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# 2012 Report on Economic Development

# Realizing a Prosperous Economy

To realize its vision for Mississauga to be a global hub of creative and innovative activity where talent and business thrive, the City of Mississauga adopted a 10-year Economic Development Strategy in 2010. It identifies strategies for fostering a prosperous and sustainable economy that attracts and develops talent and key knowledge-based companies, which will contribute to Mississauga's already diverse business community and global profile.

Moving forward, the City of Mississauga is optimistic as it focuses on existing strengths and seeks new opportunities that will help the local economy continue to grow and prosper. In order to appeal to potential investors and partners, the City must establish and manage a global presence and commit to international connections. In 2012, the Economic Development Office hired a Manager of Global Business Investment who will be dedicated to international marketing and development activities.

This summary represents the actions taken in 2012 to fulfill our goals as set out in the Economic Development Strategy. The Economic Development Strategy is structured by these three high level goals that will help to align the City's Economic Development Office's strategic initiatives and actions:

**1** Become a global business magnet

**2** Embrace a culture of innovation

**3** Build a knowledge economy

These goals will develop talent, attract innovative business, meet employment needs, strengthen arts and culture and create partnerships for innovation. For more information about Mississauga's Economic Development Strategy, view the report online at: [mississauga.ca/business](http://mississauga.ca/business)

This is the first year of reporting on achievements in this format. Annual reporting will keep the citizens of Mississauga informed about activities and results as strategic goals are implemented.

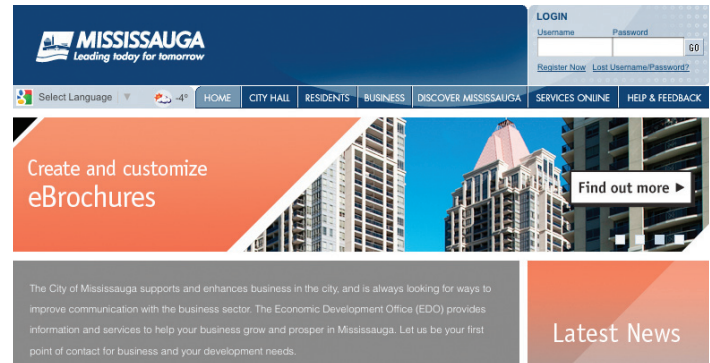
# 2012 Highlights

## Mayor Hazel McCallion takes the pulse on the local economy

The Pulse of the Local Economy Roundtable meetings with local businesses are organized by the Economic Development Advisory Board (EDAB) and facilitated by Mayor Hazel McCallion. These meetings provide a diverse group of local businesses with an opportunity to discuss the challenges, issues and opportunities available to them and help ensure that Mississauga continues to offer a supportive environment for local businesses.

As an advisory board to the Economic Development Office, EDAB uses these meetings as an opportunity to identify economic conditions, trends and new markets that assist in responding to the demands of our globally competitive knowledge-based economy.

The discussions generated a number of ideas that the City of Mississauga investigates, reviews and if feasible, will implement.



## EDO Website Innovations

The Economic Development Office announced two new interactive tools in October 2012. The online business directory helps visitors review, locate and receive reliable contact information for over 10,000 companies located in Mississauga. Online searches are free or a 12 month subscription that is downloadable is available for purchase.

The second tool introduced visitors to create customized brochures online. This feature is targeted to commercial real estate and other professionals responsible for making location decisions. The brochures enable business decision makers to create personalized business cases featuring key information including location attributes, market conditions, population demographics, housing statistics and more.

**79,884** visitors

**54%** new visits

## Business Development

In 2012, the Economic Development Office was involved in activities that will result in \$3.2 million of new and retained taxable assessment. That represents both planned or under construction investments. In addition, \$23 million of capital investment is projected to generate an increase in tax revenue over the next three years. This activity represents 2,200–2,600 new jobs created and retained in Mississauga. Taken together, this activity is an indication of the confidence in Mississauga and a reflection of the strength in the local economy.

**\$3.2 million** new and retained  
taxable assessment

**2,200–2,600** new jobs created and  
retained in Mississauga

### The business development team played a role in the following highlighted investments in 2012:

- **Sumitomo Precision Products Limited**  
established a world class site for commercial aircraft landing gear equipment and systems. This production operation will generate new revenue and employment within the aerospace manufacturing sector.
- **Mitsubishi Heavy Industries Canada Aerospace**  
relocated its aircraft wing assembly facility. This location is expected to employ 100 to 200 employees when fully operational.

- **Hoffman LaRoche's**  
mandate has grown at the Mississauga location. An extra 200 staff will be hired based on the talent that is available within the local market. Physical expansion will bring additional taxable assessment.
- **Therapure BioPharma**  
invested approximately \$17 million into capital equipment and renovations at a Mississauga location, which has resulted in approximately 100 new jobs.
- **Almirall**  
a Spanish pharmaceutical firm's first direct presence in North America is in Mississauga. Canadian patients will benefit as they receive a range of innovative medicines, especially in the respiratory and dermatology fields directly.

## Corporate Call Program

In 2012, 30 corporate calls were attended by members of the Economic Development team and senior executives of Mississauga companies to discuss current operations, future plans and assistance needed to do business in Mississauga. Often, Mayor McCallion and a member of Council accompany EDO on these calls.

## International Investment Attraction

In September 2012, the Director of Economic Development joined the Greater Toronto Marketing Alliance (GTMA) on an investment mission to Brazil. The delegates participated in a series of business development initiatives focusing on the information communications technologies sector.

## Small Business Development and Support (Mississauga Business Enterprise Centre)

As part of the City of Mississauga's partnership with the Province of Ontario, the Economic Development Office through its Mississauga Business Enterprise Centre (MBEC) offers programs such as seminars, online training, in person consultation and general information and guidance to small businesses and entrepreneurs. These initiatives allow EDO to offer a supportive business environment for the start-up and growth of local businesses, and the creation of jobs in Mississauga.

**35**

businesses  
started

**182**

jobs  
created

**102**

consultations

**274**

business  
registrations

**5012**

client  
inquiries

Community connections are defined as the number of individuals MBEC connected with outside the MBEC office in promoting the work of EDO/MBEC and forming partnerships.

**19**

community  
events  
attended

**660**

community  
connections  
(approx.)



## Encouraging Youth Entrepreneurship

In support of our youth and entrepreneurship, MBEC offers the Summer Company program which provides students with the opportunity to turn their ideas into business opportunities while developing professional skills. This program is delivered in partnership with the Province of Ontario and provides hands on coaching, mentoring and financial support to help young entrepreneurs start and operate a summer business.

In 2012, the Summer Company program resulted in 12 business start-ups with a combined 13 new jobs created.

## Events and Seminars

### Sponsorship of Business Events

In 2012 MBEC sponsored three Mississauga Board of Trade (MBOT) seminars that focused on introducing Mississauga businesses to opportunities that exist in China, India and the United States.

The seminars provided businesses with information on the business opportunities, programs and services that exist to help interested companies export products and services to the respective country.



## Selling to Government Seminars

In an effort to encourage and support companies in their efforts to do business with the government, the Selling to Government seminars provided an opportunity for existing businesses to learn the fundamentals of selling goods and services to all levels of government, including steps to becoming a supplier, registering a company, searching for opportunities, marketing a product or service, and security clearance requirements. MBEC coordinated two events in 2012 with a total of 340 attendees.

## International Student Welcome to Mississauga Event

The International Student Welcome to Mississauga event was hosted in November and invited international students studying at Sheridan College (Mississauga campus) and University of Toronto Mississauga to City Hall to welcome them to the City and provide information about Mississauga and the various city services that are available. Over 100 students attended this event, representing over 20 international countries from Africa, Asia, Central America, the Caribbean, Europe and South America.



Photo: Rob Behrman, Mississauga News



## For more information:

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