



BRAMPTON MEANS BUSINESS *NOW*

VIRTUAL FDI MISSION

Germany

May/June 2021

MISSION OVERVIEW



- 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
- Focus of the mission on growing Advanced Manufacturing and Green Initiatives/Sustainability investment

MISSION SUMMARY

- **March 30, 2021: Pre-mission Briefings**
 - Pre-mission Briefings held with German Consulate in Toronto and Canadian German Chamber
- **April 12 – 16: Hannover-Messe**
 - Participated in Virtual Hannover-Messe 2021 & outreach to attendees for new investment opportunities
 - Rogers Cybersecure Catalyst presented as part of the official Hannover-Messe Virtual Program
- **May/June, 2021: Mayor-Led Virtual Mission to Germany**
 - Meeting with Canadian Ambassador in Germany
 - BR&E Meeting with A Berger Precision
 - BR&E Meeting with SHW Pump and Drive
 - E-mobility Roundtable with CUTRIC & e-mobil BW & Private Sector
 - BR&E Meeting with IREKS
 - New potential Investment Meeting

BUSINESS RETENTION & EXPANSION MEETINGS



CONNECTING WITH GOVERNMENT



- Briefing with Consul General of Germany in Toronto, Mr. Thomas Schultze & the Canadian German Chamber of Industry and Commerce
- Discussion covered a range of topics: Industry 4.0, E-mobility, importance of connecting with mid-market companies (SMEs)

CONNECTING WITH GOVERNMENT

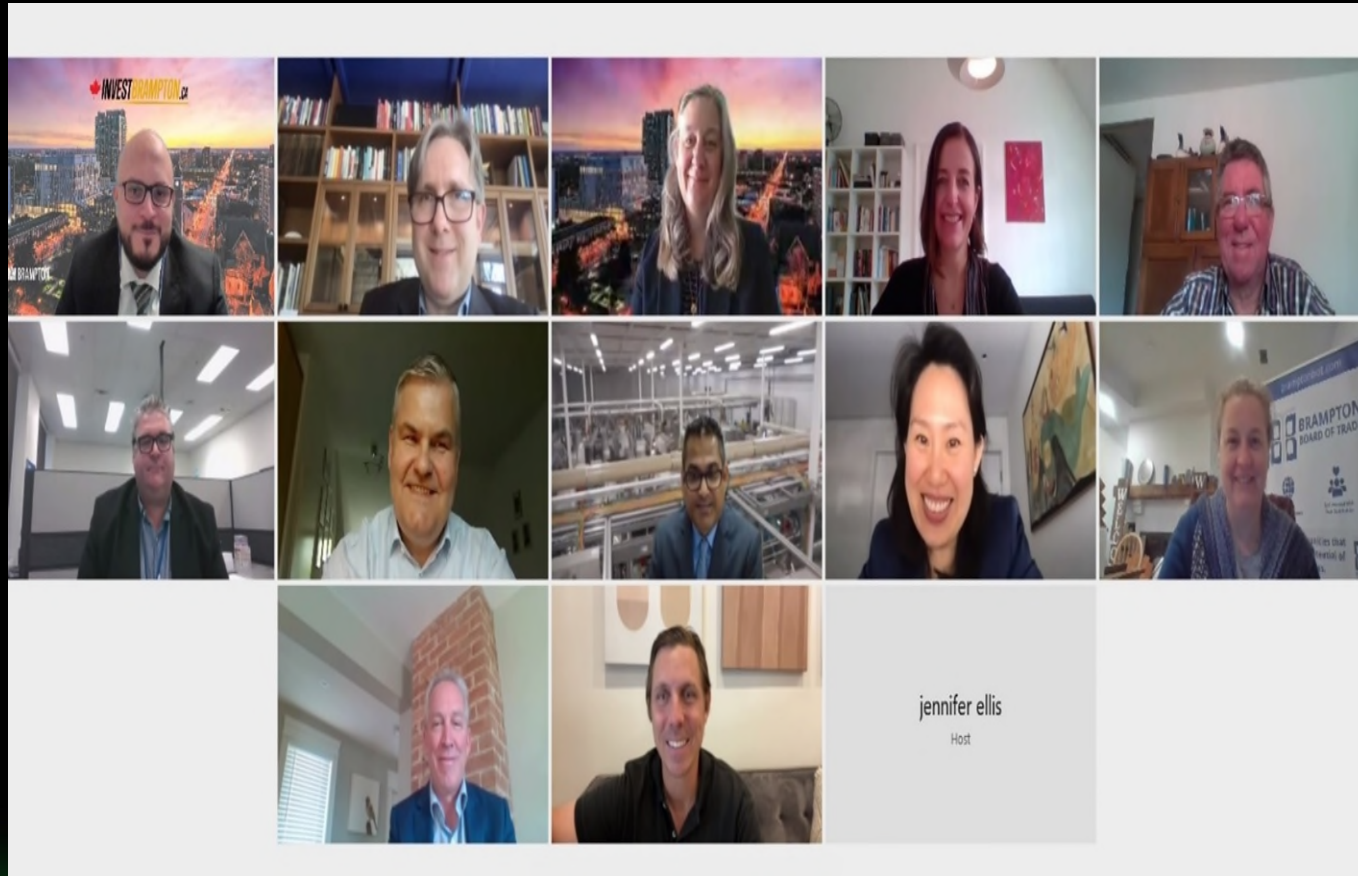


Meeting with the Canadian Embassy in Germany

Highlights:

- Embassy provided background and notes on German economy
- Areas of opportunity with the companies that City met on the mission
- Opportunities around the CETA Free trade agreement with Europe

CORPORATE CALLS WITH KEY GERMAN COMPANIES



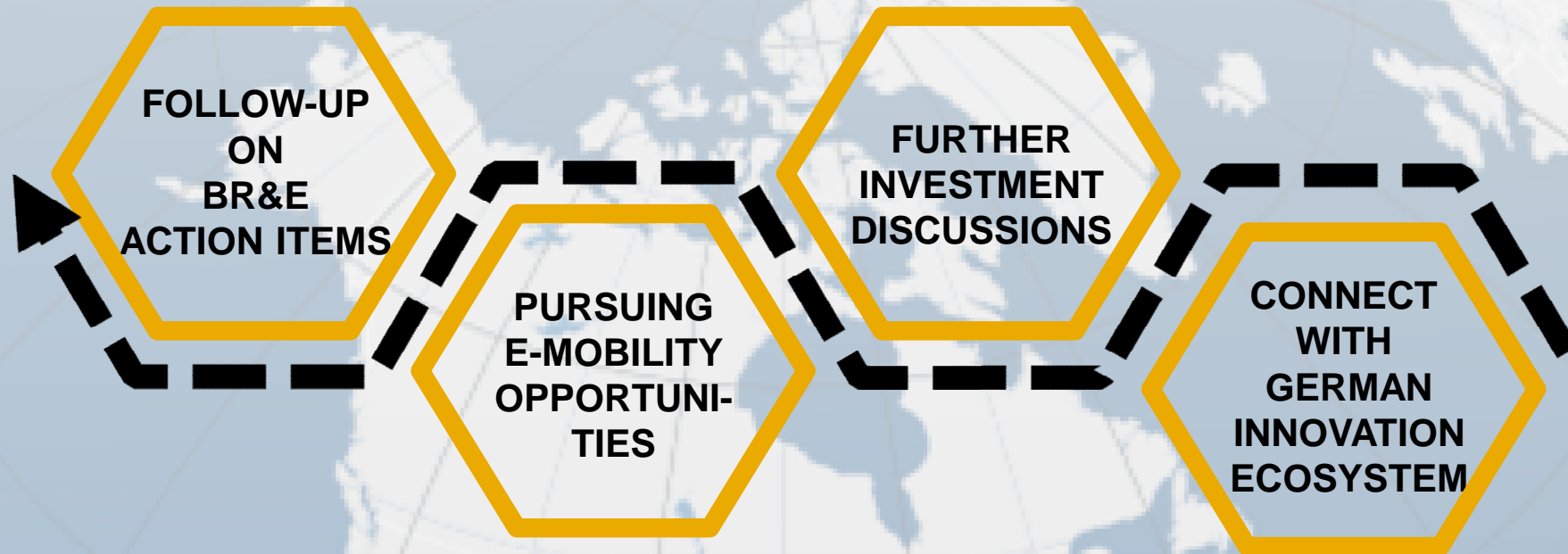
- The Objective of these meetings was to have discussions with German companies in Brampton
- Highlights related to the success and opportunities raised by companies
 - Our offer was to assist the companies with growth opportunities and challenges

E-MOBILITY ROUNDTABLE



- On May 25th the City of Brampton delegation co-hosted a Roundtable with CUTRIC and the E-Mobil BW
- Presentations and discussion focused on electrified transportation and included representatives from both the public and private sector
- Some key opportunities coming from the roundtable include facilitating investment discussions between private sector participants, and strong linkages between Brampton/CUTRIC/E-Mobil BW, Brampton Transit and Stuttgart Transit and other government partners (e.g., Brampton EDO and Ontario government rep in Munich)

NEXT STEPS



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Thank you