



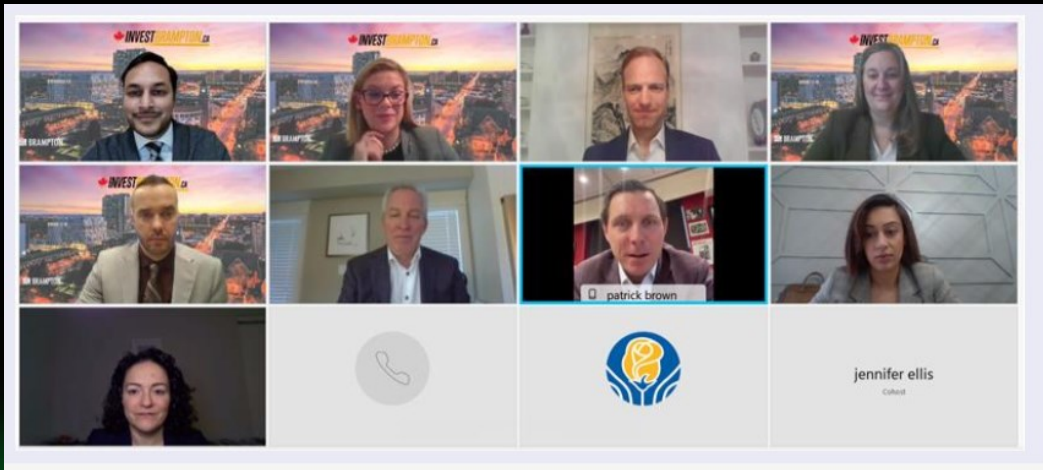
Cybersecurity:
The Transatlantic
Reboot



BRAMPTON MEANS BUSINESS **NOW**

*VIRTUAL FDI MISSION TO **UK & Ireland**
led by Mayor Brown and Councillor Singh*

NOVEMBER – DECEMBER 2021



MISSION OVERVIEW



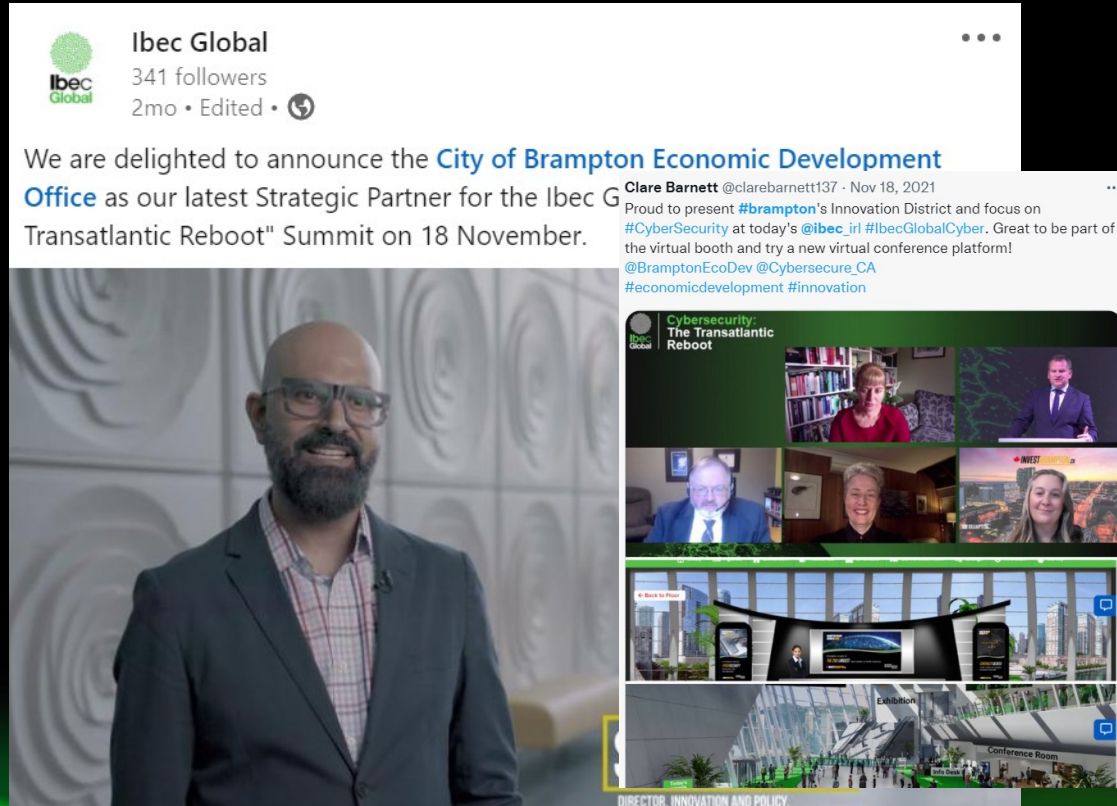
Virtual FDI Mission to UK & Ireland, held December 6-10th, 2021 led by Mayor Brown and Councillor Singh

The UK is Canada's third largest destination for merchandise exports worldwide, and a key source of foreign direct investment and Science & Technology partnership

Goals were to initiate relationships to assist in pursuing market opportunities in: **cybersecurity**, **medtech** and **food innovation** throughout 2022 as well as develop new partnerships for collaboration in the tech and startup space

IN-MARKET GLOBAL EVENT ON **NOV 18th**

- Director of Economic Development presented Brampton to a panel at the IBEC global cybersecurity summit in Ireland

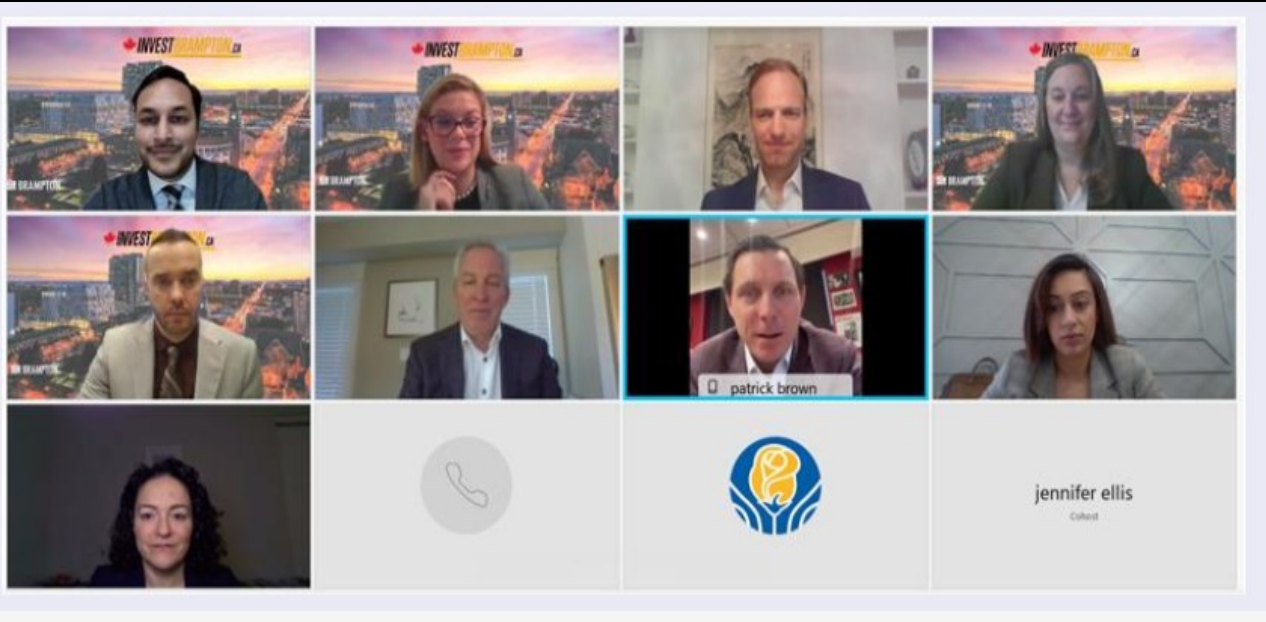


- 7 companies from Brampton attended
- Virtual booth to showcase marketing videos on the Innovation District
- Global Twitter and LinkedIn promo on Catalyst

MISSION BRIEFING WITH HIGH COMMISSION **DEC 06**

○ Mayor Brown and Councillor Singh hosted a roundtable discussion with:


- Ralph Goodale, High Commissioner to the United Kingdom
- Sophia Arvanitis - Ontario's Agent-General in London
- Aaron Rosland, Senior Economic Officer for Ontario in the United Kingdom



ECOSYSTEM LEARNINGS FOR BRAMPTON

Video call interface showing participants: Dave Rowley, Patrick Brown, and Kate Temperley.

“Plexal is the innovation company that supercharges collaboration to make great ideas happen.”



NEW MEMBERSHIPS AND PARTNERS FOR 2022 FDI



NEW MEMBERSHIPS AND PARTNERS FOR 2022 FDI



Sarah Maltman • 1st
International Programmes Manager at Inverness C...
1mo • 🌐

Delighted to connect with the city of Brampton ([City of Brampton Economic Development Office](#)) for an introductory session as part of our upcoming virtual trade mission to Ontario in February in conjunction with [Scottish North American Business Council \(SNABC\)](#).

Thanks to [Andrew Bacchus](#), [Denise McClure](#) and [Amanda Leard](#) for sharing such useful insights on the city of Brampton with some of our delegates.

Looking forward to collaborating going forward.

[Allan Hogarth](#) [Euan Cameron](#) [Ewen Macpherson](#) [Roy Lauder](#)

MISSION INTERIM SUMMARY

Mission Highlights	Total
Mayor-led Events	5
1:1 NEW Business Investment Meetings	7
Number of External Delegates	30
Partnership Alliances	3

***BRAMPTON MEANS
BUSINESS NOW
THANK
YOU***