



BRAMPTON MEANS BUSINESS *NOW*

VIRTUAL FDI MISSION

JAPAN

NOV 22 – 26, 2020

MISSION **OVERVIEW**



- First virtual Mayor led investment Mission to Japan from a Canadian municipality.
- Initiative from the City's Economic Recovery Strategy.
- Focused on Business Retention and Expansion, new Foreign Direct Investment attraction, Start Up pitches and government connections.

BUSINESS RETENTION & EXPANSION MEETINGS



CONNECTING WITH GOVERNMENT



- Met with recently appointed Consul General of Japan in Toronto.
- Held briefing on Japan with Consulate General of Japan in Toronto and the Japan External Trade Organization (JETRO) in Canada.
- Opportunity with JETRO to facilitate a connection to the Innovation District.

CONNECTING WITH GOVERNMENT



- Meeting with the Canadian Embassy in Japan

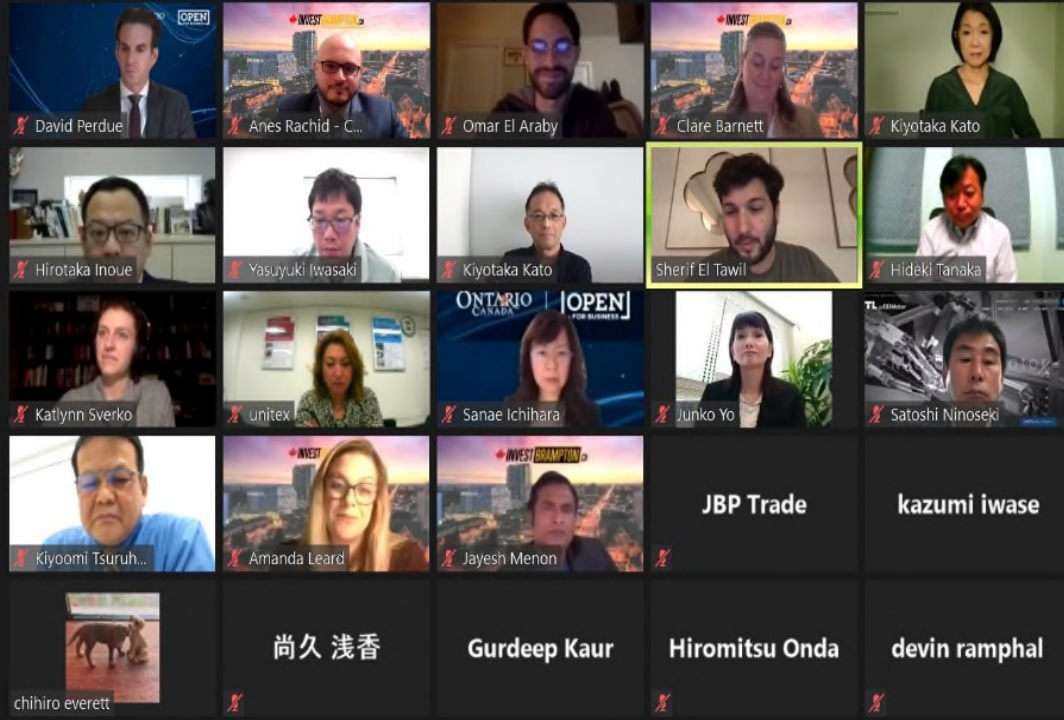
Highlights:

- Japanese companies currently hold 6.5 Trillion dollars in cash ready for investment.
- Japan has an ageing/declining population. Japanese firms are looking for talent and labour.

Opportunities:

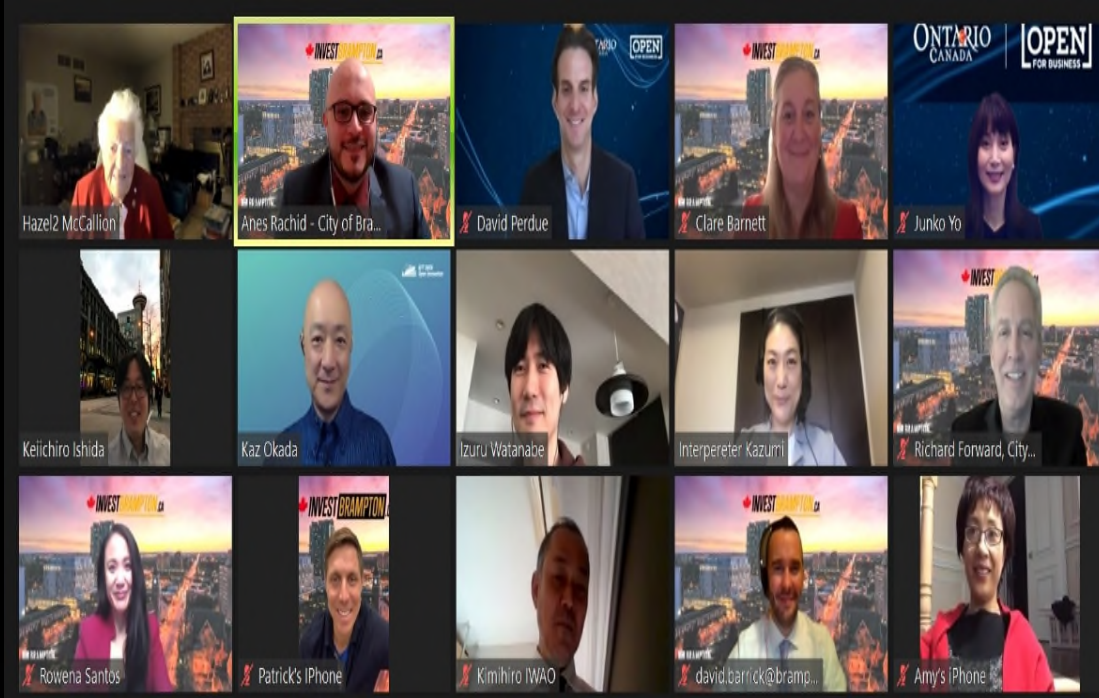
1. Tech Scouting – Japanese firms have periodic Tech scouting missions.
2. Helping Start-ups pitch technology to Japanese firms directly.

CONNECTING WITH INDUSTRY & INCUBATORS



- Roundtable Discussion on Innovation Collaboration between Landing Pad Tokyo (Japanese Incubator) & Ryerson's DMZ on innovation in Brampton & Tokyo.
- Invitation to visit Innovation District virtually and in person.

CORPORATE CALL *WITH KEY JAPANESE COMPANIES*



- The Objective of these meetings was to have discussions with Japanese companies that have potential expansion plans.
- Opportunity to host a Japanese company's Open Innovation Challenge with Brampton's Innovation District partners.

CORPORATE CALL WITH KEY JAPANESE ORGANIZATION



- Meeting with The Japan Electronics and Information Technology Industries Association (JEITA), a Japanese trade organization for the electronics and IT industries.
- The City of Brampton participants in the meeting included the City's Smart Cities Team.

NEXT STEPS



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Thank you