

# BRAMPTON MEANS BUSINESS **NOW**

FDI Lead Generation  
Progress Update: The US Market



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*Staff led Investment Initiatives*

# *Focus Market: The USA*



## **Target Markets:**

- Texas (Austin, Dallas)
- New Jersey
- Secondary

## **Specific Sectors:**

- Innovation & Technology
- Health & Life Sciences

# *Focus Market: The USA*



## **Opportunities:**

- Businesses looking to expand to Ontario from US markets
- H1B Visa challenges
- Brampton's diversity and cultural similarities
- Brampton's skilled talent pool a competitive advantage
- Free Trade Agreements
- Brampton's geographic location along Canada's Innovation Corridor

# *Current Initiatives*



## **Lead Generation & Quarterly Work Plan**

- Establishing key relationships
- Attend networking opportunities
- Identifying partnership and membership prospects
- Host and attend relevant webinars
- 1-1 investment meetings
- FDI Virtual Mission to USA (Q3)

## **IT Serve Alliance Webinar**

- Hosting webinar with IT Serve Alliance on March 11, 2021 at 4 pm

## **Bio9 Ventures Council Delegation**

- Invitation to US based prospect, Bio9 Ventures for council delegation

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Thank you



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