

Appendix A - 2021 Virtual FDI Mission Activity Report

Virtual FDI Mission to Germany (May/June 2021)

Highlights of the Virtual FDI Mission to Germany include:

- **Hannover-Messe and Rogers Cybersecure Catalyst**

To promote initiatives in Brampton and seek new investment, the Economic Development Office (EDO) participated in the Virtual Hannover-Messe trade show. Working with the province, our team supported a presentation by the Rogers Cybersecure Catalyst as part of the official program of the trade show. The EDO also used the international virtual Hannover-Messe platform to engage with several companies and highlight areas of strategic value of doing business in Brampton.

- **Meeting with Canadian Ambassador to Germany**

The official engagement on this Mayor-led mission began with a meeting between the City of Brampton and the Canadian Embassy in Germany, including the Canadian Ambassador to Germany, the Honourable Stéphane Dion. The key objective of this meeting was to brief the Canadian Embassy on the mission and seek their feedback on areas of opportunity for Brampton. The Embassy provided background on the German economy, potential opportunities with the companies the City planned to meet with, as well as a focus on opportunities around the EU-Canada Comprehensive Economic and Trade Agreement (CETA).

- **Business Retention and Expansion Meetings**

As a large share of investment into a community comes through existing companies, the next engagement included a series of meetings with the German headquarters of businesses based in Brampton. These meetings included German and Brampton company representatives, with updates provided from both the businesses and the City. Areas of discussion included: business impacts during the pandemic, ways to strengthen the relationship between the City and the businesses, and a discussion around assisting companies with growth opportunities in Brampton.

- **Transit Electrification Roundtable**

To promote the e-bus pilot currently underway in Brampton and support knowledge sharing between our regions, the City of Brampton delegation organized a roundtable with the Canadian Urban Transit Research & Innovation Consortium (CUTRIC) and E-Mobil BW (the smart mobility association of the Baden-Württemberg region of Germany). The main theme of the roundtable revolved around the CUTRIC-led "Pan-Canadian Electric Bus Demonstration and Integration Trial" that the City of Brampton is participating in. This global, first-of-its-kind project is the result of ongoing collaboration between Brampton Transit,

CUTRIC, as well as manufacturers of the fully electric buses New Flyer Industries and Nova Bus, and charging station manufacturers ABB and Siemens, who all took part in the roundtable.

Presentations and discussions focused on electrified transportation and included representatives from both the public and private sector from Brampton and Germany. Some key opportunities coming from the roundtable include facilitating investment discussions between private sector participants, and connections between Brampton, CUTRIC, and E-Mobil BW, Brampton Transit and Stuttgart Transit, as well as other government partners.

- **Partner Meetings – Brampton Innovation District**

In an effort to build international partnerships and learn global best practices, the EDO organized an introductory meeting between innovation partners from the Brampton Innovation District and CyberForum Karlsruhe; one of Europe's largest tech networks and clusters that operates several incubators/accelerators. These include a Cybersecurity and a Smart Production focused accelerator. The session was part of the City's work to build international bridges for the Innovation District, and will help in promoting areas of collaboration and knowledge sharing between innovation ecosystems. Additional meetings held with businesses and start-ups revolved around introducing these entities to Brampton, thereby furthering the relationship and exploring potential expansion plans to Brampton.

Mission Results:

- **2** virtual sessions
- **73** contacts
- **16** leads

Collision from Home (June 23-25, 2021)

Highlights of Collision from Home conference include:

- **Masterclass Session**

The Masterclass session provided staff an opportunity to showcase Brampton's newest Innovation District partner, Brampton BHive and offered information on how staff can help expand their business to Brampton. It also highlighted the momentum that is continuously building as a result of the work being done in the Innovation District and created plenty of opportunity for discussion. There was great dialogue from all three panelists and such wonderful feedback from all 266 attendees.

- **40 Words Event**

As part of Brampton's participation, staff were able to engage with a portion of the event known as "40 words". 40 words gave 125 start-ups the opportunity to pitch their businesses in short videos at Collision. The start-ups selected represented numerous industries, including fintech, gaming and enterprise software solutions. The videos gave the City of Brampton more than 60 minutes of advertising content spread over all three days of the event and were played ahead of many of Collision's high-profile speakers, including Ryan Reynolds and Mint Mobile CEO David Glickman.

- **PITCH Competition**

There was also opportunity to engage three Innovation District partners in PITCH. **PITCH** is Collision's start-up competition that showcases the world's most promising early-stage start-ups. The RIC Centre, Ryerson Venture Zone and Sheridan Edge all eagerly agreed to participate as judges. They each received five, one-minute videos and were asked to evaluate the pitch, provide feedback and scoring. They were all pleased with experience and were excited to see the results.

- **Mentor Hours Session**

Economic Development Director, Clare Barnett was also approached to participate in Collision's Mentor Hours Session. This event offered an opportunity to meet with seven start-ups from around the world, offering her time to coach these start-ups in an interactive group setting. As a result, staff have kept in touch with some of the participants who needed further guidance and look forward to creating new business development opportunities for them in Brampton.

- **Betakit Feature**

With so many great facets to showcase Brampton to a broader audience, the Innovation District was even featured on **Betakit**, "the nation's only independent publication dedicated to reporting on Canadian start-ups and tech innovation" with an article entitled "[City of Brampton launches incubator for international start-ups | BetaKit](#)"

- **Filipino Start-up Community**

Additionally, as a result of some connections made with the Filipino start up community at Collision, staff were able to develop two follow up events with the Philippine Trade and Investment Centre to create economic ties and potential synergies within the Innovation District

Mission Results:

- **32,000** attendees from around the world
- **141** countries represented
- **1,200** start-up companies involved
- **1094** connections
- **229** contacts made
- **100+** leads
- **50** meetings with investment and business prospects looking to expand to Brampton
- **4** virtual networking events
- **4636** social media impressions

Virtual FDI Mission to the USA (October/November 2021)

Highlights of the Virtual Mission to the USA include:

- **Meeting with Canadian Consuls General**

A mission kickoff meeting was held with the Canadian Consuls General, which included an overview of the mission, work Brampton Economic Development Staff did with the Canadian Embassy and the Ontario Trade and Investment Offices in Dallas and New York to develop the mission content and a fulsome discussion on potential investment trends and opportunities for Brampton from the US target markets.

- **Events with Technology Institutions**

Brampton Economic Development Staff worked with three major technology institutions to deliver moderated information sessions to communicate Brampton's value proposition specific to the Innovation & Technology sector to their membership and boards.

- **New Business Investment Attraction Meetings**

Brampton Economic Development staff held 8 new business meetings where Mayor Brown and Councillor Williams had the opportunity to meet virtually with executives from businesses located in Austin, Dallas and New Jersey, looking to expand to Brampton, and staff had the opportunity to share Brampton's value proposition with them, specifically in the Innovation & Technology sector and our growing Innovation District.

- **Business Retention & Expansion (BR&E) Meetings**

Brampton Economic Development staff coordinated eight Business Retention & Expansion (BR&E) meetings with businesses in Brampton that are headquartered in the United States. Mayor Brown and Councillor Williams participated in these meetings to share their support for the company's local needs, and learn about any potential expansion opportunities. Meetings were held with prominent Brampton companies including: Zochem, Dynacare, SPS Commerce, Daniels Health, Taro Pharmaceuticals, Albea Canada, Medtronic and Stericycle. Important discussions were held with business leaders to further expansion plans in the City.

- **Post-Mission Information Session**

A post-mission information session was held for approximately 25 interested new businesses that stemmed from their attendance at the earlier events held during the mission. We engaged local partners in this session to speak to requirements for new businesses entering Canada as it relates to immigration, taxation, funding and human resources.

Mission Results:

- **83** contacts made

- **8** leads
- **7** new business meetings
- **8** BR&E meetings
- **4** virtual informational and networking events hosted

Virtual FDI Mission to Nigeria (November 15 & 23, 2021)¹

Proposed Programming of the Virtual Mission to Nigeria includes:

- **Meetings with the High Commission**

Mayor Brown will have the opportunity to meet with government officials including Mr. Teshome Nkrumah, Canada's Deputy High-Commission Office in Nigeria and His Excellency Mr. Adeyinka Asekun - Nigeria's High Commissioner to Canada.

- **Panel Presentations**

Brampton Economic Development staff will host several panel and roundtable discussions in partnership with key technology industry associations on topics including Brampton's Innovation District; local success stories; cross-border mentorship and empowerment for Nigerian women in business and the opportunities for collaboration with the Nollywood film industry.

- **New Business Meetings**

Hosting meetings for Mayor Brown to meet with new businesses looking at Canada as an opportunity to invest, will allow staff to share Brampton's value proposition while establishing relationships to assist businesses with their expansion to Brampton.

¹ The Virtual FDI Mission to Nigeria is scheduled to take place after this report's deadline. Staff will return to Council with a full mission update in Q1 of 2022

Virtual FDI Mission to the UK / Ireland (December 2021)²

Proposed Programming of the Virtual Mission to the UK/Ireland includes:

- **Meetings with the High Commission**
Mayor Brown will have the opportunity to meet with government officials including the UK High Commission, representatives from Invest Ontario and the Canada/UK Chamber of Commerce.
- **Panel Presentations**
Brampton Economic Development staff will host a presentation to key technology industry associations on topics including Brampton's Innovation District; cybersecurity, innovation and technology and medical technology (MedTech).
- **Business Retention & Expansion (BR&E) Meetings**
Brampton Economic Development staff are working to coordinate Business Retention & Expansion (BR&E) meetings with businesses in Brampton that are headquartered in the UK/Ireland. We look forward to including Mayor Brown in these meetings to share his support for the company's local needs, and learn about any potential expansion opportunities.
- **New Business Meetings**
Staff will host meetings for Mayor Brown with new businesses looking at Canada as an opportunity to invest, and allow staff to share Brampton's value proposition while establishing relationships to assist businesses with their expansion to Brampton.

² The Virtual FDI Mission to the UK & Ireland is scheduled to take place after this report's deadline. Staff will return to Council with a full mission update in Q1 of 2022