

Perspective™

Brampton | 2020



+ Building Brampton's
Innovation District



+ Brampton Businesses Rise
to the Challenge



+ Sheridan Continuing and Professional
Studies Opens in Brampton

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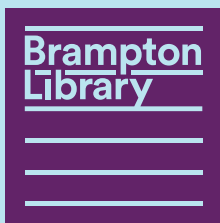
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Patrick Brown
Mayor of Brampton

Over the past couple of years, Brampton has been in the midst of a deliberate, significant and thoughtful transformation to support local economic growth and to become an optimal investment location.

As Canada's youngest and second fastest growing city and Canada's only big city to deliver a tax freeze two years in a row, we have so much to offer potential investors. Our 2020 budget included our largest-ever annual contribution of \$110 million to the City reserves, strengthening our financial position.

Brampton's diverse workforce represents over 230 different cultures speaking 115 languages. Brampton has the lowest average age in Canada (36 years) and we have access to a highly skilled talent pool of 4.3 million across the GTA. Our central location within Canada's Innovation Corridor and our connectivity provide companies with quick and easy access to international markets. Brampton is right next door to Toronto Pearson Airport, connected to all of the major highways in the province, and has the largest CN Intermodal in the country to ship goods all over the world. We are ready to welcome investors, entrepreneurs, students, businesses.

We have made significant strides in the past year to move our city forward. From launching our Foreign Direct Investment

BRAMPTON MEANS BUSINESS NOW

(FDI) strategy in 2019 to bring global investment to Brampton, to making several important additions to our growing and evolving Innovation District in downtown Brampton including the opening of Canada's first Cyber Security Accelerator, we have been transforming to make great things happen and move our City into a vibrant future.

2020 has been a challenging year for everyone, and Brampton is no exception. Of course, our efforts since March have been largely focused on keeping our community safe and healthy and helping our residents and businesses deal with the impacts of COVID-19. Despite the impacts of COVID, our key sectors have remained strong. In fact, our logistics and food and beverage manufacturing sectors have contributed to keeping our country fed and supplied with the necessities throughout the pandemic.

Brampton boasts a growing cluster of life sciences and healthcare companies, with over 800 health sector businesses and agencies including Medtronic, Taro Pharmaceuticals and Dynacare, employing over 12,000 people. This sector is critical in developing new technologies in the health care industries that can help global recovery and future resilience.

Brampton also has a thriving food and beverage sector supported by industry-leading technology, top-quality products, and a rich agricultural tradition. Brampton's food and beverage sector is a one-stop shop complete with food testing, processing and packaging facilities as well as transportation, packaging design, equipment and refrigeration storage, all within the City. Brampton is home to top

employers like Loblaw's (HQ), Maple Lodge Farms, Italtasta and Coca-Cola Bottling.

Brampton's continuous and high level of construction investment has created jobs. The number of new businesses in Brampton increased by 5 per cent in 2019 for a total of 74,000 businesses in our City.

At the onset of COVID-19, Brampton introduced innovative new processes and tools to allow development projects to advance during the COVID-19 pandemic, while protecting the health and safety of residents and employees. Despite the pandemic, the City issued 34 per cent more permits in March and April of this year than during the same period in 2019.

Of course, business retention and expansion continues to be an important focus for Brampton. We greatly value our existing businesses like MDA, manufacturer of the Canadarm, FCA Canada and Canon Canada.

Brampton has a lot happening, and that's just how we like it! I have no doubt that we are putting the right conditions in place to make Brampton a sought after investment location. As we evolve and transform, all of the pieces are coming together to continue to position Brampton for a strong economic recovery and a bright, successful, dynamic future. We are ready and eager to welcome you to Brampton – to invest, learn and prosper in our City. Come and see for yourself – you will be impressed.

**Brampton means business, now.
The time to invest is now.**

ABOUT THE COVER



Brampton's Innovation District sparks new opportunities for businesses to create new partnerships, find new resources and establish themselves in one of the world's most dynamic cities.

Perspective™

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INNOVATION CONNECTS HERE

riccentre.ca



STEP UP AND SUPPORT LOCAL BUSINESS

#SupportLocalBrampton



October is Small Business Month in Brampton

An entire month dedicated to honouring small businesses and the entrepreneurs that drive them. This October, the City of Brampton encourages local business owners to take the time to develop new ideas to grow their business.

With the support of our partners, we will be hosting a range of informative on-line events and activities throughout the entire month of October.

Visit www.brampton.ca/bec to register.



Support Local Brampton

COVID-19 has had an unprecedented impact on small and local businesses, and now more than ever, they need our help. Residents need to come together to show their support for the businesses that make up our community by shopping and dining local during the month of October.

People can also show their support for Brampton businesses on social media by promoting their favourite businesses with the "Support Local" image and hashtag #SupportLocalBrampton, and engaging with local businesses through their social media accounts.

To learn more, visit www.brampton.ca/supportlocal



Brampton Entrepreneur Centre

email: bec@brampton.ca

brampton.ca/bec

**Brampton
Entrepreneur Centre**
+ Co-working Space

Brampton Businesses – Rising to the Challenge of COVID-19

As Brampton dealt with the impacts of COVID-19, many stepped up to address the challenges posed by the pandemic. Brampton companies across all sectors banded together in order to manufacture solutions and help those in need.

Polar Pak shifted its production capacity to manufacture 2 million protective face shields for Health Canada at its plant in Brampton. Students and faculty pivoted to produce 3-D printed face shields at Sheridan College's Centre for Advanced Manufacturing and Design Technologies. O-Two Medical Technologies rose to the challenge of supplying much-needed ventilators to support at-risk patient needs. In a partnership with the Province of Ontario, O-Two pledged to manufacture 10,000 ventilators. Empack Spraytech, an aerosol

producer, produced hand sanitizer to help fill the shortage.

Brampton based Coca-Cola Bottling Company recently collaborated with Food Banks Canada to make face shields for local food bank volunteers. Using a donation from their partner Amcor Flexibles along with the ingenuity of Sheridan College's Centre for Advanced Manufacturing and Design Technologies (CAMDT), they were able to manufacture 500 protective face shields for the cause.

"In the face of unprecedented challenges that have forced ingenuity and innovation to develop, Brampton businesses have surpassed expectations and truly risen to the occasion," said Mayor Patrick Brown. "We thank you."

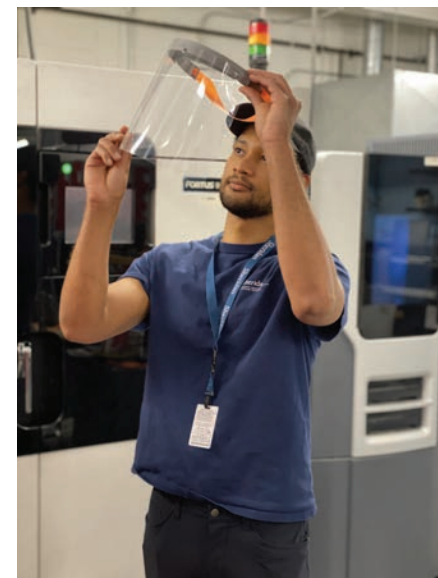
Other Brampton businesses who pivoted to help in various ways to respond to the COVID-19 crisis include:

- ABC Technologies – helping produce parts for ventilators
- Almag Aluminum – produced parts for ventilators and medical equipment
- Royal Containers – collaborating with a company in Barrie to produce partitions for cashiers

With the pandemic taking its toll on healthcare institutions and charitable organizations, community leaders also took it upon themselves to exemplify the spirit of giving. Brampton-based Rogers Communication Inc. led by example through Martha Rogers, Chair of the Rogers Foundation who generously committed to matching donations to the William Osler Health System Foundation's Health Care Heroes Campaign up to \$500,000.

Brampton businessman Sajjad Ebrahim, former owner of Par-Pak Ltd, also committed to match donations to the same campaign for up to \$100,000. BVD Petroleum president, Bikram Dhillon, also presented a cheque to the Osler Foundation. Narinderpal Lalia and Rajwinder Johal of Access Personnel contributed \$20,000 to the Health Care Heroes Campaign. In another show of solidarity, the CEO of Brampton-based Canon Canada, Mr. Nobuhiko Kitajima, sent a personal message of support to the Osler Foundation for their contribution.

Great generosity was also shown in assisting the agencies and groups who



Sheridan College - Centre for Advanced Manufacturing and Design Technologies - printing 3D face shields

supported the City's most vulnerable with donations to the food banks. Italpasta, a locally owned and operated manufacturer, generously donated to food banks to support the high demand during COVID-19 along with Golden Boy Foods. Coca-Cola Bottling Company delivered their products to food banks and provided monetary donations to local agencies in need.

Brampton-based Loblaw head office committed to providing \$5 million in gift cards to food banks and community charities, including Second Harvest and Community Food Centres Canada. Unilever Canada in Brampton donated \$3 million in "food, soap, personal hygiene, and home cleaning products" to Canadian charities. The Knights Table, a Brampton neighbourhood charity, received a \$20,000 contribution from Alectra Utilities. And businesses like Kelsey's pitched in by delivering meals to healthcare workers.

Thanks to all of "Brampton's Business Heroes" for their generosity and community spirit.



Delivering meals to frontline workers donated by Kelsey's



BE A HERO. HELP A HERO.

Caring for you, when it counts.



William Osler
Health System

F O U N D A T I O N

www.oslerfoundation.org

DONATE TODAY

We're all in this Together

How hospitals in the province's hardest hit communities responded to COVID-19

Most of us don't expect to be admitted to hospital—until we are.

On March 16th, Brampton resident Jason Rampaul, 41, started feeling sick. He didn't think much of it, until an ongoing high temperature prompted him to visit the COVID-19 Assessment centre at Peel Memorial Centre for Integrated Health and Wellness, one of William Osler Health System's (Osler) three hospital sites.

The previously healthy father of two developed breathing difficulties and was admitted to Brampton Civic Hospital with a diagnosis of COVID-19. "I was definitely scared," Jason says. "I have two kids and the first thing on your mind is family and the kids and a lot of, 'What if this goes sideways?'"

"When we started to see patients returning from abroad in January, we realized we needed to plan ahead and start to prepare ourselves—not wait until we were seeing it at our front door. It was a huge team effort to mobilize," says Dr. Michael Garay, Site Chief of Emergency Medicine at Brampton Civic.

To mobilize for the emerging pandemic, Osler opened one of the province's first COVID-19 Assessment Centres in Brampton in mid-March; in early April, with local cases on the rise, Osler opened a drive-thru centre in Etobicoke to help minimize virus spread through early detection. The centres would also help reduce volumes in Osler's Emergency Departments so staff and physicians could serve vulnerable patients with issues unrelated to COVID-19.

The communities served by Osler were hit particularly hard by COVID-19 and many months later, physicians, staff and volunteers are still working tirelessly to keep their communities safe and healthy as hospitals resume non-urgent service.



"I have seen people come together in a way that in 15 years at Osler I've never seen before," says Dr. Sergio Borgia, Corporate Chief of Infectious Diseases.

Patients battling COVID-19 do so without their families by their sides. "Being in hospital overnight for the first time, I didn't know what to expect," says Jason. "It was just chaotic for me mentally." Now fully recovered, Jason is profoundly grateful for his Osler team. "You had these nurses that cared. If there's anything to highlight, I think, it's these people that are doing everything they can to care for their patients. The nurses found a way to let me know it's going to be okay."

All equipment in a hospital must be funded by the community, and in the midst of a health crisis like COVID-19, donations become more important than ever. To help meet the ongoing health care needs of the community, William Osler Health System Foundation (Osler

Foundation) set out to raise \$5 million to help purchase essential equipment.

Thanks to donations large and small from individuals, community groups and corporations—including several generous matching gifts—critical life-saving equipment made an immediate impact. With 38 new state-of-the-art ventilators, Osler is now one of the first community hospitals in Ontario able to provide high-tech ventilators to every patient requiring oxygenation in their Critical Care Units. The purchase of 53 electric beds, 40 vital signs monitors and 4 vein finders helps staff continue to deliver exemplary patient care. And, thanks to donor support, new lab equipment enables Osler to process some of their ongoing COVID-19 tests in-house—important technology for the busiest testing site in Ontario.

The pandemic will be with us for a while, and the urgent equipment needs

across Osler hospitals are ongoing, making donor support more important than ever to ensure critical health care is available close to home.

"What donors need to understand is their gifts, their generosity, means so much for our ability to fight this, more than they'll perhaps ever know," says Dr. Borgia. In addition to high-profile equipment like ventilators, many other things are required, like iPads for virtual visitation.

"Donors are an extension of the response team. If I could grow five more arms and each of those arms be a donor, think of how much farther my reach would be."

Every single piece of equipment our medical experts use every day is 100% funded by our community. You can support Osler's Health Care Heroes in their fight against COVID-19 with a donation at oslerfoundation.org.

Expansion plans in the works for Peel Memorial

As one of Ontario's fastest-growing communities, Brampton's health care needs continue to evolve. To expand and modernize the city's health care services and infrastructure, William Osler Health System (Osler) is working to advance exciting redevelopment plans for its Peel Memorial Centre for Integrated Health and Wellness (Peel Memorial) location.

"We're further investing in the future of health care in Brampton by building on Peel Memorial's innovative focus on health and wellness," says Ann Ford, Executive Vice President, Strategy and Corporate Services, William Osler Health System. "The Phase II expansion will add much-needed services for people who are recovering from a range of health conditions that required a previous hospital stay and need additional supports to rehabilitate before they can safely return home."

These new services will free up much-needed capacity at Brampton Civic Hospital, contributing to the provincial government's mandate to end hallway medicine. They will benefit Brampton's growing population, including frail seniors, those with complex conditions – including dementia and delirium – and those living with mental health and addiction issues. Supports onsite will include physiotherapy, occupational therapy, speech language pathology, and social assistance, as well as supports for caregivers and family members. Additionally, Osler will work with a range of community partners to ensure patients are supported throughout their health care journey.

Plans are also in place to expand urgent and emergency care services, and bring together mental health and addictions programs at Peel Memorial, providing patients with comprehensive care and support in one location.

"Osler is committed to creating healthier communities, not only



through innovative models of care, but also through a shared vision with the City of Brampton for a healthy green city ecosystem," says Ford, adding that the expansion will incorporate geothermal and solar energy systems while also fitting nicely into the broader city landscape by contributing to a more walkable community.

"Ultimately, Peel Phase II will help drive economic growth in Brampton, adding hundreds of new jobs while further supporting the community's health care needs."

Osler continues to work with the Ontario government on its plans for the construction and completion of this critical expansion in the coming years.

New COVID-19, Cold and Flu Clinic increases access to testing and care

As Ontario heads into the cold and flu season and a possible second wave of COVID-19, Brampton residents experiencing moderate flu-like symptoms can now receive medical assessment and testing in one of the province's first COVID-19, Cold and Flu Clinics.

Located at Peel Memorial site for Integrated Health and Wellness, the clinic is another important part of Osler's comprehensive COVID-19 response.

"Since the onset of this pandemic, Osler has continuously stepped-up its

efforts to combat COVID-19. Our COVID-19, Cold and Flu clinic will further support the health and safety of the community by increasing our capacity to provide care and testing," says Kiki Ferrari, Chief Operations Officer, William Osler Health System. "The clinic provides residents with timely access to care as an alternative to the Emergency Department, while those experiencing no or mild flu-like symptoms can still receive a COVID-19 test at one of Osler's Testing Centres."

The Clinic is open 10:00 a.m. – 8:00 p.m., seven days a week and no referrals or appointments are needed.

For more information, visit www.williamoslerhs.ca/coronavirus.

Ontario Health Team on track to better integrated and coordinated care

Exciting advancements in connected health care delivery and patient experience are on the horizon for Brampton, Etobicoke, Bramalea, Malton, and West Woodbridge residents thanks to the visionary team of health system partners making up the Brampton Etobicoke Ontario Health Team (BE OHT).

As one of the first OHTs to be announced by the Ontario government in December 2019, the BE OHT is also among the largest, serving a population of 870,000 residents. In addition to Osler, its members include 125 primary care physicians, specialist physicians, community health, support and homecare providers, as well as 42 organizations.

“We know the health care system is complex and people are not only seeking a better way to navigate services in their community, but also a better approach to integrated and coordinated care across providers,” says Kiki Ferrari, Chief Operating Officer, William Osler Health System. “This is an exciting time as local community and health partners work toward transforming health care to ensure patients have access to more integrated, connected care across this region.”

Among the team’s early projects is Seamless Care Optimizing the Patient Experience (SCOPE) – a model originally developed by the University Health Network – which will enable primary care physicians to quickly access a range of specialist physicians and other health care professionals who are knowledgeable about all of the health, community, home care and social services available in the region through one central phone number. Streamlined access to local health resources will enable more integrated and coordinated care, and improve patient experiences through a better connected local system.

“We’re truly excited about how this interconnected approach to care and services will benefit the overall health and well-being of residents,” says Raymond Applebaum, CEO, Peel Senior Link. “We recognize the value of integration as a way of simplifying the health care journey for those in the community, and as partners are committed to ensuring residents are able to access the services that meet their diverse care needs.”

Gordon Newman, Brampton community member and Patient and Family Advisor for the BE OHT agrees that the OHT will have a positive impact on local health care. “Implementing an integrated model of care is a significant step toward connecting patients with the range of services they need – medical, financial, employment, education, housing or otherwise – to ensure their health and wellness needs are met,” says Newman. “This model will significantly impact health care outcomes for those living in our region,” he adds.

With the onset of the COVID-19 pandemic, members have been working together to support PPE procurement, testing and assessment in the community, and plan for potential future waves of COVID-19, as well as the coming cold and flu season.

Rapid Cancer Gene Testing Optimizes Cancer Care

William Osler Health System’s (Osler) state-of-the-art Cancer Program is once again bringing world-class care closer to home for local cancer patients. With the recent addition of revolutionary new technology called ‘next generation sequencing’, Osler is able to use a patient’s biological markers (genetics)



to identify their best treatment options.

Already recognized nationally as leaders for its use of precision oncology, Osler is poised to become the first and only hospital in Canada to offer rapid genomic profiling with results in under one week, so patients can begin potentially life-saving treatment much faster. The technology also unlocks the possibility of obtaining results from a blood sample, or “liquid biopsy”.

“Immunotherapy and targeted therapies represent the modern

standard of care and hold tremendous promise for patients with melanoma, lung, colon, and other cancers,” says Dr. Brandon Sheffield, Osler pathologist and national expert in biomarker testing. “This new technology means that oncologists can individualize each patient’s treatment based on their genetic testing and select the treatments that may be more effective and have fewer side effects. The approach enables people living with cancer to have a better quality of life.”



Sheridan College – Quick, Expert Response to COVID-19 Helps Ontario

When COVID-19 breached Canada's shores, Sheridan College students, staff, and faculty quickly marshaled resources and skills to support the communities of Brampton, Mississauga, and Oakville. The hashtag '#SheridanHelps' became a unifying call-to-action that delivered solutions to a range of unexpected, pandemic-driven issues.

Sheridan recently released a new Strategic Plan titled, *Sheridan 2024: Galvanizing Education for a Complex World* to guide the institution's course. The leadership team's recognition that transforming higher education is vital seems almost prescient in the face of recent challenges. Five-year goals to enhance academic programs to align with current needs, build relationships with industry, and create stronger community connections became even more meaningful in response to COVID.

Innovative Technology Supports Frontline Healthcare Providers

The need for Personal Protective Equipment (PPE) for frontline healthcare teams in hospitals and long-term care facilities dealing with COVID-19 patients far outpaces available supplies. Faculty, staff and students at the Centre for Advanced Manufacturing and Design Technologies (CAMDT) responded by using technology to create reusable PPE.

A team produced about 200 plastic face shields daily using 3D printers and laser and waterjet cutting machines. Healthcare staff and clinicians received access to standard, pre-assembled face shields or foldable shields that easily pack and ship. Thanks to the college's deep connections within its local communities, Sheridan-produced PPE headed directly to local hospitals and long-term care homes ensuring there were no intermediary profits from their distribution.



Ramzy Ganady, Research Technologist at Sheridan's Center for Advanced Manufacturing and Design Technologies, with one of the protective countertop shields made in partnership with Coca-Cola Canada.

Corporate Partnership Boosts Small Businesses

The disruptive ripples from COVID-19 extend beyond healthcare to small businesses in Ontario. New rules about social distancing and the desire to protect consumers and staff mean local companies must rethink the customer experience. Coca-Cola in Canada recognized that staying open would be more difficult for some small businesses without access to protective resources.

Coco-Cola donated \$75,000 to cover material costs for the Sheridan College CAMDT to produce more than 200 countertop shields for cashiers. High demand for plexiglass, the traditional material for guards, forced the CAMDT team to look for other, more readily available options. The college found an alternative form of plastic, comparable in strength and easier to obtain. The result? Technology, creativity, expertise, and a generous industry partner helped Sheridan contribute meaningful solutions in real-time to local business owners.

Sheridan Employees Contribute to Their Communities

Every individual can positively affect another's life, and Sheridan's staff put their skills, knowledge, and connections to work, helping others deal with the impact of COVID-19.

- Health Centre Manager, **Tammy Datars**, stepped up to work 12-hour weekend shifts in Trillium Health Partners' Mississauga Hospital Emergency Room. She also coordinated Sheridan's health service transition to an online format and supported the clinicians who delivered care through phone and video appointments. Tammy worked with colleagues in the Centre for Student Success and the International Centre calling Sheridan students for wellness check-ins.
- Demand for face masks for healthcare and essential workers and immune-compromised and quarantined consumers quickly

rose as COVID-19 spread. In response to the growing need, **John Wang**, Professor in Sheridan's Applied Science and Technology's School of Applied Computing, organized a sewing group that made thousands of cloth masks since April. The use of masks in shared spaces like grocery stores and public transit helps prevent COVID transmission.

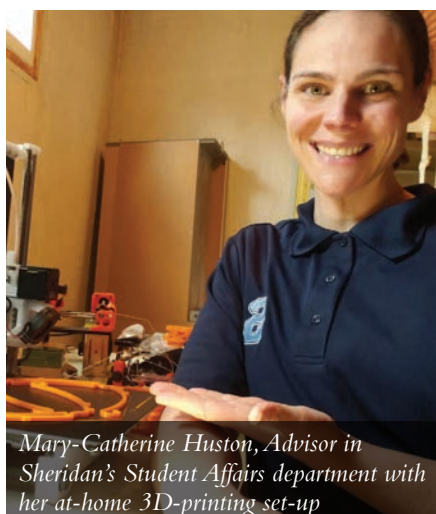
- **Mary-Catherine Huston**, an alumna from Sheridan's Social Service Worker program ('09) and current Student Advisor at Sheridan's Trafalgar Campus in Oakville, also answered the #SheridanHelps call. Her at-home project uses two 3D printers to produce face mask ear savers and bands for face shields. Mary and her partner have created more than 250 units for frontline workers.

Sheridan Faculty Research Collaboration Explores a Diagnostic Solution

Diagnosing COVID-19 through testing remains an essential pillar of the strategy to control the spread of the disease. Researchers and faculty from the Centre of Mobile Innovation (CMI), one of Sheridan's six Research and Incubation Centres, and the Faculty of Applied Science and Technology, partnered with Canada's Tech4Life research and design company on an innovative, low-cost solution.

The team reconfigured *NewPneu*, a mobile health assessment system for children with pneumonia that was developed by the CMI and Tech4Life. They're investigating how clinicians and caregivers can remotely monitor real-time vital signs of people with positive test results, giving healthcare professionals essential information to guide treatment plans. The new system could keep patients connected to healthcare providers who can quickly triage and hospitalize those who may need additional support.

Dr. Ed Sykes and Dr. Tarek El Salti received the Minister of Colleges and Universities' Award of Excellence for their dedication to the local community, students and the broader post-secondary education sector during the COVID-19 pandemic.



Mary-Catherine Huston, Advisor in Sheridan's Student Affairs department with her at-home 3D-printing set-up

Sheridan's Ongoing Commitment to its Communities

Since opening in 1967, Sheridan College has grown into one of Ontario's award-winning, leading post-secondary institutions. But serving as an anchor in its campus communities and developing innovative solutions to real-world problems is the institution's greatest reward.

Dr. Janet Morrison, Sheridan's President and Vice-Chancellor, sums up the impact of the #SheridanHelps initiative this way: "I continue to be inspired by the creativity, ingenuity, and compassion that personifies our Sheridan community. This pandemic is bigger than any of us; I am more certain than ever that harnessing our collective capacity and demonstrating compassion are the keys to navigating this uncharted territory successfully."

Sheridan serves its students and communities through its Research and Incubation Centres, talented faculty, and academic programs designed to align with current needs. When students have the skills, agility, and confidence to face an unpredictable, possibility-filled world, they'll meet and conquer challenges, making communities stronger and healthier.

Additional contributions to Ontario include:



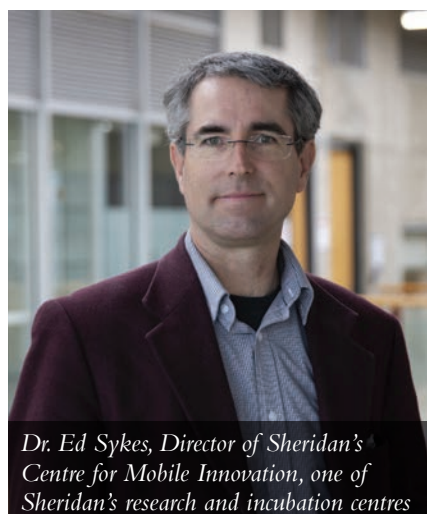
Sheridan's President and Vice-Chancellor Dr. Janet Morrison

- Participating in the District Energy Program to reduce greenhouse gas emissions. Sheridan has already reduced its carbon footprint beyond the 2020 goal of 50%.
- Supporting youth through partnership with Big Brothers & Big Sisters of Peel.
- Providing skilled, trained students to employers through its Community Employment Services (CES).
- Partnering with the Four Corners Branch Library to bolster membership and creatively connect with the community.
- Partnering on the Government of Canada's new Investment Readiness Program which will allocate \$800 million for social innovation and finance initiatives across the country in the next decade.
- Engaging with Dimensions: Equity, Diversity and Inclusion (EDI) Canada Program, a Tri-Agency initiative. Organizations in the program include the Canadian Institutes of Health Research [CIHR], Social Sciences and Humanities Research Council [SSHRC], and Natural Sciences and Research Council of Canada [NSERC].

For more information about Sheridan College or the #SheridanHelps initiative, visit sheridancollege.ca or sheridanhelps.sheridancollege.ca.



Dr. Tarek El-Salti, professor in Sheridan's Bachelor of Mobile Computing program



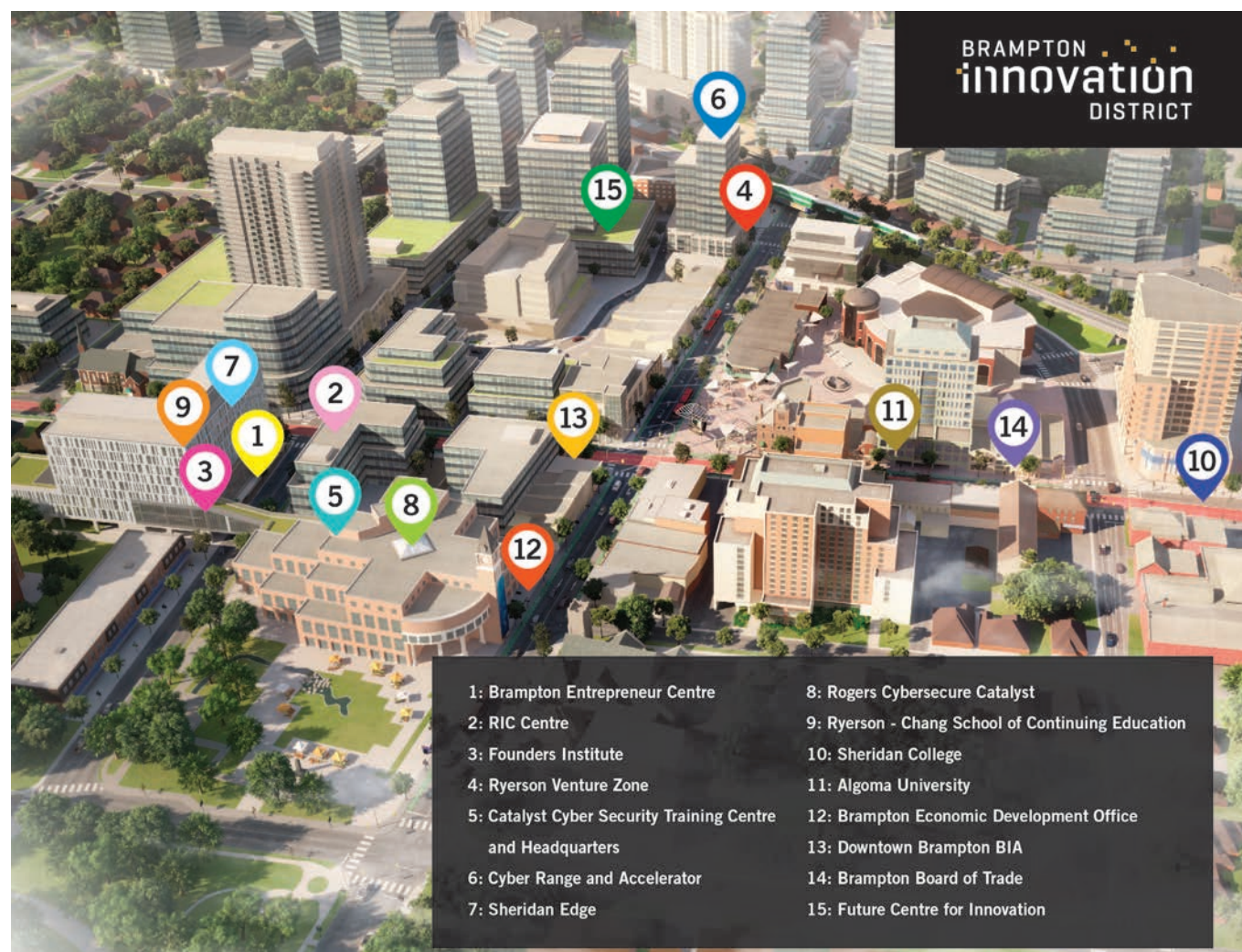
Dr. Ed Sykes, Director of Sheridan's Centre for Mobile Innovation, one of Sheridan's research and incubation centres

BUILDING BRAMPTON'S INNOVATION DISTRICT

Prioritizing Innovation, Technology and Entrepreneurship is a key cornerstone in Brampton's COVID-19 Economic Recovery Strategy. This cornerstone outlines how Brampton will drive growth in innovation and technology start-ups and corporates, while promoting digital transformation among existing businesses and putting the necessary resources in place to nurture entrepreneurship.

Sound like a tall order? The City of Brampton is up for the challenge. We are fast-tracking plans to build an innovation ecosystem that produces innovative talent with the goal of supporting start-ups from across the region. Many technology companies and start-ups have found ways to pivot and gain momentum through the economic downturn produced by COVID-19, and Brampton is well positioned to accelerate these companies from ideation all the way to success. We will do this by supporting companies across all sectors and sizes of business in their recovery strategies, and by investing in and nurturing the growth of the up-and-coming Brampton Innovation District. The District will develop into an ecosystem with resources for companies in all stages including start-up, scale-up, small and medium-sized enterprises, and large corporates.

Positioned to be a key player in the innovation space with its location in the middle of Canada's Innovation Corridor, downtown Brampton's Innovation District will fully adopt an innovation and technology transformation and capitalize on entrepreneurship.



Who Is Part of Brampton's Innovation District?

A number of entrepreneurial and innovation spaces are currently part of downtown Brampton's Innovation District. More will join as we continue to build a robust District which will support businesses and entrepreneurs at every stage of their journey by offering a range of solutions and support to the local entrepreneur community.

Brampton Entrepreneur Centre

SPACE FOR ENTREPRENEURSHIP SERVICES AND CO-WORKING

The Brampton Entrepreneur Centre (BEC) opened a spacious 4,500 sq. ft. storefront co-working space designed to



Brampton Entrepreneur Centre – 41 George St. S.



fuel creativity and productivity, completely free to Brampton entrepreneurs and innovators. Located at 41 George Street South, BEC hosts frequent seminars and sessions with business advisors. Since BEC has opened over 400 entrepreneurs have subscribed to use the services and

space. Although BEC's physical location on George St. is currently closed due to COVID-19, staff have continued to work with Brampton businesses remotely throughout the pandemic and provide ongoing support and a variety of webinars to support businesses.

Welcoming the Research Innovation Commercialization (RIC) CENTRE to Brampton.

The recent relocation of the RIC Centre to downtown Brampton is a critical addition to Brampton's Innovation District and the development of its ecosystem. The RIC Centre is a "scale-up" organization to help entrepreneurs take their businesses to the next level. The RIC Centre is located directly across from the Brampton Entrepreneur Centre at 6 George Street South.

"We are thrilled to be moving to Brampton. We have built an excellent relationship with Brampton in our work with them over the past few years, and we are excited about our many new opportunities as we get established in our new location. Downtown Brampton has a great energy – a heartbeat – and we are excited to become a part of the innovation ecosystem that is thriving there." **Pam Banks, Executive Director, RIC Centre.**

Ryerson Venture Zone

With the recent launch of the Ryerson Venture Zone in the Brampton Innovation District, Brampton is committed to building and supporting entrepreneurial teams by aiding in the development of high potential scalable businesses in Brampton. The Ryerson Venture Zone is modelled after and integrated with Ryerson University's world-recognized Zone network. It is designed to bring people together to brainstorm, kick-start projects, and help take start-ups from early-stage incubated companies to established thriving businesses.

Rogers Cyber Secure Catalyst

The newly launched Rogers Cyber Secure Catalyst led by Ryerson University will help local and international companies seize the opportunities and tackle the challenges of cybersecurity, collaborating with industry, governments and academic partners. This not-for-profit organization is owned and operated by Ryerson University and offers training and certification, support for cyber scale-ups, applied R & D and more. A major component of

the Rogers Cyber Secure Catalyst is the Cyber Security Accelerator which is developed in partnership with the world renowned Ryerson DMZ Accelerator. This Accelerator is Canada's first commercial Cyber Security accelerator for start-ups and scale-ups and provides companies with the required tools to grow. The accelerator also features a "Corporates-in-Residence" program where companies including Rogers, Royal Bank of Canada (RBC), and Amazon mentor companies at the Catalyst Cyber Accelerator. The scale-ups also have access to over \$500,000 worth of exclusive business services and perks provided by over 60 globally recognized businesses. The new accelerator, in conjunction with the other cornerstones of the Rogers Cyber Secure Catalyst including Canada's first Cyber Range, Cyber security training and research and development are all positioning Brampton to become Canada's next national hub for Cyber Security.

"BRAMPTON IS A VITAL CENTRE FOR INNOVATION, WITH A RICH AND DIVERSE POOL OF TALENT. THAT IS WHY WE CHOSE BRAMPTON'S INNOVATION DISTRICT AS THE HOME OF THE ROGERS CYBERSECURE CATALYST. WE ARE GRATEFUL FOR THE CITY'S SUPPORT AND PROUD TO CALL IT HOME. IT'S BEEN A PLEASURE TO WORK CLOSELY WITH BRAMPTON'S BUSINESS COMMUNITY, ACADEMIC INSTITUTIONS AND RESIDENTS TO MAKE THE CITY A KEY CANADIAN HUB FOR CYBERSECURITY INNOVATION AND COLLABORATION." **CHARLES FINLAY, EXECUTIVE DIRECTOR • ROGERS CYBERSECURE CATALYST • RYERSON UNIVERSITY'S NATIONAL CENTRE FOR CYBERSECURITY**

Founder Institute

Our newest addition to the Innovation District, the Founder Institute in Brampton is a world premier idea-stage accelerator that aims to empower early-stage entrepreneurs to launch global companies by providing expert mentorship, a global network of resources and a curated program through a partnership with Rogers Cybersecure Catalyst and the City of Brampton.

DEVELOPING OUR TALENT

Over the last two years, education and training opportunities within the downtown core have significantly increased. From Ryerson University – Chang School of Continuing Education and Rogers Cybersecure Catalyst to Sheridan College and Algoma University, the Innovation District is a destination for learning at all levels.

- Rogers Cybersecure Catalyst's Accelerated Cybersecurity Training Program
- The G. Raymond Chang School of Continuing Education, Ryerson University
- Sheridan Continuing and Professional Studies at Brampton Library's Four Corners Branch
- Algoma University – Downtown Brampton Campus

In Brampton, work is underway on a plan for a more modern and innovative approach to postsecondary education. Our aim is to create a locally tailored solution that offers leading undergraduate and graduate degrees in key areas that align with the in-demand skills of the future. We want to develop and retain our home-grown talent right here in Brampton.

The City of Brampton is eager to submit our proposal to the Province and continue working with our local Members of provincial Parliament and the provincial government to make Brampton U a reality.

Business Support Services through the Economic Development Office, Brampton Board of Trade and the Downtown BIA will provide essential services and connections to help build the talent ecosystem within the Innovation District.

BUILDING CAPACITY AND INFRASTRUCTURE FOR INNOVATION

Last year, Brampton approved moving forward on three major projects that will generate downtown revitalization and enhance new developments in the City's core. The future Centre for Innovation (CFI) is a transformational initiative that will support the growth of Brampton's innovation ecosystem. It will offer a new central library, office space and direct access to transit. The CFI will become an anchor for Brampton's Innovation District.

All of these initiatives will complement the City's efforts to create complete communities, unlock economic potential and reinforce Brampton's unique position within the Innovation Corridor (between Toronto and Waterloo Region). Creating a gateway building like the Centre for Innovation will be transformational for downtown Brampton and will anchor the Innovation District as a hub for the City's talent to thrive.

All the pieces are being put into place to propel Brampton's economy forward and to ensure Brampton's downtown Innovation District has a full suite of supports for entrepreneurs and businesses. The City of Brampton is eager to welcome local entrepreneurs and talent of all types and keep the momentum going. For more information, visit Bramptoninnovationdistrict.com or contact us at 905.874.2650 or email invest@brampton.ca



*Catalyst Cyber Security Training Centre and Headquarters
Led by The Rogers Cybersecure Catalyst and Ryerson University*

BRAMPTON
innovation
DISTRICT

Opportunity Doesn't Wait – Why Should You?

The RIC Centre is Peel's innovation hub and business incubator working to help startups at any stage. At the beginning of 2020, the RIC Centre relocated to Brampton's growing Innovation District where they were able to join other startup ecosystem partners.

The RIC Centre has impacted hundreds of startups in the past decade. One such startup is WellnessLiving, a fully functioning business management system for the health and wellness industry. During their time at the RIC Centre, they were able to secure a \$2.4 million investment from BDC Capital. It allowed them to grow their platform "from two founders in their home office, to a team of approximately 200, and a client base of roughly 5,000 in just four years."

"THE RIC CENTRE WAS ONE OF OUR FIRST STOPS WHEN WE OPENED... WE WERE LOOKING FOR MENTORSHIP AND THAT'S EXACTLY WHAT WE GOT. THERE'S NOTHING LIKE HAVING SOMEONE WHO'S BEEN THERE AND DONE IT AND NOT ONLY DONE IT, BUT DONE IT MULTIPLE TIMES."
– WELLNESSLIVING

From the RevUP program for early stage technology startups to their incubator for startups looking to grow their market presence, the RIC Centre serves local entrepreneurs throughout their journey. The RIC Centre also specializes in technology with an MVP to Market (M2M) program designed for innovative software or hardware MVPs looking to decrease time to market.

Pam Banks is the Executive Director of the RIC Centre who has been an advocate for innovation in the region in her role for over 13 years.

"We believe that being a part of this enviable Innovation District in Brampton makes us uniquely placed and fully equipped to accelerate growth of business in the Peel Region, and across Ontario. It's an opportunity and a responsibility that we are honoured to fulfill."

Having access to an innovation hub like the RIC Centre which focuses on research, innovation and commercialization is an asset. The centre's clients, its dedicated expert advisor pool, and its robust investor network all benefit through the proximity of being located with other valuable ecosystem providers, helping startups of all sizes develop from Idea to Scale.

For more information, please contact the RIC Centre team at riccentre.ca or call 289.373.3050.

STARTUP PROGRAMS

RevUP program – for an early stage technology startup or entrepreneur

MVP to Market (M2M) program – for an innovative software or hardware MVP looking to accelerate time to market

RIC Incubator – for high potential tech startups looking to grow their market presence



THIS IS BRAMPTON: LIVE ONLINE

BRINGING BRAMPTON TO THE WORLD

PRESENTING VIRTUAL CONCERTS BY EXCEPTIONAL ARTISTS

"Thanks to #TheRoseAtHome for continuing to support local artists."

DARRYN DE SOUZA

"Many of the sponsored livestream festivals reflect a primarily monochromatic artist roster. Seeing and hearing such a broad spectrum of artists and genres from Brampton was extremely positive and important. Thank you for this especially."

MAYA KILLTRON

"In a time of disconnection, it was great to have a theatre and a city supporting me as an artist. And I think it's especially important for every arm of the theatre industry to work together."

REBECCA PERRY

**CHECK OUT THE LIVESTREAM ARCHIVE AT
[FACEBOOK.COM/THEROSEBRAMPTON](https://facebook.com/therosebrampton).**

PHOTO: EXCO LEVI

[THEROSEBRAMPTON.CA](https://therosebrampton.ca)

#THEROSEATHOME

**THIS IS
BRAMPTON
LIVE ONLINE**

**THE
ROSE
BRAMPTON**



The Rose at Home

How closed doors brought Brampton artists to the world.

Upon its closure in March, The Rose Brampton quickly pivoted to meet the new needs of audiences, students, and parents through free programming with **The Rose at Home**, presented virtually for the first time. Digital initiatives under *The Rose at Home* included *This is Brampton: Live Online*, General Admission, Shake It Up: The Radio Play Series, and Arts for Change workshops.

This Is Brampton: Live Online, a virtual concert series launched in April, transformed The Rose's *This is Brampton* performance series, the home of which is Studio II, to weekly concerts on Facebook Live. The series is curated by local arts

organizations working with The Rose's programming team, in genres ranging from hip hop to alt rock. Over the past 6 months, The Rose presented 23 concerts and 42 artists, garnering over 256,000 views from audiences around the world. Artists were fairly compensated and provided full marketing, technical, and programming support.

The Rose also presented **General Admission**, a special virtual series of 3 concerts with 13 artists, featuring some of the most exciting names in the music industry, with the final concert broadcast live from the venue's stage. Artists included Canadian hip hop icon Maestro Fresh Wes; progressive rock duo Crown Lands; and pop star Virginia to Vegas.

The Arts Adventure Education Series made an indelible impact on the lives of 1458 participants of all ages, and included 37 workshops and speakers. Shake It Up:

Shakespeare Festival, which once invited classrooms to create a 30-min Shakespeare play became the **Radio Play Virtual Series**, offered for free to anyone who wished to participate.

In response to civic unrest, and calls for action from the local community, **Arts for Change** workshops were created as a safe place to discuss social impact and the arts. Acclaimed professional artists served as panellists in workshops, encouraging participants to advocate for change through art. Workshops included writing; music and dance; podcasting and film; and theatre and comedy. Panellists featured Ian Keteku, Jael Richardson, Denz McFarlane, Charles Hong, Falen Johnson, NOYZ, Maya Annik Bedward, and more.

The Rose worked with local arts organizations, such as **Brampton Music Theatre**, and **The Hive Performing Arts**, to co-present Broadway Masterclasses, Stage Acting Basics, and The Art of Monologues. Featured artists included Broadway stars Alvin Crawford and Syndee Winters; Lumena Daniel; and Katie Travis.

"All of us at The Rose are deeply grateful to the City of Brampton, and to the artists and audiences who continue to make *This Is Brampton Live Online* such a tremendous success," says Steven Schipper, Executive Artistic Director. He adds, "Through our efforts online, foremost through TIBLO, we remain steadfast in our mission to support local artists and arts organizations; and provide our audiences with exceptional artistic experiences that add to the well-being of our beloved Brampton."

www.therosebrampton.ca



2 lights east of Hwy. 410 on Queen Street | bramaleacitycentre.com

BCC
BRAMALEA CITY CENTRE

Brampton's Shopping destination, Bramalea City Centre is home to over 300 stores and restaurants, including Aritzia, Saks Off Fifth, Sephora, and more.



Brampton's Jobs and Investment

Positioned for a Strong Recovery

In 2019, Brampton achieved significant growth as a result of the City's mission to attract new jobs and investment to the city. Through major private and public investment and associated job growth, Brampton continued to position itself as a key economic region for investment, and will remain among the country's most active markets in Canada.

The City of Brampton added over 3.2 million square feet to its inventory resulting in over \$600 million in construction investment to the city in 2019. The high level of construction activity in Brampton is an important indicator of the investment being brought into the region as well as our continued expansion of existing businesses.

Of course, the full impact of COVID-19 on jobs and investment in Brampton will become more clear in the coming months. We know many businesses have struggled, as they have everywhere. However, Brampton's

diverse sector base, with strong Advanced Manufacturing, Food and Beverage Processing and Logistics sectors has contributed greatly to the City's economy in these uncertain times and will contribute to a strong recovery for the City Brampton.

BRAMPTON MEANS BUSINESS NOW

\$600 Million Investment in Brampton 2019

Industrial
\$277 M

Commercial
\$107 M

Institutional
\$217 M

Brampton added **3.2 Million Sq. Ft.** to its construction inventory in 2019

Industrial
2 M Sq. Ft.

Commercial
400 K Sq. Ft.

Institutional
850 K Sq. Ft.



307 Orenda Rd.
340,000 Sq. Ft. Facility

INVESTMENT:
\$38 million

SEWS Canada

JOBS 100+



10254 Hurontario St.
Over 1 Million Sq. Ft.

INVESTMENT:
\$130 million

Canadian Tire

JOBS 600



415 Railside Drive
133,000 Sq. Ft.

INVESTMENT:
\$14 million

Give & Go

JOBS 60



50 Edgeware
445,000 Sq. Ft.

INVESTMENT:
\$20 million

Kuehle + Nagel

JOBS 100



500 Deerhurst Drive
140,000 Sq. Ft.

INVESTMENT:
\$33 million

Victaulic

JOBS 200



200 Edgeware Rd.
200,000 Sq. Ft.

INVESTMENT:
\$24 million

Orlando Corp.

JOBS 138



2675 Steeles Ave. W.
355,000 Sq. Ft.

INVESTMENT:
\$40 million

Matrix Logistics

JOBS 244



7850 Heritage Rd.
380,000 Sq. Ft.

INVESTMENT:
\$24 million

Chiefton Investments Ltd.

JOBS 262



2300 North Park Dr.
240,000 Sq. Ft.

INVESTMENT:
\$26 million

Gordon Jones

JOBS 165



525 Main St. N.

INVESTMENT:
\$74 million

Peel Manor Seniors Health & Wellness Village

JOBS 456



200 Steelwell Rd.
New 145,000 Sq. Ft. Facility

INVESTMENT:
\$27 million

Hilton Garden Inn/Home 2

JOBS 125

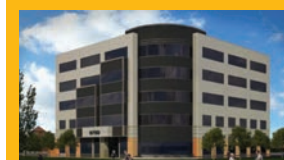


97 Walker Drive
58,852 Sq. Ft. EXPANSION

INVESTMENT:
\$4.7 million

Maple Leaf Foods

JOBS 40



8750 The Gore Road
60,000 Sq. Ft. Five Storey Office Bldg.

INVESTMENT:
\$7 million

Manorbay Estates Inc.

JOBS 206



50 Coachworks Cres.
55,000 Sq. Ft.

INVESTMENT:
\$9 million

Jaguar

JOBS 128



45 West Drive
96,688 Sq. Ft.

INVESTMENT:
\$16 million

Caplink Development

JOBS 67

A Force for Cybersecurity

Ryerson University's Rogers Cybersecure Catalyst is making Brampton a national hub for cybersecurity

Cybersecurity is both a major security priority and a fast-growing sector carrying important economic opportunities, and a Ryerson University-owned, Brampton-based organization is driving momentum to develop this sector countrywide.

Established in 2018 and a key player in the new Brampton Innovation Zone, Ryerson's Rogers Cybersecure Catalyst is empowering learners, workers, businesses, researchers, and the public to respond to the complex challenges of cybersecurity.

Executive director Charles Finlay says setting up shop in Brampton was a key strategic decision. The city is at the centre of the Toronto-Waterloo technology corridor, has a strong economy and business-friendly culture, and has a large population of young, educated workers—all qualities that can help the Catalyst advance Canada's cybersecurity mandate.

"Brampton is an incredible community with lots of energy, its own considerable tech sector and international business connections. The mayor and city council government has been very supportive of the Catalyst," says Finlay, citing the City's contribution of \$5 million to the Catalyst. FedDev Ontario, Rogers Communications, and the Royal Bank of Canada also made major contributions to the organization, resulting in a funding package of \$30 million to start operations.

Key among the centre's initiatives is a 20-week intensive cybersecurity training program delivered jointly with world-leading cybersecurity training firm SANS, and supported by the Government of Canada, Rogers and RBC. The program identifies women, new Canadians and displaced workers with high potential in cybersecurity, and upskills them quickly so that they can



join the Canadian cybersecurity sector. The first learners graduated from the program in August, and the program is now attracting more than 15 applicants for each upcoming available place in the program.

In September the Catalyst opened the Catalyst Cybersecurity Accelerator, a first-in-Canada, 14-week program designed to support scale-up cybersecurity companies through close mentorship. The Accelerator will graduate 60 growing businesses over four years, and the first five companies are already enrolled, collaborating with "Corporates-in-Residence" that include Rogers, RBC, Herjavec Group, Microsoft Canada, Siemens Canada, Amazon Web Services, Sun Life and Torsy LLP.

"These programs provide a tremendous opportunity to help build Brampton's cybersecurity ecosystem, and enable the city and the country as a whole to compete on a global level," says Sumit Bhatia, the Catalyst's director of communications and knowledge mobilization.

Other initiatives include a cybersecurity testing and training platform—the Catalyst Cyber Range—that will open this fall, and the Cybersecure Policy Exchange (CPX), a new hub for cybersecurity policy development and debate. The Catalyst's work is bolstered by Ryerson University's cybersecurity research expertise, and local organizations such as the Brampton Entrepreneur Centre and the Research Innovation Centre.

As the Rogers Cybersecure Catalyst helps boost Canada's cyber smarts, it will simultaneously propel Brampton's emerging innovation district.

"We'd like to play a major part in attracting investment and entrepreneurs, helping Canadian cyber companies grow, and building Brampton's cybersecurity ecosystem into a national and international leader," says Finlay.

INNOVATION CONNECTS HERE

The RIC Centre is a technology incubator focused on Cleantech, Advanced Manufacturing, hardware and software startups and has relocated to Brampton's Innovation District.



Algoma U Advances Expansion Plans In Downtown Brampton While Navigating the Challenge of the Global Pandemic

As the post-secondary sector continues to navigate the unprecedented challenges brought on by the current global pandemic, Algoma University continues to forge ahead with expansion of its academic programming, student facilities and university access options in the “heart of downtown Brampton.”

In March 2020, just days before provincial COVID-19 restrictions were put in place, Algoma hosted its first-ever Brampton Campus Showcase providing key government, business and educational partners an opportunity to learn more about the expanded partnerships, newly constructed student spaces, and innovative programming associated with the first phase of campus expansion which commenced in 2018.

During the Campus Showcase, honoured guests and dignitaries were provided a “sneak peek” of phase two developments that will enable the campus to support continued enrolment growth. The University was honoured to celebrate its exciting progress with so many community partners, advocates and officials. As noted at the Showcase by Mayor Patrick Brown, “we are celebrating the next phase of the City of Brampton, and it’s a partnership with Algoma University. We have the world in this city, and it is the perfect mosaic for Algoma to succeed.”



The development underway supports current and anticipated enrolment growth that will see Algoma’s student body grow to over 1250 students by 2023-24, building upon record enrolment of over 800 students in 2019-20.

With the introduction of undergraduate programming offered through the Algoma University School of Computer Science and Technology, the University has expanded its program options beyond the degree and certificate options offered through the School of Business and Economics. Starting in Fall 2020, eligible students now have access to full undergraduate degree options in the area of Computer Science as well as a range of certificate options. For the first time, the University also welcomes students interested in completing degrees in Psychology.

“Although Algoma continues to adjust planning due to the current pandemic, we move into the Fall 2020 academic year with considerable positive momentum

as we’ve expanded our online learning presence utilizing Ontario-based D2L in partnership with PowerEd by Athabasca,” noted Craig Fowler, Algoma University’s VP Growth, Innovation and External Relations.

As Algoma’s new cohort of students commences their studies, the institution is busy preparing for continued developments, including additional state-of-the-art classroom space, study rooms, a student life centre, a newly designed welcome centre, and the creation of the Centre for Social, Cultural and Economic Innovation. Construction will be completed in two phases, with the current phase scheduled to be complete by December 2020 and a final stage commencing in May 2021. In addition

to a \$27 million investment by Algoma University, current campus development efforts have been generously supported by funding provided by the City of Brampton that will see a total of \$7.3 million invested in the full project.

Further information on the Brampton campus of Algoma University is available online at www.algomau.ca/brampton.



ALWAYS ALGOMA

A quality university experience with in-demand programs in a location that’s right for you.

Algoma University’s Sault Ste. Marie, Brampton and Timmins campuses serve distinct communities, providing access to education for each student and their unique journey, in a caring environment focused on ensuring their success. Whether online or in class, in a regular or accelerated program, Algoma provides a safe and supportive learning experience.



Take a closer look at
algomau.ca

Algoma

UNIVERSITY

Bringing the World to Brampton Virtually

Brampton is building an innovation economy, and Foreign Direct Investment (FDI) is a key piece of the puzzle that will contribute to overall business growth and help build a stronger competitive economy in the City's future. FDI is also a key action highlighted in the City's Economic Recovery Strategy, although it will look very different moving forward than it did when it launched in 2019. A growing business community is a win-win for everyone in Brampton, and is integral to the City's prosperity and economy.

The "new normal" that has been created as a result of COVID-19 will provide opportunities as companies review, and potentially restructure, their operations and supply chains. The City of Brampton will seize these opportunities by supporting our local companies as they adapt to new realities and business models, building on our strategic advantages and searching internationally for companies that would benefit from investing in Brampton.

Brampton is focused on seizing opportunities to retain and attract investment. We have identified our strengths in logistics and advanced manufacturing, and will continue to highlight these areas and create an environment that instills consumer confidence.

2019 saw the launch of Brampton's FDI Strategy with foreign missions to the Med Tech Conference in Boston, the Anuga Food Fair in Germany, and Web Summit in Portugal. These missions kicked off the City's efforts to bring more foreign investment to the City by providing opportunities to meet with foreign businesses interested in locating in Canada and developing relationships with them.

A continued focus on FDI will attract new investment and jobs, fill gaps in the supply chain, diversify the tax base, promote economic growth and raise Brampton's profile globally as a competitive place to do business.

What story is Brampton telling the world on these missions?

Brampton has much to offer foreign investors, like a young, talented, diverse workforce and prime location. Brampton is the second fastest growing city in Canada, it has a young diverse population, 115 languages are spoken and 234 different cultures are represented. Brampton is 15 minutes away from Canada's largest airport, has great access to highways, and is home to the largest intermodal rail terminal in Canada. Brampton has some very specific offerings in its key sectors (Advanced Manufacturing, Health and Life Sciences, Innovation and Technology).

The Missions

With three missions in 2019 and 2020's first mission to India complete, staff have raised Brampton's profile as a competitive place to do business. All of the FDI missions included a combination of pre-arranged meetings with potential investors, regional investment tours, and networking meetings to promote Brampton's investment opportunities. With four investment missions completed, a global marketing presence has been



MedTech Conference – Boston, US.

From left to right: Ryan Lynn, Advisor - Strategic Projects, Economic Development, Brampton Regional Councillor Michael Palleschi, Brampton Mayor Patrick Brown, Clare Barnett, Director, Brampton Economic Development, Martin Bohl, Health and Life Sciences Sector Manager, Economic Development, Ron Heslegrave, Chief of Research, Williams Osler Health Systems

established along with an awareness of Brampton's profile and image as an ideal location for investment.

Success in foreign investment attraction is typically a multi-year process and is realized in the months and years following the missions, as relationships are nurtured. In the short term, Brampton staff are tracking activities, meeting with pre-qualified investors and contacts made and conducting post-mission follow up with companies as indicators of long-term success.

Success indicators from Brampton's missions have been strong. Ongoing follow up continues for all prospects, while staff continues to work with businesses to build their investment business case.

"I'M EXCITED TO MEET WITH KEY BUSINESS LEADERS FROM AROUND THE WORLD TO TELL THEM ABOUT BRAMPTON. FDI IS AN INVESTMENT IN THE CITY'S FUTURE," SAYS BRAMPTON MAYOR PATRICK BROWN. "WE WANT THE TOP INDUSTRIES TO KNOW THAT WHEN THEY CHOOSE BRAMPTON TO DEVELOP, EXPAND AND INVEST IN, THEY WILL BE MET WITH HIGHLY SKILLED TALENT, COMPETITIVE ADVANTAGES AND ACCESS TO THE GLOBAL MARKET PLACE. IT'S TIME FOR US TO TELL OUR STORY. WE ARE MAKING IT CLEAR TO THE WORLD THAT BRAMPTON MEANS BUSINESS NOW."

What is happening in 2020?

Building on last year's momentum, January 2020 began with an FDI mission to India, which was a great success with businesses that have already come back to Brampton for a visit.

Moving forward in 2020, Brampton will focus on Virtual Missions to continue to highlight the many benefits our City offers to foreign investors. We will re-focus on business retention & expansion (BR&E) and on investment attraction domestically and internationally. Our virtual missions leverage innovative technology to deliver roundtable discussions, networking opportunities, workshops and tours across all sectors of the Brampton economy.

We participated in Collision at Home in June and will return once again to the Web Summit virtual conference (Dec 2-4) to build on the

momentum established in 2019. We are looking forward to participating again in MEDTECH 2020 (Oct 5-9) with a virtual presence, and new for 2020 is our participation in the Intelligent Health AI virtual conference (Sept. 9-10). These virtual conferences allow us to draw attention to Brampton's health and life science assets and opportunities for investment in digital health and medical technology.

In light of the impact of COVID-19, Brampton has modified its approach to seeking investment, but continues to focus on retaining its current business base while providing an optimal environment for foreign investment.

For more information visit investbrampton.ca



Web Summit Conference – Lisbon, Portugal

From left to right: Brampton Regional Councillor Martin Medeiros, Brampton Mayor Patrick Brown, Ambassador Lisa RiceMadan, Brampton Regional Councillor Paul Vincente

India Mission January 2020



India Mission 2020, Cybersecurity Centre of Excellence – Hyderabad

From left to right: Vikram Karuna, Trish Dyl, Brampton Mayor Patrick Brown, Dr. Sriram Birudavolu CEO Cyber CoE, Virinichi Kashyap, Assistant Manager – Marketing Cyber CoE, Clare Barnett, Director, Brampton Economic Development



Anna Kapour and Brampton Mayor Patrick Brown – Film Set (India)



t-hub in Hyderabad – India Mission 2020

From left to right: Brampton Mayor Patrick Brown, Clare Barnett, Director, Brampton Economic Development



Brampton Mayor Patrick Brown and Yuraj Singh – GT20

BRAMPTON MEANS BUSINESS NOW

INTRODUCING THE NEW

INVESTBRAMPTON.CA

BRAMPTON

Life with Autism: From diagnosis to treatment to planning for a brighter future.

You never forget the date your child is diagnosed with a lifelong condition. My daughter Heera was diagnosed with autism spectrum disorder (ASD) on November 22, 2017, a date that forever changed our life. A few months before her second birthday, we noticed she wasn't reaching several milestones expected at her age. Our family visited our pediatrician to discuss and inquire about the signs we noticed. Heera was having a difficult time hearing us, she was often distracted, and there was a lack of eye contact and name recognition. As a parent, there are certain gut feelings you can't shake off. We knew there was something different in her behaviour that we needed to address. After several assessments with our pediatrician, we were referred to ErinoakKids, a centre for child development.

We had spent almost a year lost, with a lack of answers and more than our fair share of confusion and frustration. We were at a

loss in what next steps to take to give Heera the right opportunities to help her live her best life as a kid. This all changed when we met with the staff at ErinoakKids. Talking to the staff lifted a weight off our shoulders. They walked us through a personalized plan made for Heera. Our family has been involved every step of the way and in all major decisions to support Heera's development.

ErinoakKids provided Heera with speech therapy sessions where she developed eye contact, learned language through scripting, improved her communication skills, and became more socially interactive with other children, which has been so rewarding to watch. We have received services through the Essential Foundations program that gave us access to a clinician who visited our home twice a week and worked with Heera to strengthen her skills in the environment she was most comfortable in – our home. Even now, she continues to receive support as she

is currently enrolled in the ABA classroom where she is able to learn group readiness skills and build on the skills she previously learned. The group setting promotes socialization and her ability to generalize her skills to her peers. Personalized visits from our clinician and supportive conversations with the staff have given us, as parents, the critical and developmental skills we need to support Heera in our everyday routines at home and outside.

Throughout our journey, ErinoakKids has felt like our extended family, there with us every step of the way. With the COVID-19 pandemic, they've offered us contactless Virtual Care support online or safe and distanced on-site support at their centre. We recently chose to resume services in centre, and Heera has loved being back on site to see her clinician and her friends, in a safe manner. Heera's communication skills have excelled due to her early diagnosis, her enrollment at ErinoakKids and getting

her the right support. We are grateful for the passionate clinicians and therapists, who have provided a safe haven for Heera and thousands of other children who need the support and resources to help them succeed in life. Because of ErinoakKids, Heera's future is so much brighter.



Harmun and Hira

Every child living with autism is unique.

Every family is different.

ErinoakKids is here for each one of you – in-person on site or online.

We will explore options together to find the right service and payment plan that will help make a real difference every day – a plan that will give your child the best support they need to succeed.

ErinoakKids. Beside you every step of the way.

Visit erinoakkids.ca or talk to us today at 905-855-2690 or 1-877-374-6625.

ERINOAKKids
Centre for Treatment and Development

BUILDING ONTARIO

SINCE 1903



WE Build Communities And Careers.

When a community is built from the ground up, there is no labour force on the planet, better skilled to get the job done right the first time. LiUNA members and retirees made a commitment to their careers, which means a commitment to our communities. A commitment to build the BEST schools, airports, hospitals, office buildings, pipelines, tunnels, power plants, roads, bridges, low rise and high rise housing in the country.

When the work is done, LiUNA members and retirees continue to live, play and grow in their communities, with the guarantee of a pension that is also....simply the BEST!

Jack Oliveira
Business Manager

Joseph S. Mancinelli
President

Luigi Carrozzi
Secretary-Treasurer

Carmen Principato
Vice President

Robert Petroni
Recording Secretary

Brandon MacKinnon
Executive Board Member

Labourers'
International
Union of
North America

LiUNA!

Ontario Provincial District Council

visit www.liunaopdc.ca today



CAREERS THAT **CHANGE LIVES**

A career at Medtronic is like no other. We're purposeful. We're committed. And we're driven by our Mission to **alleviate pain, restore health and extend life** for millions of people worldwide.

We know that what got us where we are today isn't enough to ensure our future success. That's why we're committed to expanding our role in healthcare, and collaborating with others across the industry. We're applying our culture of innovation, our clinical expertise, and our healthcare system knowledge in new and different ways, and finding solutions — together.

We employ talent from across Canada and around the world, leveraging their diverse expertise and perspectives because that's what drives our success.

Medtronic is the world's largest medical technology, services, and solutions company, and we have been proudly serving Canadian healthcare for over 50 years. Our Canadian headquarters is in Brampton, Ontario, and we have regional offices in Montreal and Vancouver, as well as field representatives across the country.

Do meaningful work, make a difference, and improve lives — starting with your own. **Learn more: jobs.medtronic.com**



Medtronic
Further, Together