

Date: 2022-02-15

Subject: **Attracting International Companies with The National Association of Software and Service Companies (NASSCOM)**

Contact: Jayesh Menon, Sr. Advisor, Investment Attraction, Economic Development (Jayesh.Menon@brampton.ca)

Report Number: Planning, Bld & Ec Dev-2022-217

Recommendations:

1. THAT the report from Jayesh Menon, Sr. Advisor, Investment Attraction, dated February 15, 2022 to the Committee of Council Meeting of March 9, 2022 re: **Attracting International Companies with The National Association of Software and Service Companies (NASSCOM)** (2022-217) be received; and
2. THAT the City of Brampton and NASSCOM enter into a 3 year agreement to attract new technology business investments from India to Brampton; and
3. THAT the Commissioner of Planning, Building and Economic Development be authorized to execute the necessary agreement(s) required to formalize the agreement with NASSCOM in the form of an Memorandum of Understanding (MOU); and
4. THAT staff report to Council on the results of the partnership with NASSCOM on an annual basis.

Overview:

- The National Association of Software and Service Companies (NASSCOM) is an Indian non-governmental trade association and advocacy group focused mainly on the technology industry of India. Established in 1988, NASSCOM is a non-profit industry organization.

- NASSCOM represents India's 194 billion dollar Information Technology - Business Process Management (IT-BPM) industry.
- In 2021, the City of Brampton Economic Development Office hosted an in-person NASSCOM delegation of 35 businesses in Brampton.
- The City of Brampton Economic Development Office is seeking to establish an agreement with NASSCOM. The City will be referred to NASSCOM members with new investment opportunities and will work with local Innovation District partners and the private sector to provide access to soft-landing spaces in Brampton to these businesses.
- NASSCOM is complementary to other City of Brampton partners as their membership includes larger more established technology companies.
- Attracting Foreign Direct Investment (FDI) to Brampton is an important initiative of Brampton's Economic Recovery Strategy. India is a priority market for the City of Brampton.
- This report is in alignment with the Term of Council priorities, Attracting Investment and Employment and Creating Complete Communities.

Background:

NASSCOM

NASSCOM's 3000+ members from India constitute 90% of the industry's revenue. NASSCOM has designated Canada as its priority market to facilitate development of new expansions, and nearshoring opportunities for their members.

NASSCOM Delegation to Brampton 2021

In collaboration with the Canadian Trade Commissioner Service (CTCS) in India, NASSCOM organized a delegation of Indian technology firms to visit the City of Brampton as part of their mission to Canada. During the delegation, Mayor Brown and Councillors hosted a "Meet and Greet" session, followed by a networking session that allowed City staff and external stakeholders to connect with the businesses and share Brampton's value proposition and opportunities for expansion in the city.

City of Brampton & NASSCOM Partnership

The Economic Development Office would like to establish a Memorandum of Understanding (MOU) with NASSCOM with the goal of securing investment from their members.

Objectives of the MOU

- To secure Indian technology-based Foreign Direct Investment (FDI) into the City of Brampton.
- To enhance the global competitiveness of the City of Brampton to Indian companies that are members of NASSCOM.
- To facilitate opportunities for NASSCOM members (businesses) to build a presence in Brampton and benefit from a soft-landing space in the City to serve the North American market.

Highlights of the Partnership:

The City of Brampton has aligned its investment and entrepreneurial support systems around the importance of the innovation ecosystem supported by our Innovation District. This ecosystem will support NASSCOM members (businesses) in building their presence within the city.

This partnership will enable the City of Brampton to attract new companies, bring in investment, and create jobs. Furthermore, NASSCOM's intangible brand presence enables our existing businesses to access their network and explore technological and strategic opportunities with other businesses and institutions in India.

The City of Brampton will offer the following services to NASSCOM members interested in exploring investment opportunities in the City of Brampton:

- The City will work with partners in the Innovation District and the private sector to assist NASSCOM members in accessing “soft landing spaces” for three-six months (fees TBD) in Brampton. This will enable the companies to establish a presence in the City of Brampton.
- Staff will assist members that require a letter of support from the City of Brampton regarding their immigration process.
- Introduce NASSCOM members to the City of Brampton Innovation District partners including: incubators and accelerators, and provide a platform for mentorship, funding, connections, and support for expansion.
- Assistance in the selection of sites for permanent operations in the region.
- Access to the expertise of Brampton Economic Development sector managers.
- Facilitate contact with administrators, industry, academic and government partners and experts and invite them to different informational sessions and workshops.

Anticipated Results

	Number of Companies	Jobs
1 st year (2022)	3	6
2 nd year (2023)	6	12
3 rd year (2024)	6	12

Corporate Implications:

Financial Implications

Economic Development staff have estimated costs of \$10,000 per year to support this initiative. Sufficient funding is available within the 2022 Economic Development base operating budget to cover the anticipated expenses. Staff will ensure there is sufficient funding in place for future years of this agreement, subject to Council.

Communications

NASSCOM will be invited to provide an annual update to Council on the results of the agreement.

Staffing Impact

As an integral part of this Memorandum of Understanding (MOU), City staff will continue to work with NASSCOM and provide support services to its members.

Term of Council Priorities:

This report supports the Term of Council Priority that Brampton is a “City of Opportunities” and that Brampton will continue to implement a Foreign Direct Investment (FDI) and lead generation program to attract new business to Brampton. Partnerships like this are vital to the work of the Economic Development team in attracting new investment and jobs to Brampton.

Conclusion:

This report recommends that the City of Brampton establish a partnership with NASSCOM and enter into a 3 year agreement to attract business leads to the City of Brampton.

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