

Date: 2024-02-08

Subject: **2023 Economic Development Investment Attraction & International Relations Update**

Contact: **Clare Barnett, Director, Economic Development & International Relations**

Report Number: CAO's Office-2024-151

RECOMMENDATIONS:

1. That the report from Amanda Leard, Manager of Investment Attraction, Economic Development to the Committee of Council Meeting of February 21, 2024, re: **2023 Economic Development Investment Attraction & International Relations Update**, be received; and
2. That the Chief Administrative Officer, in consultation with the Director of Economic Development, be authorized to approve Investment Attraction and International Relations missions in 2024 as such opportunities arise, subject to alignment with the overall strategy and approved budget.

OVERVIEW:

- **Following the successful return to in-person Investment Attraction Missions in 2022, the Economic Development Office (EDO) continued in-market Investment Attraction Missions and activities, including International Relations.**
- **This report provides Council with an overview of 2023 Investment Attraction and International Relations activities.**
- **The activities outlined in this report are based on data-driven analysis of the countries and sectors of focus have the best opportunities for the City of Brampton.**
- **Through this work, Economic Development Staff are continuing their efforts to drive inward investment from international markets to the city.**

- **There is no financial impact resulting from the adoption of the recommendations in this report. There is approved funding in Economic Development Division's budget to support Investment Attraction and International Relations missions.**

BACKGROUND:

On June 5, 2019, Council approved the implementation of a Branding, Marketing and Foreign Direct Investment (FDI) Strategy to drive new investment and jobs into the City and to promote economic growth.

Over the five years of this strategy, the program has successfully raised the City's profile as a competitive place to do business, by increasing the City's business contacts globally, generating more than 250 leads and attracting nine new businesses (Mobii Systems; Worldwide Railway Journeys Inc; Orion eSolutions Inc; Prudle Labs; Ocean21 Gourmet; Magneto IT Solutions; Posidex Technology; Aark Infosoft Pvt Ltd; Crayford Technologies Inc), generating more than 30 jobs through business development activities.

The City has established a unique value proposition as a talented, diverse, and well-connected City with global investors. Almost 60 per cent of Brampton residents are first-generation Canadians. We represent 250 different cultures, speaking over 170 languages. National and internationally minded companies competing at a global scale recognize the value of Brampton's workforce. As the fastest growing big City in Canada, Brampton has much to offer. Brampton is at the Centre of Canada's Innovation Corridor and its connectivity provides companies with quick and easy access to international markets.

CURRENT SITUATION:

Canada's economy continues to prove to be one of the strongest in the G7 and has been resilient even in the face of a global recession. Despite facing strong inflationary pressures, Canada continues to attract high value foreign investments.

Global investments into Canada continue to create good jobs and opportunities for Canadians, spur economic growth, and introduce new ideas and innovation. These investments are vital to our economic development as we move toward a more sustainable economy that addresses global climate change challenges, in addition to providing meaningful employment opportunities for diverse communities across the country. Last year, global companies invested \$68.5 billion in Canada, which is well above the average of the last ten years, demonstrating Canada's growing attraction as an investment destination (Source: [Invest Canada 2022-23 Departmental Results Report](#)).

In Ontario, billions of dollars have been invested in automotive, advanced manufacturing, and health and life sciences. Ontario continues to rank high in tech talent, is home to

several Cities of the Future, and is recognized as the number one place in Canada to invest (Source: [Ontario Investment Roundup](#)).

After executing international Investment Attraction initiatives virtually, because of the COVID-19 pandemic, EDO has fully returned to in-market travel and initiatives.

Investment Attraction activities are based on data-driven analysis related to several factors including previous international efforts, Brampton's diverse diaspora, demographic similarities, Business Retention and Expansion (BR&E) opportunities, such as the presence of international headquarters, and engagement of other investment attraction partners.

This work is focused on key markets and priority sectors, including:

- Advanced Manufacturing
- Food and Beverage Processing
- Innovation and Technology, and
- Health and Life Sciences.

EDO's Investment Attraction Team partners with Canada's Trade Commissioners Service, Invest Canada, Invest Ontario, Ontario's International Trade and Investment Offices, and foreign diplomatic posts.

In addition, Investment Attraction staff support the work of the EDO Investment Services and Sector Manager teams on business retention and expansion efforts here in Brampton. In 2023, staff supported major business expansions such as Magna, Lululemon, Axiom Plastics, Metelix Products Inc., and Alectra. These expansions represent almost \$600,000,000 million dollars in investment.

EDO successfully completed four Investment Attraction missions in 2023. Staff also carried out in-market initiatives to generate and manage investment leads. Through these activities, EDO has generated more than 75 new investment leads and held more than 250 investment meetings.

EDO continues to work with key partners such as local utility providers to ensure our sites are investment ready. We are seeing an increased demand for hydro and power requirements that are higher than traditional site standards.

2023 Mayor & Council-Led Investment Attraction Missions

1. Pakistan (May 5 – 7)

Mayor Patrick Brown, Councillor Rod Power and Economic Development staff conducted an Investment Attraction Mission to Pakistan and visited Karachi, Islamabad, and Lahore. This mission focused on the Innovation and Technology sector, and included meetings with start-ups, incubators, and accelerators, such as Katalyst Labs, a leader in Pakistan's

tech ecosystem. During the mission, the City promoted Brampton's Innovation District, in particular, BHive, Brampton's soft landing pad for international entrepreneurs and start-ups. The City pitched BHive and the Innovation District to over 200 start-ups and over 300 business leaders during the visit to Pakistan.

During the mission, the City of Brampton also signed an MOU with Institute of Business Administration Karachi (IBA), one of Pakistan's leading universities, to promote investment in Brampton's Innovation District and to potentially develop a start-up exchange program.

A roundtable was held with women-led start-ups to discuss unique challenges and opportunities.

Brampton's growing renown as "The Cricket Capital" of Canada was a key theme during Brampton's visit and helped grow the connection between Brampton and Pakistan.

The City also met with leading Pakistani manufacturers considering a presence in North America to serve their clients and new markets. Staff continue to nurture those leads.

There was extensive in-market media generating awareness of Brampton, its economy and position of Brampton as the cricket capital of Canada.

2. Ireland (May 29 – June 2)

Councillor Michael Palleschi, Councillor Dennis Keenan and Economic Development staff conducted an Investment Attraction mission to Ireland. This was a follow-up to the work the City has focused on in the Irish market since 2021, when it carried out a virtual mission and then subsequent in-person missions.

The mission in 2023 focused on MedTech, cybersecurity and innovation. This included a visit to Galway, which has been named one of Europe's premier MedTech hubs, with the University of Galway at the heart of this ecosystem. Eight of the world's top ten MedTech companies have a presence in Galway.

Staff held a roundtable with the University of Galway, focused on Brampton being the gateway to North America for the MedTech companies being created by students at the university.

Economic Development staff also visited Medtronic's global headquarters in Galway. Medtronic is a global leader in medical technologies with its Canadian headquarters in Brampton. The visit to Galway included a tour of the company's Centre of Excellence for Operations and R&D, as well as its Customer Innovation Centre. New contacts were developed to further the relationship with the company.

In Dublin, the City participated in the Dublin Tech Summit, through a BHive booth presence, an on-stage investment pitch and by launching BHive into the Metaverse. The Dublin Tech Summit is Europe's fastest growing tech festival that brings together global leaders in innovation, technology, and business to shape the future of global trends.

In Northern Ireland, staff travelled to Belfast for a series of meetings with a focus on cybersecurity. The team met with local ecosystem partners to generate interest in Brampton's Innovation District, in particular the Rogers Cybersecure Catalyst and BHive. As a result, the City has welcomed delegations from Northern Ireland, including government and elected officials, such as the Minister of State for Northern Ireland.

3. AdvaMed MedTech Conference, Anaheim, California (October 8 – 11)

Deputy Mayor Harkirat Singh and Economic Development staff attended the AdvaMed MedTech Conference to conduct Investment Attraction and BR&E activities, and to set the stage for Brampton when the 2024 AdvaMed MedTech Conference is hosted in Toronto.

Brampton co-hosted the opening evening reception with our partners MedTech Canada and Global Affairs Canada. The City partnered with Destination Toronto and Invest Ontario on shared booth space where Brampton's brand was visible and highlighted.

Brampton had the opportunity to meet with Boston Scientific's US leadership and conducted six meetings with MedTech companies and institutions to share Brampton's value proposition and the creation of Brampton's MedTech Task Force.

In addition, the City connected with two medical technology associations to learn more about their operations and funding models.

The AdvaMed MedTech Conference attracted more than 3,000 global attendees from 45 countries and featured world-class speakers, a crosscutting educational program, networking events, and a trade show with more than 1,500 companies in attendance. This is an important and strategic conference to showcase Brampton's growing MedTech sector.

4. Portugal – Web Summit (November 12 – 17)

Councillor Paul Vicente and Economic Development staff carried out an Investment Attraction Mission to Lisbon, Portugal, primarily to participate in the Web Summit Technology Conference. Web Summit is the world's premier tech conference and featured more than 71,000 participants from around the globe including more than 2,300 start-ups and 2,000 international media partners.

Brampton identified Web Summit as a critical partner in 2019, to help further the awareness of the City's Innovation District and Technology and Innovation Sector.

Brampton has participated in Web Summit previously, as well as at Collision, Web Summit's sister conference held in Toronto.

Web Summit in 2023 provided an opportunity for Brampton to continue the momentum generated at the Collision Conference in Toronto and engage technology start-ups and Small and Medium Sized Enterprises (SME's) by sharing Brampton's value proposition as it relates to the innovation and technology sector.

Along with attending Web Summit, Economic Development staff coordinated 35 in-market investment meetings, made 75 new contacts, and generated two new leads. Staff also had the opportunity to connect with prospective investors outside of the conference.

2023 Staff Led Investment Attraction Activities

1. India (February 17 – March 7)

Economic Development staff visited Delhi, Mumbai, Bengaluru, Hyderabad, and Ahmedabad.

Staff participated in the Gateway 91 India Immersion Program which provided a unique opportunity to understand and network with the emerging technology and innovation ecosystem of India and included meetings with industry associations, pre-qualified Investment Attraction meetings with large enterprises and meetings with government agencies and officials.

Staff also attended the National Association of Software and Service Companies (NASSCOM) Technology and Leadership Forum 2023 and the Economic Times Group – Global Business Summit to network with prospective businesses looking to expand to Canada. In 2022, the City of Brampton and NASSCOM entered into a MOU together. As a result of this MOU, 13 new leads have been generated and two new businesses, Posidex Insights Inc. and Orion eSolutions Inc., were welcomed to Brampton.

Meetings were also held with the Ahmedabad Municipal Corporation leadership and officials to discuss further collaboration. Staff made 52 new contacts, held 23 investment meetings, and generated 15 new leads.

2. Detroit (October 9 – 12)

The Chair of Economic Development, Councillor Gurpartap Singh Toor, and Economic Development staff attended the World Economic Forum (WEF) Urban Transformation Summit that took place in Detroit, where several Innovation Districts from around the U.S. were in attendance.

The WEF is a renowned international organization that engages leaders from various sectors to shape global, regional, and industry agendas. Attendance at the Urban

Transformation Summit offered a unique opportunity for the Brampton Innovation District to elevate its global standing and explore transformative practices.

Also in attendance were representatives from the Global Institute on Innovation Districts (GIID), which is a global-reaching not-for-profit organization dedicated to conducting independent and practice-oriented research on innovation districts. Brampton is one of 43 District Members, and one of only three in Canada.

Staff held meetings with industry leaders to communicate Brampton's value proposition as it relates to the Innovation & Technology sector, with a specific focus on promoting the Innovation District.

3. Anuga, Germany (October 8 – 11)

Economic Development staff executed a BR&E and Investment Attraction Mission to Cologne, Germany, to attend the Anuga Food Tech Trade Fair.

Anuga takes place every second year and is the largest and most important global food and beverage trade show. There were representatives in attendance from 7,850 companies from 118 countries, including businesses from Brampton.

Staff held 25 meetings with food company business leaders as part of the Ontario Food Cluster consortium, the Canadian Consulate, the German-Canada Trade Group, and new business leads generated through the ANUGA program app.

BR&E meetings were held with Brampton companies who have a German presence including Export Packers, Golden Boy Foods, and Olymel.

A visit to the Multivac Global Headquarters provided an opportunity to share Brampton's commitment to supporting the Brampton-based Canadian Headquarters of Multivac Canada.

4. Kenya (November 29 – December 5)

Economic Development staff executed an Investment Attraction Mission to Kenya with a particular focus on Innovation & Technology and Food and Beverage Processing and Packaging.

Staff attended an Organization of Women in International Trade (OWIT) Gala and met with women business leaders in the country. Staff held several meetings with key government officials including the Deputy President and the Kenyan Second Lady.

Meetings were also held with Kenyan trade and investment associations and institutions along with 14 investment meetings with prospective businesses.

The City of Brampton Economic Development Team hosted an event for 50 businesses interested in Canadian expansion, made 200 new contacts, and generated 12 new leads.

2023 International Relations

Inbound International Delegations

In 2023, EDO hosted 15 inbound delegations from target markets such as Nigeria, Kenya, Jamaica, Ireland, India, and the UK.

EDO hosted the first visit to Brampton by Susannah Goshko, the British High Commissioner to Canada, and Fouzia Younis, the British Consul General in Toronto. The visit featured networking with the Brampton business community and the Mayor and Members of Council, and a roundtable discussion with Women Business Leaders that focused on women, business, innovation, and technology.

In the September, EDO hosted the UK Parliamentary Levelling Up, Housing and Community Committee and continued to further the relationship between the UK and investment opportunities in Brampton.

These delegations provide Brampton with the opportunity to share the City's value proposition to hundreds of international business representatives that have keen interest in Canadian expansion opportunities. The itineraries for most delegations included tours of the Innovation District, presentations from current investors and an opportunity to meet with the Mayor and Members of Council.

Outbound International Delegations

1. Urban 20 Conference (U20) (July 7 – 8), Ahmedabad, India

The City of Brampton strives to be at the centre of sustainability efforts, as expressed in its Grow Green Environmental Master Plan (EMP).

To support this vision, Deputy Mayor Harkirat Singh and City Government Relations staff attended the 2023 Urban 20 (U20) conference to discuss the significant role cities play in tackling global and local challenges such as pandemics, climate change impacts, biodiversity loss, socio-economic inequalities, and geo-political issues.

Discussion focused on drafting a roadmap for global change that will be driven by cities to close the gaps between policy and practice at all levels of governance.

2. The Art of Living World Culture Festival (September 28 – October 1), Washington, D.C.

Councillor Rod Power and Economic Development staff visited Washington, D.C. to meet with economic development organizations, governments, and members of its innovation ecosystem.

This included meetings with the International Economic Development Council, Washington D.C. Economic Development Partnership, the Ontario Investment and Trade Office, the Embassy of Canada, and the Government of the District of Columbia, Office of the Deputy Mayor for Economic Development.

The delegation also visited Union Kitchen, a successful commercial kitchen and participated in the Art of Living World Cultural Festival.

3. United Nations Climate Change Conference (COP28) (December 1 – 3), Dubai, UAE

Councillor Gurpartap Singh Toor, the Chair of Economic Development, and City Government Relations staff attended the United Nations Climate Change Conference in Dubai, known as COP28. This conference had 85,000 participants with 150 Heads of State and Government in attendance as representatives of national delegations, civil society, business, Indigenous Peoples, youth, philanthropy, and international organizations.

COP28 was particularly momentous as it marked the conclusion of the first '[global stock take](#)' of the world's efforts to address climate change under the [Paris Agreement](#).

The delegation attended the COP28 Local Climate Action Summit, a first-of-its-kind event hosted by the COP Presidency, in recognition of the critical role local leaders play in reducing emissions and addressing climate risk.

This summit acknowledged that municipalities are at the frontline for climate change, sustainability, and adaptation. For the first time, municipal leaders were provided an opportunity to participate in global discussions and provide input into the actions nations are taking to combat climate change.

The delegation met with Bloomberg Philanthropy to discuss potential opportunities for future collaboration.

Having shown that progress was too slow across all areas of climate action – from reducing greenhouse gas emissions, to strengthening resilience to a changing climate, to getting the financial and technological support to vulnerable nations – countries responded with a [decision](#) on how to accelerate action across all areas by 2030. This included a call on governments to speed up the [transition away from fossil fuels](#) to renewables such as wind and solar power in their next round of climate commitments.

Brampton's presence at COP28 allowed the City to establish and strengthen international partnerships, and to ensure that the City of Brampton has a voice at the table with international partners, as countries from around the world establish targets and regulations when aiming to create sustainable communities and tackle the climate crisis.

Memorandums of Understanding (MOUs)

The City of Brampton Economic Development Office signed two MOUs in 2023 with two important international partners:

- The Institute of Business Administration (IBA) Karachi, which is a direct result from the Investment Attraction Mission to Pakistan; and
- Saint Vincent and the Grenadines, an important partner in innovation and technology advancement.

CORPORATE IMPLICATIONS:

Financial Implications:

There is no financial impact resulting from the adoption of the recommendations in this report. There is approved funding in Economic Development Division's budget to support Investment Attraction and International Relations missions.

STRATEGIC FOCUS AREA:

This report supports the Strategic Focus Area of Growing Urban Centres and Neighbourhoods to stimulate Innovation, Create Jobs, and Grow Investment.

CONCLUSION:

The Economic Development Office has successfully returned to full in-person, in-market Investment Attraction, and International Relations activities. The work completed in 2023, illustrates significant opportunities for the City of Brampton to attract new business investment from global markets. The Economic Development Office will continue to develop plans, projects and initiatives that focus on attracting investment in key markets to bring jobs and investment to the city.

Authored by:

Amanda Leard,
Manager, Investment Attraction
Office of the CAO

Approved by:

Clare Barnett,
Director, Economic Development &
International Relations
Office of the CAO

Reviewed by:

Clare Barnett,
Director, Economic Development &
International Relations
Office of the CAO

Submitted by:

Marlon Kallideen,
Chief Administrative Officer