

Appendix B - 2021 Virtual FDI Event Activity Report

Webinar with Tech Association (March 11, 2021)

Brampton Economic Development staff hosted an introductory webinar with a large tech association, whose membership includes businesses from IT services, staffing, and consulting organizations across the United States and India. The presentation included an overview of Brampton's value proposition specific to the Innovation & Technology sector and Brampton's growing Innovation District. Other highlights include information on Ontario's driving growth within the innovation and technology sector, logistics of doing business in Ontario, including company formation, immigration, and talent access.

Event Results:

- **170** participants
- **18** contacts
- **9** leads

2021 Global Investment Convention (GIC) hosted by Crescendo Worldwide (August 24 – 25, 2021)

The 2021 Global Investment Convention was a virtual event where Investment Promotion Agencies from all over the world meet potential investors who are seeking global expansion opportunities. The GIC acts as a digital platform where key government officials showcase their region to decision makers from companies and start-ups to begin their FDI journey. There are multiple elements that make GIC a comprehensive international investment event. One section of the event was dedicated to speaker sessions where high-ranking government officials from Partner Agencies speak about investment opportunities in the target regions and industry experts talk about the latest developments within the target industry. The second section of the GIC are the Virtual Booths built for the Partner Agencies. These booths give direct access via Audio, Video, Email and Text Chatting to reach out to the government officials and schedule meetings to discuss global expansion plans.

Highlights of the Event Include:

- The City of Brampton Economic Development Office participated as a Platinum Sponsor
- Director of Economic Development, Clare Barnett presented Brampton's value proposition on Day 1 of the convention.

Event Results:

- **350** participants
- **30+** countries represented
- **11** new business meetings
- **11** leads

Afrifursa Fintech Summit (September 22, 2021)

The Afrifursa Fintech Summit was a unique opportunity for us to connect with Canadian and African Fintech Ecosystems to engage in social impact partnerships - through shared thought leadership, understanding of the fintech start-up environment market intelligence and awareness of B2B opportunities. Staff took this opportunity to actively promote our growing Innovation District along with our proximity to Toronto, our large and diverse pool of talent and our ecosystem of cross-collaboration and cross-pollination, particularly in the area of cybersecurity, making Brampton an attractive location for fintech companies from across the African continent.

Highlights of the Event include:

- The Brampton Economic Development Office was able to host a presentation to virtual participants on Brampton's value proposition, with a focus on Brampton's growing Innovation District.

Event Results:

- **480** contacts
- **1** virtual session hosted
- **18** leads

Synergy 2021 hosted by ITServe Alliance (September 30 – October 1, 2021)

Synergy is ITServe Alliance's flagship Annual Conference providing business owners, entrepreneurs, and executives with strategies and solutions that address the unique needs of the IT Solution & Services Industry. The Synergy conference provided opportunities for all the members, potential member(s), including connecting them with ITServe Sponsors, exhibitors, facilitating awareness, exposure to organizations and

their executives. During the conference, ITServe reflected its year-long work done, policymaking, the issues related to the member community, major networking, industry experts, distinguished speakers, and policy advocacy groups, investment opportunities, new business initiatives, display of products/services, etc. Over 1,500 CXOs from over 1,200 companies came together to hear industry leaders speak, engage in discussions with lawmakers, and participate in interactive breakout sessions.

Highlights of the Event include:

- Brampton Economic Development staff attended the event in person and was invited to showcase Brampton's value proposition through an exhibition booth, the only Canadian exhibition booth at the convention.
- Brampton Economic Development hosted a Breakout Session: 'Doing Business in Canada' which helped share how companies can expand their nearshore presence within Brampton.
- Staff utilized their presence at this conference to participate in networking opportunities to drive attendance to our Virtual FDI Mission to the USA.

Event Results:

- **35** contacts
- **2** meetings with technology institutions
- **8** leads

International Economic Forum of Americas (IEFA) Toronto Global Forum (November 8 – 10, 2021)

The Toronto Global Forum is a non-profit organization fostering dialogue on national and global issues. It is held under the auspices of the International Economic Forum of the Americas (IEFA). IEFA organizes annual summits bringing together heads of states, central bank governors, ministers and global economic decision makers.

The Toronto Global Forum presented significant opportunities for the City of Brampton Economic Development Office as it provided synergies between stakeholders, speakers, business delegations and attendees onsite and virtually. During the Toronto Global Forum, over several bilateral meetings took place onsite between senior decision makers and actors of the global economy. Numerous contacts were also made informally, through private client meetings, setting the stage and opportunity for new partnerships. Over the years, the Toronto Global Forum has increasingly developed into a strategic platform for business development.

Highlights of the Event include:

- Advertising opportunities through the forum website and social media.
- Attended two private VIP private receptions with c-suite business executives.
- Established future bilateral meetings with c-suite business executives.
- Clare Barnett, Director, Economic Development moderated a well-attended panel titled: Moving Clean: The New Era of Greener Public Transportation.

Event Results:

- **3** new business meetings
- **2** leads