

BRAMPTON MEANS BUSINESS *NOW*

FDI Lead Generation
Progress Update: The US Market



Jayesh Menon
Sr. Advisor – Investment Attraction
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

BRAMPTON MEANS BUSINESS **NOW**

Thank you



Jayesh Menon
Sr. Advisor – Investment Attraction