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# 2013 Report on Economic Development

# Strategic Plans and Goals

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.

This summary represents the actions taken in 2013 to fulfill our goals as set out in the Economic Development Strategy. The 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)

# 2013 Highlights

## Dialogue on Talent Event

The Economic Development Office (EDO) and the Economic Development Advisory Board hosted over 50 senior executives representing local business, education, industry and government in an engaging dialogue on promoting and enhancing Mississauga's capacity to retain talent. Energy and enthusiasm reflected the atmosphere surrounding the event and three broad themes emerged:

- Creating local capacity through talent attraction, retention, and development;
- Connecting business, education, government, voluntary sector, associations, intermediaries and other key stakeholder groups;
- Competing through targeted strategies delivered in collaboration with local partners.

With the goal of promoting Mississauga as a viable and progressive employment destination, key strategies were identified and outlined in the *"Executive Summary: Dialogue on Talent Event"*. The actions from the report will help EDO continue to assess talent needs and help bridge the gaps between industry and education.

Kim Warburton, GE Canada and EDAB Chair; Susan Amring, Economic Development; Trudy Parsons, MillerDickinsonBlais; Allan O'Dette, Ontario Chamber of Commerce; Mayor McCallion; Lisa Melo, RBC Insurance; Meredith Keenan, GE Canada and Avinindra Utukuri, Nytric Inc.



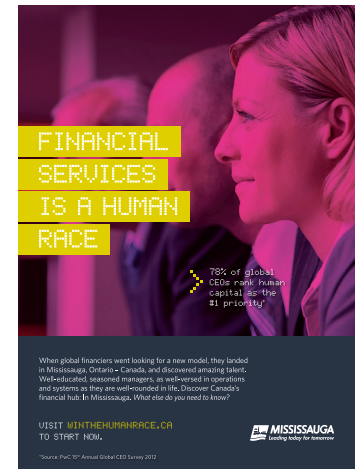
## New Marketing Campaign

The Economic Development Office launched a new 3-year marketing campaign entitled "Win the Human Race" that highlights Mississauga's labour force as one of the many location advantages for knowledge based businesses who require a skilled and talented work force. As 78% of CEO's worldwide believe finding talent is a number one challenge\*, it was important for the campaign to highlight Mississauga's assets through a talent lens.

The campaign collection includes: print and digital ads, promotional brochures and an exciting microsite with a new blog component.

[winthehumanrace.ca](http://winthehumanrace.ca)

\*Source: PwC 15th Annual Global CEO Survey 2012



## Business Development

The Economic Development Office was involved in activities that amounted to \$4.5 million of new and retained taxable assessment. This represents both planned or under construction investments and represents 3,800 – 4,300 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.

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

- **Coach IT**

A Brazilian information technology consulting firm's first direct presence in North America. Canadian clients will now benefit as they receive a range of high-performance and qualified services in the enterprise software SAP ecosystem.

- **Helukabel**

Established its Canadian headquarters. This facility will better support industries that require high-performance cables and wires, such as automated industrial manufacturing, food & beverage packaging, and renewable energy.

- **LM Temperature Controls**

Facility expansion with warehouses space for distribution of commercial temperature control equipment to commercial clients.

- **Neopart Progressive Industry Solutions**

New warehouse and distribution centre that provides state-of-the-art supply chain management to transit fleets throughout the GTA and is expected to employ between 50 to 60 employees.

- **Samsung Electronics Canada Ltd.**

Expanded to a new Canadian head office location that will feature a training and experience centre. Employment is expected to grow approximately 500 employees.

## Corporate Call Program

The Economic Development Office implements an annual corporate call program to work proactively with existing businesses in an effort to help them grow and remain in the community. In 2013, 28 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.

## Global Business Investment

In pursuit of our goal of becoming a “Global Business Magnet,” the City has implemented an international marketing strategy with the goal of developing a compelling global brand to attract business, investment, and jobs to Mississauga.

## The global business investment team conducted the following highlighted activities:

### Brazil Investment Attraction Mission

In July, City of Mississauga officials, in conjunction with the Greater Toronto Marketing Alliance (GTMA) participated in an investment mission to Brazil. Representatives participated in foreign direct investment business attraction initiatives with a focus on the information technologies and food and beverage sector. City of Mississauga officials participated in over 21 one-on-one meetings with Brazilian companies looking to invest internationally, positioning Mississauga and the Greater Toronto Area as the choice location for entry into the North American market.

### Korean Overseas Investment Fair

The Economic Development Office, was invited to attend the Korean Overseas Investment Fair (KOIF) in May. The goals of attending KOIF 2013 were to promote the City as an ideal place to invest, generate new investment leads and assess the Korean market for future investment sales and marketing programs. Approximately 30 companies were met with by Mississauga officials and over 50 executive relationships were established resulting in an estimated seven qualified investment leads.

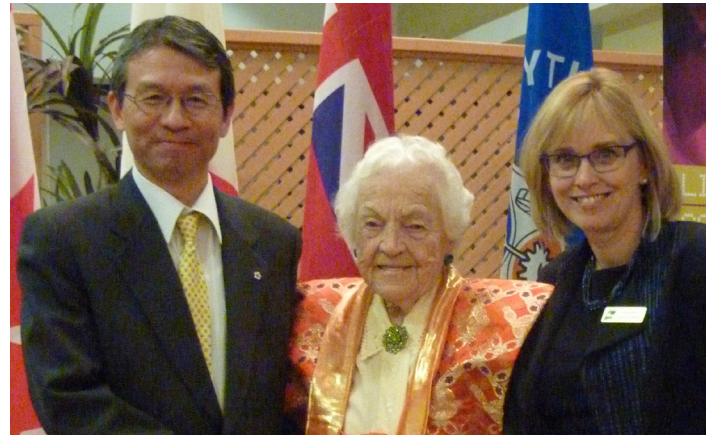
## California Investment Attraction Mission

In September, City of Mississauga officials, in partnership with the Greater Toronto Marketing Alliance participated in an investment attraction mission with prospective investors in Los Angeles, California. The group participated in prequalified meetings with information technology companies. Approximately 10 qualified leads were identified from this investment attraction mission.

## Japanese Appreciation Dinner

Japan is an important source of foreign direct investment in Mississauga. In November, Mayor McCallion and the Economic Development Office (EDO) hosted local Japanese businesses to thank the 90+ companies that originate from Japan for their investment in Mississauga. Through networking, the City and local Japanese companies strengthened relationships and the City gained a better understanding of local business needs. As a result of this event, Japanese companies have been working with EDO staff to identify potential additional foreign direct investment from Japan.

Eiji Yamamoto, Consul General of Japan in Toronto, Mayor McCallion and Susan Amring, Director, Economic Development



## Foreign Direct Investment Awards

Mississauga received five awards from Foreign Direct Investment (fDi) Magazine's American Cities of the Future for 2013/2014; including being named overall City of the Future against 79 other cities in the mid-size category. This ranking will attract inward investment and facilitate economic development and business expansion in Mississauga.

Mississauga also ranked first for business friendliness, second for economic potential and fourth for infrastructure and foreign direct investment strategy.



## Small Business Development and Support

To encourage small business development and growth, the Economic Development Office's Mississauga Business Enterprise Centre (MBEC), offers seminars, online training, in-person consultation and general information and guidance to small businesses and entrepreneurs. In 2013, MBEC delivered 48 seminars which resulted in 1,221 attendees and encouraged the start-up of local businesses and creation of jobs in Mississauga.

**30**

businesses  
started

**37**

jobs  
created

**102**

consultations

**256**

business  
registrations

**4,570**

client  
inquiries

## Mayor Hazel McCallion takes the Pulse on the Local Economy

To keep a pulse on 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 are a forum to discuss challenges and opportunities and help ensure Mississauga continues to offer a supportive environment for businesses. They are used to identify economic conditions, trends and new markets that assist in responding to the demands of our globally competitive knowledge-based economy. In 2013, emerging themes from the roundtable meetings included: talent and workforce development; regulatory concerns; changes in government research programs; the future of manufacturing; transit, traffic congestion and the need for innovation.

The meetings generated a number of ideas that the City will investigate, review and if feasible, implement.

## Summer Company Youth Entrepreneurship Program

The Mississauga Business Enterprise Centre (MBEC) offers the Summer Company Program, giving students the chance to turn their ideas into business opportunities while developing professional skills. The 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 2013, the program resulted in the launch of 16 new businesses with a combined 18 new jobs created.



## International Student Welcome to Mississauga

The second annual International Student Welcome to Mississauga event was held in September 2013. The purpose of the event was to invite international students studying at University of Toronto at Mississauga (UTM) and Sheridan College (Hazel McCallion campus) to City Hall to welcome them to the City and provide information about Mississauga and the various City services available. EDO believes these students may one day become residents, employees, business owners in Mississauga and/or global ambassadors. Close to 100 students attended the event, representing 40 countries from Africa, Asia, the Caribbean, Europe, Middle East, South America, and the United States.



Photo by: Jasmeen Virk for The Medium.

## Building Community Connections and Partnerships

The Mississauga Business Enterprise Centre (MBEC) continues to build connections and partnerships with local community organizations. To help broaden its local community connections, MBEC participated in 25 community events and built 795 community connections.

## Ontario Network of Entrepreneurs

The City became a member of the Province of Ontario's ONE Network. The collaborative network provides access to services in support of businesses in Ontario. MBEC has partnered with five organizations, which form the ONE Network Partners in Peel. Its mission is to ensure entrepreneurs and innovators in Peel have easy access to information, resources and guidance through the cooperative services of the regional Business Enterprise Centres, RIC Centre, Ontario Centres of Excellence and the Province of Ontario's Business Advisory Services.

MBEC hosted its first signature ONE Network social media marketing conference in November 2013. The conference provided real world social media strategies to help entrepreneurs and business owners build and grow their businesses. Over 200 entrepreneurs, business owners and professionals from Mississauga and the GTA were in attendance.



## Sponsorship of Local Business Events

To advance EDO's strategic objectives, MBEC sponsored several Mississauga Board of Trade (MBOT) international trade seminars, with a focus on business in the United States and United Arab Emirates markets to encourage global connections. MBEC also sponsored MBOT's Next Generation (NGEN) 'Under 40' young professionals networking events to support the growth of a knowledge economy, the sharing and exchanging of ideas and fostering or building business connections.



## For more information:

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