforts in promoting Brampton and generating interest. Efforts include, but are not limited to: Mayor and Council FDI missions, staff-led missions, attending/exhibiting at tradeshows, networking events, sending e-mail newsletters, the InvestBrampton website and the team's network of corporate connections. All these efforts combined are intended to peak interest and secure meetings with potential clients.

Step 2) Identifying Prospects

Prospects are qualified leads that have engaged with Economic Development staff and have future plans to expand. The Economic Development team will meet with the clients and build an understanding of the company's needs and opportunity in Brampton, and present a business case to spark consideration; the team will maintain contact with the company.

Step 3) Active Projects

Clients that have serious interest in expanding or relocating with a willingness to consider Brampton, with a business case and financing secured. The Economic Development team will provide information to guide the decision-making process, engage in sector expertise, make introductions to local resources, e.g. Associations, post-secondary institutions, service providers, and provide support for market entry.

Step 4) Company has made a location decision.

- a) **Project Win** - Company has decided on Brampton and is committed to investing capital and hiring staff (for recording purposes, the Investment and jobs created are measured in totals up to 3 years).
- b) **Project Lost** – Company has decided on a location other than Brampton. Economic Development staff will work to understand the reasoning behind the decision.

2019 Mission Activity Report

With the support of Mayor Brown and Councillors, three outbound, international FDI missions were completed by the Brampton Economic Development team in the third and fourth quarters of 2019, as follows:

1. **MedTech Conference in Boston** – the leading forum for global medtech executives. The Brampton team held pre-qualified meetings and corporate calls, hosted a trade show booth and participated in tours and cybersecurity meetings

2. **ANUGA Food Fair in Germany** – the largest, most important global food and beverage trade show. The Brampton team held pre-qualified meetings and corporate calls and participated in tours.
3. **Web Summit in Portugal** – marketed as “the best technology conference on the planet.” The Brampton team held pre-qualified meetings, business visits and tours.

All of the trips included a combination of pre-arranged meetings with potential company investments, regional investment tours, and networking events to promote Brampton’s investment opportunities.

Success in foreign investment attraction is a multi-year process and is realized in the months and years following the missions, as relationships are nurtured. In the short term, staff is tracking activities like meetings with pre-qualified investors, building connections with trade commissioners, contacts made and post-mission follow up with companies as indicators that we will have long term success.

The following are the success and pipeline indicators for the three FDI missions to date:

Step 1) Generating Leads

- 19.6MM impressions with digital, print & out-of-home advertising
- 271,679 global impressions on social media (Impressions refers to the number of times the ad or content has been displayed on a screen.)
- 3,300 impressions with trade show attendees

Step 2) Identifying Prospects

- 47 pre-qualified corporate calls
- 15 new contacts for follow-up

Step 3) Active Projects

- 13 new opportunities for partnerships and/or new investment
- 3 business retention and expansion calls (meetings with existing Brampton-based businesses)

All leads have been tracked through the pipeline. Ongoing follow up continues for all prospects, while staff continues to work with businesses as they build their investment business case.

For detailed trip reports, please see Appendix B.

Investment Missions and Initiatives– 2020

In 2020, the Economic Development Office will focus on two main streams to drive FDI: 1) Mayor and Council led Investment Missions and 2) Staff led Investment activities.

1. Mayor and Council led Missions:

- Focused on FDI and business retention and expansion (BR&E) targeting Brampton's priority sectors; Advanced Manufacturing, Food & Beverage, Innovation and Technology, and Health and Life Sciences and key international markets.
- This will include four investment missions in 2020
 - Q1 India
 - Q2 Europe
 - Q3 Europe
 - Q4 China
- The plan includes business meetings in select US cities that have strong connections to Brampton-based businesses. The goal is to target one US city per quarter to promote investment in Brampton.

2. Staff led Investment Activities

- The Economic Development team is working closely with Brampton based companies that have foreign affiliations to promote the increase of foreign investments in Brampton. This business retention and expansion work will have a primary focus on the US market.
- Staff has active engagement with Site Selectors and will continue to build relationships with this key group.
- Staff will continue to build marketing campaigns and lead business development and investment activities.

All of these efforts, combined, are intended to peak interest and secure meetings with potential investors to pitch Brampton as a great location to set-up, expand or relocate their business. Strong prospects will be invited to Brampton for follow-up visits.

Toronto Global

The City of Brampton has been a member of Toronto Global since 2016. Toronto Global is a regional partnership between all levels of government to undertake foreign direct investment on behalf of the Greater Toronto Area (GTA). Toronto Global's impact to date on attracting investment to the Toronto area has been positive; however, direct investments and leads to Brampton have been minimal. Brampton Economic Development staff is working with the Toronto Global Economic Development Management Council to improve results for the entire 905 region and more specifically

for Brampton. The team is working with Toronto Global to better define Brampton's FDI Value Proposition when Toronto Global is working with international investors.

The Economic Development team has invited Toronto Global to present to Committee of Council in Q1 2020 to report on 2019 results.

Corporate Implications:

Financial Implications:

Funding was made available through a Council resolution for the amount of \$1,875,000, with a planned spend of \$600,000 in 2019. The spend for 2019 from this FDI capital account was \$361,749.76

Below is a summary of the **2019 FDI Expenses:**

- **Travel costs** (Total: \$75,994.96)
 - Boston - \$15,106.51
 - Germany - \$31,986.08
 - Portugal - \$23,138.53
 - Turkey* - \$5,763.84

- **Incidentals** (Total \$7,435.89)

- **Research/Lead Generation/Project Management and Consulting** (Total \$183,547.09)

- **Other costs** Marketing and Events (Total \$63,925.69)

It is estimated that the cost to execute the 2020 work plan will be approximately \$900,000 (This includes: Travel Cost \$300,000; Research/Lead Generation/Project Management & Consulting \$350,000; and, Other Costs including Marketing and Events \$250,000).

Sufficient funding is available through the following source:

Funding Source	Total Available	Total Requested
Capital Project 181256-001	\$1,513,250.24	\$900,000.00

The *Brampton Means Business Now* marketing campaign was funded from Economic Development's existing 2019 operating dollars.

**Note:* The City of Brampton and the Chair of Economic Development were invited to attend the Annual Trade & Investment Conference by the Canada-Turkey Business Council in Istanbul Turkey. The travel expenses for this mission are included as part of the 2019 FDI Travel costs.

2020 FDI Expenses

In 2020, staff anticipates spending approximately \$900,000 to facilitate the 2020 FDI plan.

The estimated breakdown of the **2020 FDI Expenses** is as follows:

- **Travel Costs** (total \$300,000)
 - This includes four international investment missions and four business retention and expansion meetings in key US cities.
- **Research/Lead Generation/Project Management and Consulting** (total \$350,000)
- **Other costs** Marketing and Events (total \$250,000)

Term of Council Priorities:

This report supports the Term of Council Priority that Brampton is a “City of Opportunities” and that Brampton will continue to implement the Foreign Direct Investment (FDI) and Marketing program to attract new business to Brampton.

Conclusion:

The Economic Development Office will continue to develop plans, projects and activities that focus on the implementation of the FDI strategy in key markets to bring jobs and investment to Brampton.

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Reviewed by:

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Approved and Submitted by:

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Attachments:

Appendix A - FDI Marketing/Communications Plan

Appendix B – Summary of 2019 FDI Missions

APPENDIX A

FDI Marketing/Communications Plan

Leveraging the launch of the FDI Missions, a targeted print and on-line marketing/media plan was created and implemented, focused on International, national, regional and local industry outlets to attract business and investment for Brampton.

Marketing collateral was created in sector-specific publications targeted at decision-makers and site selectors, prior to business/trade missions that align with the FDI program. (Print/Digital/Video)

- Multi-platform social media campaigns have been aligned with the FDI mission program. Targeted social media campaigns were used to enhance Brampton's image internationally (i.e., targeted LinkedIn/Twitter/Instagram posts).
- A new "Invest Brampton" website was launched to market advantages and opportunities to generate leads globally.
- Marketing was leveraged through joint partnerships & co-branding initiatives (site selectors/government/industry/strategic partners/business missions)
- Global media campaign was launched; print and on-line media plan (utilizing Pearson International Airport, 400 series highways, regional highways, national newspapers, etc.)

International/National/ Regional/local (Print & Digital)	Impressions (COMB) Canadian Outdoor Measurement Bureau: data represents total gross number of eyes that driven past our message
GTA – Out of Home (Airport entrance and 401)	10,064,000 - COMB
Entranceway Billboards	3,372,000 - COMB
Newspapers & Industry Verticals (Star & Globe)	1,200,000 - # of times big box as was displayed
Digital Social & Investbrampton.ca	2,000,000 (see below detail)
Trade Mission – MEDTECH Canadian Pavilion	2,500 – conference attendance
Bridge banners/facilities/Bramalea City Centre	3,000,000 - COMB
TOTAL Impressions	19.6 Million

Social Media - Implemented integrated multi-platform digital advertising campaigns around business/trade missions/conferences, with the primary focus of generating leads, intended to convert into pre-booked meetings prior to the missions.

Social media efforts on Economic Development platforms resulted in a total of **271,679** Global Impressions across LinkedIn, Facebook, Twitter and Instagram. This includes both organic and paid efforts. We ran targeted advertising campaigns for each FDI Mission. It resulted in **2,984 Engagements (Clicks, Reactions, Shares, Retweets)**.

Messaging about FDI was also shared on City of Brampton corporate channels. For 26 non-paid posts across platforms, (Twitter, Facebook, LinkedIn) there were 9,525 total engagements (Clicks, Reactions, Shares, Retweets).

Media Buys - Advertising

Airport Entrance – Inbound Terminal 1 & 3



Boston MedTech Conf- Canadian Pavilion



Highway 401 – Exterior Airport



Brampton Entranceways

Bramalea City Centre Mall Wrap



Queen Street



Print Collateral

Video Playbooks



Sector Profiles

HEALTH & LIFE SCIENCES

BRAMPTON MEANS BUSINESS NOW

"We are very excited to occupy this leading-edge campus in Brampton. It's an investment for our Canadian employees, our customers and the infrastructure required for our rapid growth in Canada. We are very happy to have found such a great location."
Neil Fraser, President, Medtronic of Canada Ltd.

Centrally located in the middle of The Toronto/Waterloo Innovation Super Corridor giving access to 6 million people, over 20,000 technology companies and over 100,000 and 30% of Canada's university students

Brampton's Health and Life Sciences sector employs over 13,000 people directly and indirectly in 2,500 companies

- 100 biotechnology firms within a 200 kilometre drive
- Access to 4,500 labour Pool across the Greater Toronto Area
- Young, diverse workforce with 22% English-speaking 15%
- 2nd fastest growing city in Canada with 30,000 new residents per year
- Lowest average age in Canada
- 8th largest city in Canada with a population of 650,000

HEALTH & LIFE SCIENCES
Martin Bahl | Sector Manager, Health and Life Sciences | 905.874.3036 | martin.bahl@investbrampton.ca
BRAMPTON, part of the Greater Toronto Area

INNOVATION & TECHNOLOGY

BRAMPTON MEANS BUSINESS NOW

"As a fast-moving technology company with clients all over Canada, we're happy to call Brampton our home. Located in the centre of Ontario's Innovation Corridor, Brampton offers convenient access for our clients, our talent, and partners. We love the vibrant and diverse community of skilled and experienced people. We take real pride being part of the local and regional tech ecosystem."
Jeremy MacQueen, IT Weapons, Director, Marketing & Communications

Brampton is a the Rogers City and Collaborate and certified scale-up city

Canada has the lowest cost of doing business in the G7

Brampton is part of the Toronto Region, North America's 2nd largest tech sector

- Highly skilled talent. Access to 4.5 million labour pool across the Greater Toronto Area
- Brampton is centrally located in the middle of the Toronto-Waterloo Innovation Corridor
- Young, diverse workforce with 22% English speaking 15% languages
- Recession-resistant job growth exceeding 150% consecutive within a day's drive
- 2nd fastest growing city in Canada with 30,000 new residents per year
- Lowest average age in Canada
- 8th largest city in Canada with a population of 650,000
- Largest supply of recent immigrants in Toronto

INNOVATION & TECHNOLOGY
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BRAMPTON, part of the Greater Toronto Area

BRAMPTON MEANS BUSINESS NOW

INVESTBRAMPTON.CA

Social Media Graphics



BRAMPTON MEANS BUSINESS NOW

Centrally located

in the middle of the Toronto/Waterloo Innovation Super Corridor

 INVESTBRAMPTON.ca

The graphic features a map of the Toronto/Waterloo Innovation Super Corridor, with Brampton highlighted in the center. The map is composed of a grid of dots, and the text is overlaid on the right side.



BRAMPTON MEANS BUSINESS NOW

Access to a regional market of 6 million people

 INVESTBRAMPTON.ca

The graphic shows a large crowd of people walking in a modern, brightly lit indoor space. The text is overlaid on the right side.



BRAMPTON MEANS BUSINESS NOW

Proximity to leading **Global accelerators** like Ryerson University's DMZ

 INVESTBRAMPTON.ca

The graphic features a hand holding a pen, writing on a bar chart. The text is overlaid on the right side.



BRAMPTON MEANS BUSINESS NOW

20,000

technology companies and startups in the region

 INVESTBRAMPTON.ca

The graphic shows a person working on a laptop, with a blurred background of a cityscape. The text is overlaid on the right side.

Social Media Graphics

**BRAMPTON MEANS
BUSINESS NOW**



Brampton is Located
in North America's
**3rd Largest
Biotechnology
Cluster**

**BRAMPTON MEANS
BUSINESS NOW**



**LET'S MEET AT
WEBSUMMIT 2019**

 **INVESTBRAMPTON.ca**

**web
summit**

BRAMPTON MEANS BUSINESS NOW

**BRAMPTON MEANS
BUSINESS NOW**

**BOSTON, USA
MEDTECH CONFERENCE**
SEPT. 22-25

**COLOGNE, GERMANY
ANUGA FOOD FAIR**
OCT. 5-9

**LISBON, PORTUGAL
WEB SUMMIT**
NOV. 4-7

 **INVESTBRAMPTON.ca**

 **INVESTBRAMPTON.ca**

APPENDIX B

City of Brampton - FDI Trip Report

Location: Boston, Massachusetts

Dates: September 22-25, 2019

Summary:

Impressions made from marketing and promotion – 2500

of prequalified investment focused corporate calls - 12

of Business Retention & Expansion (BRE) corporate calls - 1

of new opportunities identified – 11

Initiatives discussed: 1 (Medtech Conference in Toronto)

This mission was focused on the Health & Life Sciences sector. Brampton's participation was routed in the Medtech Conference. The City of Brampton:

- Carried out corporate calls with pre-qualified potential investors
- Established a marketing presence through a social media campaign and booth at the trade show
- Introduced Brampton's FDI value proposition.

Background

The MedTech conference is the leading forum for global medtech executives, with over 3000 attendees from 35 countries.

Trade Show

We were thrilled that Brampton's trade show booth, built by a local resident, received at least 2500 impressions with trade delegates walking the trade show floor to great reviews. Cloud 9 is the firm and we were so pleased to support Michael Goumas, a Brampton resident. He built the impressive Canadian Pavillon which we were a part of.

Corporate Calls

1. Discussed a partnership between an innovative tech firm from New York, and Ron Heselgrave, Director of Research at William Osler Health System. The project proposal is to develop precision medicine software for patient electronic records. The request from the investor was for staff to work with federal and provincial funding programs to support a pilot project in Brampton.

2. Discussion about the Medtech 2020 conference, to be hosted in Toronto, October 5 – 7, 2020. Brampton will be part of the planning committee for this event and we will host a day during the conference to promote the medical technology sector in the City and to discuss investment opportunities.

Attended Advamed Board of Directors dinner

Discussion focussed on building a Brampton Day into Medtech 2020 programming for next year's conference in Toronto.

University Tours

There are several opportunities for future collaboration in cybersecurity and health technology innovation between Brampton-Ryerson and these universities. We visited MIT's Computer Science and Artificial Intelligence (CSAIL) Centre, Harvard's Innovation Lab, and Boston College to discuss Cybersecurity. We have specific follow-up items coming out of each of these visits and the connections made will be a great benefit to us moving forward.

Business Retention & Expansion Calls (BRE)

Working with Medtronic in Boston, will help facilitate a meeting with their North American HQ in Minneapolis. Retaining a business like this in Brampton is critical. Exploring growth opportunities is fundamental.

City of Brampton - FDI Trip Report

Location: Cologne, Germany

Dates: October 5-9, 2019

Summary:

of prequalified investment focused corporate calls - 23

of Business Retention & Expansion (BRE) corporate calls - 3

of new opportunities identified - 2

Initiatives discussed: 3 (Marketing opportunities, International Hackathon, DLR visit to Brampton)

This mission was focused on the food and beverage processing sector, which is part of the advanced manufacturing sector. Our participation was routed in the ANUGA Food Fair (Anuga). The City of Brampton:

- Carried out corporate calls with pre-qualified potential investors.
- Established a marketing presence through a social media campaign.
- Introduced Brampton's FDI value proposition.
- Carried out a Business Retention and Expansion meetings

Background

Anuga takes place every second year and is the largest and most important global food and beverage trade show. Global companies attend this show and with over 7,000 exhibitors and over 165,000 global visitors.

There was a number of organizations and companies from Canada at Anuga. For example, The World Trade Centre - Toronto (WTC-T) coordinated a trade mission for this event. There was approximately 12 food companies from southern Ontario for the B2B trade meetings.

Brampton's Value Proposition

Brampton has a strong industrial base, which includes a number of global and nationally-recognized food and beverage companies. This manufacturing subsector in Brampton has approximately 300 companies and 8,000 employees generating more than \$2 billion in revenue. It is a one-stop-shop for investors in the industry with food testing, processing and packaging facilities as well as transportation, packaging design, equipment and refrigeration storage all located within the City.

The German Market

Germany is the top industrial and largest economy in the EU. There is a traditional manufacturing base that has innovated to be a leader in the Industry 4.0 revolution.

The total food and beverage retail and food service market in Germany is estimated to be \$320 billion. Germany is the 3rd largest importer and exporter of food worldwide value at trade of €77 billion and €68 billion respectively.

In late 2017, Canada has secured preferential access to the EU through the Comprehensive Economic and Trade Agreement (CETA):

- In the first year of provisional application, two-way merchandise trade between Canada and Germany totaled \$23.6 billion, a 7.8% increase over the equivalent pre-CETA period.
- Canada merchandise exports totaled \$4.7 billion since CETA entered into force, a 10.1% increase over the equivalent pre-CETA period.
- Canada imported \$18.9 billion in merchandise from Germany since CETA entered into force, a 7.3% increase over the equivalent pre-CETA period

Corporate calls at Anuga (x4)

1. Follow up: Accelerator program opportunities, details on Brampton Chicken processing as potential business development.
2. Follow up: send site selection information and set up meeting in Brampton. Introduced client to contact of Mayor who runs a Smoothie business and is looking for frozen fruit products.
3. Follow up: Brampton's motion banning single use plastics. Invite to visit. Business development opportunities – distributor options
4. Follow up: to introduce Executive for Canada – currently based in Montreal yet moving to US.

Attended reception with World Trade Centre Toronto and delegation

Business Visit: Railslove GmgH

Met with founder. Company specializes in organizing corporate innovation events, hackathons and other digital formats.

The goal of the firm is to promote entrepreneurship, enable innovation, create digital products and connect new technologies.

Follow up: Opportunity to advertise in Jan's online publication and to explore speaking opportunities for him in Brampton.

Tour of DLR, German Aerospace Centre

The German Aerospace Centre (DLR) combines research & technology, space administration and project management agencies.

- Provided an overview of DLR and linkages with Canada
- Provided a tour of the Institute of Aerospace Medicine
- Provided an overview of the Solar Chemical Engineering projects at the Institute of Solar Research
- Provided a history and current status of MUSC, Ground Control for some of the space projects for the International Space Station.
- Follow up: to visit MDA and Brampton during next visit to Canada.

Dinner with Canadian Consul General – Dusseldorf

Business Retention & Expansion Calls with Existing Brampton Companies

- BRE call #1 - follow up: parking issues with city permits, plant visit with Mayor and Councillors
- BRE call #2 - follow up: plant visit scheduled (Jan 27) for Mayor and Councillors.
- BRE call #3 -follow up: invite to Red Tape Roundtable, connect with Ontario OMAFRA and Open for Business to better understand the issues. Plant visit scheduled for Mayor and Councillors (Jan 24).

City of Brampton - FDI Trip Report

Location: Lisbon, Portugal.

Dates: Nov 3-7, 2019

Summary:

Impressions made from marketing and promotion - 2500

of prequalified investment focused corporate calls – 12

of new opportunities identified - 10

Initiatives discussed: 4 (Fab Labs, BGI Global, Hub Criativo)

Web Summit has been called “the best technology conference on the planet” by Forbes Magazine. From November 4th to 7th, over 70,000 attendees from 170 countries gathered in Lisbon, Portugal to get a peek at the newest technologies and how they will impact us all.

This massive audience included over 11,000 CEOs, policymakers, entrepreneurs, and, of course, investors. Over the course of 4 days, there were 750 high-profile speakers including the likes of Verizon’s CEO, the President of Croatia, and Ronaldinho.

Web Summit’s sister event, Collision, is currently scheduled to take place in Toronto every summer until 2022.

ITAC World Wide Network of Women (WOW) Networking Event

The Information Technology Association (ITAC) of Canada is the nation’s foremost technology business association. ITAC champions the development of a robust and sustainable digital economy in Canada and serves as a vital connection between business and government.

In February of 2019, the City of Brampton’s Economic Development Office in partnership with the IT department hosted the ITAC Smart Cities Summit at the Rose Theater. The event attracted over 200 IT professionals and executives from across Canada and as far as the Netherlands.

Through this relationship with ITAC the City was invited to participate in the WOW (Worldwide Network of Women) Reception that ITAC hosted in Lisbon. The reception hosted a delegation of women in business and tech from the Toronto Region as well as around the world. Our Director, Clare Barnett, was a panelist at the WOW Reception and discussed Brampton’s value proposition as well as the unique value we offer for women in business. We will continue to build on our relationship with ITAC and look for collaboration opportunities for Collision 2020.

Venture Lunch Event and Speaking Opportunity

Venture is a full-day event from Web Summit that brought together over 700 of the world's most influential investors. Mayor Patrick Brown was invited to speak to an audience of limited partners, family offices, and sovereign wealth funds about Brampton at a lunch during Venture. The Mayor communicated unique technology investment opportunities in our city for investors.

Brampton's presence was well-recognized at the event with our "Brampton Means Business Now" marketing banners, tent cards, and promotional material displayed throughout the venue. We received a contact list from this event and are reaching out to the investors for follow-up and invitations to Brampton.

Meeting with Canadian-Portuguese Embassy

Our team met with the Canadian ambassador to Portugal, to discuss partnership and collaboration opportunities. The Ambassador frequently meets with Portuguese companies that are looking to expand their business to Canada. Mayor Brown and the Ambassador discussed leveraging federal programs such as the Start-up Visa program and the Global Talent Stream program to direct companies into Brampton.

Follow-up will include regular meetings with the Embassy and staff to identify and leverage other potential federal and/or provincial programs that would support business expansion into Canada.

Meeting with Hub Criativo

Hub Criativo do Beato is a project founded by the Lisbon Municipality and managed by Startup Lisboa. This hub was formerly a military food factory with an area of 35,000 m² distributed around 18 Buildings. These facilities have been largely vacant for the past 15 years. This area is currently being rehabilitated to house national and international entities. Mainly those in entrepreneurship, technology, innovation, and creative industries.

One of the primary reasons they chose this site was to boost development in this region as it was underserved compared to other areas of Lisbon. Once this site is complete it is expected to employ over 3000 people and focus on 4 key areas; entrepreneurship, scale-up and global companies, investigation, and knowledge and creative industries. There will also be a co-living component where entrepreneurs and tech workers can access living space as well as office space.

One of the key take-aways from this visit was to investigate incorporating a co-living component into our innovation and entrepreneurship spaces throughout the city.

KPMG Annual Tech Dinner

Mayor Brown, Councillors and staff were invited to attend the KPMG annual tech dinner. As KPMG has an ongoing relationship with the City of Brampton's IT department we were able to connect with the appropriate KPMG team members and gain access to this exclusive, executive dinner. At the dinner Mayor Brown met co-founder of the Web Summit Conference and ranked 18th as one of Europe's most influential people in technology by Wired UK magazine in 2015. They discussed opportunities for Brampton to play a larger role in the 2020 Collision Tech Conference in Toronto.

This project will involve staff investigating a Brampton focussed marketing and branding campaign at Collision with the intent of attracting international tech business to Brampton.

Corporate Calls

Mayor Brown, Councillor Vicente and Councillor Medeiros were present at all corporate calls, delivering the City of Brampton's value proposition to prospecting clients and highlighting Brampton as an ideal investment landscape for innovation and technology companies. We participated in 12 face-to-face meetings with companies that have real interest in investing in Canada.

1. One of the largest start-ups in Portugal. It is a fast-growing student accommodation platform, helping millions of students around the world to find and book their accommodation when going abroad. It is often described as the "AirBnB for student rentals".

This business was of particular interest to Mayor Brown, and Councillors Vicente and Medeiros as it could alleviate some of the pressure around student housing in Brampton. Brampton has a growing need for well-maintained, safe and legal student apartments especially given the growing post secondary footprints in Brampton with Algoma, Sheridan and Ryerson. Mayor Brown expressed the high demand for such services in Brampton and across the GTA. They were intrigued by this market opportunity as Canada was not in their expansion plan.

Follow up: staff is following up with more data on student housing and will provide this to Cyril.

2. Discussed possible synergies between Sheridan College and access to technology. Sheridan College is currently pursuing a TAC (Technology Access Centre) application with the federal government which would provide funding to enable businesses, entrepreneurs and creators to access the equipment at Sheridan.

Follow up:

- Provide student housing data. Promote Brampton as a potential market opportunity and landing spot for North America.
- Staff to follow the development of the 2020 Collision Conference and participate in discussions. Deliverable is to ensure a Brampton is part of the agenda and aggressive marketing for Brampton. Explore collaboration with ITAC
- Staff will follow-up with all requests for information and contacts with all the clients met.
- Connect with Sheridan College. Explore how to facilitate this activity in Brampton
- Connect with all partners from Venture Lunch
- Continue discussion and collaboration with Canada-Portugal Embassy