



BRAMPTON MEANS BUSINESS *NOW*

VIRTUAL FDI MISSION TO *NIGERIA*

NOVEMBER – DECEMBER 2021

MISSION OVERVIEW

- Virtual FDI Mission to Nigeria, held on November 15th and 23rd 2021.
- Brampton and Nigeria share strong economic and cultural ties.
- Engaged with over 120 delegates and participants, including government officials, businesses, start-ups and technology incubators.
- Goal was to establish new relationships and build on ones formed during the Mayor-led Mission with Councillor Williams to Nigeria in February 2020.

MISSION BRIEFING WITH HIGH COMMISSIONS **NOV 15TH**



- Mayor Brown and Councillor Williams hosted a round table discussion with:
 - Mr. Teshome Nkrumah - Deputy High Commissioner of Canada and the Senior Trade Commissioner to the Federal Republic of Nigeria.
 - His Excellency Mr. Adeyinka Asekun - Nigeria's High Commissioner to Canada.

EVENTS ON NOVEMBER 15TH



Brampton Means Business Now:
An Introduction to Brampton's
Innovation District and Nigerian
Success Stories.

EVENTS ON NOVEMBER 23RD

- A Roundtable Discussion with Women Business Leaders – Inclusive Innovation & Entrepreneurship, and the importance of cross-border mentorship and empowerment.
- Brampton/Nollywood Film Roundtable: Connecting with Nollywood: a Conversation with Brampton.

MISSION SUMMARY

Mission Highlights	Total
Mayor-led Events	4
1:1 NEW Business Investment Meetings	8
Number of External Delegates	16
Number of Participants	120
Resulting Leads (to-date)	10
Partnership Alliances	4

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