

Collision Article – June 9, 2021

This past April, the City of Brampton's Economic Development Office took part in Collision 2021, the fastest-growing tech conference in North America. The conference provided a unique opportunity to showcase the City of Brampton to 38,000 participants online and 1,200 startups in 141 countries, from Brazil to India.

Staff were able to highlight Brampton's Innovation District and promote the new international soft-landing pad, Brampton BHive, to a global audience. These efforts resulted in increased networking opportunities and investment meetings, as well as putting the Innovation District on the global media's radar.

We would like to thank Paddy Cosgrave, Founder & CEO of Web Summit and Manny Abraham, Founder & CEO of rEVEN AI for delegating to Council today. It's so wonderful to see the success derived from Collision and to share how much the experience truly impacts its attendees. City of Brampton Council Members had donated their tickets to local businesses to provide them with an opportunity to participate in the conference and benefit from the experience.

With so many great facets to showcase Brampton to a broader audience, and as a result of staff's Masterclass session, the Innovation District was featured on **Betakit**, an independent publication dedicated to reporting on Canadian startups and tech innovation, with an article titled "[City of Brampton launches incubator for international startups | BetaKit](#)".

As a result of the connections made with the Filipino startup community at Collision, staff are working on a follow up event to develop further economic ties and determine potential synergies within the Innovation District.

Staff are eager to keep the great momentum building and take part in Collision 2022, (live) in Toronto, ON!