



2009 EDO Program Review

Mississauga Economic Development Office


Strategic Business Plan on the Horizon

Welcome to the Economic Development Office's (EDO) Program Review - a review of the numerous initiatives, events and strategic business meetings undertaken by the team in 2009. The three objectives of EDO are to increase the profile of Mississauga as a national and international business centre, develop strong knowledge-based sectors and support business growth, retention and small business development.

In 2009, the City of Mississauga reached out to its business and community leaders and residents to identify ways Mississauga can continue to grow and develop into a globally recognized city. Through direct feedback, five strategic pillars for change emerged that will represent the foundation for our City's new Strategic Plan and one that will see us through the 21st century. The five overall strategic pillars of change are: developing a transit oriented city; ensuring youth, older adults and new immigrants thrive; completing our neighbourhoods; cultivating creative and innovative businesses and living green.

One of the main priorities of EDO will be to develop the strategic goal of cultivating creative and innovative businesses into the City. For EDO, this means specifically focusing on developing talent, attracting innovative business, meeting employment needs and creating partnerships for innovation. To this end, EDO will be researching, examining and executing a new economic development plan in the coming year.

With a new EDO strategic plan on the horizon and a solid track record behind us, home to nearly 54,000 businesses, of which 61 are *Fortune 500* and 50 are *Fortune Global Canadian* head offices or major divisional head offices, the future looks bright for 2010.


Larry Petovello, Ec. D.
Director



Selected Events

Economic Development Council of Ontario (EDCO) Conference

February 3-5

EDO staff attended EDCO's 52nd Annual Conference and Showcase "Harnessing the Forces of Change." The conference program was designed to provide Ontario's economic developers and municipalities with the insight and tools to keep Ontario's economy moving forward.

EDO's Client Account Manager, D'Arcy Rahkola, participated as a guest speaker discussing the partnership between an Economic Development Office and the industrial, commercial and investment (ICI) real estate community.

The Biotechnology Initiative (TBI) Awards Dinner

February 24

Mayor Hazel McCallion was honoured with the Community Service Award at The Biotechnology Initiative's (TBI) annual awards dinner in Toronto. TBI represents and promotes life sciences technologies and encourages their commercial success in Ontario through government advocacy, stakeholder engagement, mentoring and education and promotion of Ontario's world-class science and industry.



Mayor McCallion gathered with City of Mississauga staff and members of the RIC Centre and Mississauga Board of Trade
Photo taken by Brian Beatson

Mayor McCallion was recognized for helping to build the biotech community and strengthen its global reputation. Mayor McCallion was one of four individuals and one company who were acknowledged for their contribution to the success of the health and life science sector.

Greater Toronto Region Economic Summit

May 7

Mayor McCallion and the Director of EDO attended the Greater Toronto Region Economic Summit. Topics discussed were: enhancing our financial services sector; restructuring our manufacturing base; building a human capital advantage; promoting research, innovation and creativity.

BIO International, Atlanta

May 18-21

More than 14,000 business leaders attended the 2009 Bio International Convention, which is the largest global event for the biotechnology industry. Some of the biggest names in the biotech industry from around the world gathered in Atlanta.



Official opening of the Canadian Pavilion at the 2009 Bio International Convention

Mayor McCallion and Manager of Economic Development participated in the Ontario booth of the Canadian Pavilion, which was designed to promote competitive advantages of investing in Ontario with an intense focus on the Province's innovation in bio, talent, science and research and its thriving economy.

Forum for International Trade Training (FITT) Global Business 20/20 Summit

May 25-26

The FITT Global Business 20/20 Summit held in Mississauga focused on Canadian businesses in global markets. The Director of EDO attended the event which offered an expert international trade collective featuring focused roundtables, dynamic key-note speakers, awards and direct networking opportunities.

International Economic Forum of the Americas, Montreal

June 8-10

The International Economic Forum of the Americas was attended by the Director of Economic Development, as it was a unique annual event that brought together representatives of government, international organizations, business people, academics and leading experts from all over the world.



Jeffery R. Immelt (left), President & CEO, General Electric, interviewed by Perrin Beatty, President & CEO, The Canadian Chamber of Commerce

The director of EDO attended the conference and met with executives on the green economy, foreign direct investment and tourism.



World Business Forum, New York
October 6-8

At the World Business Forum, the Mayor and Director of EDO attended the yearly summit that brings together over 5,000 attendees, consisting mostly of senior executives, from over 50 countries to hear the debate and discussions of top political and business leaders about the current issues of the world business environment and economy. During the event, the Mayor and Director of EDO had the opportunity to address over 50 potential investors on the advantages of locating in Canada.

SIOR Annual Fall Seminar
October 7

EDO was an event sponsor for SIOR's 44th Annual Fall Seminar entitled, "Never Let a Good Crisis Pass You By, Challenges and Opportunities in a Changing Market" at the Living Arts Centre. This event gathers hundreds of real estate professionals to learn about the latest trends and activities in the real estate and development markets with opportunities to meet with surrounding government and EDOs. In addition, an EDO trade show booth showcased the business location advantages and opportunities in Mississauga.

BIO Contact 2009, Quebec
October 7-8

At BIO Contact, a biopharmaceutical symposium that gathers close to 1,000 participants and offers over 140 presentations from leading biopharmaceutical companies from across the world, EDO staff had the opportunity to raise awareness about Mississauga's third Largest Life Sciences Cluster in Canada and the city's strength in this sector.

Toronto Forum for Global Cities
October 9-10

At the Toronto Forum for Global Cities, more than 40 speakers and over 1000 participants discussed major issues facing cities, countries and their governments around the world. The event is an opportunity for global decision makers, corporate business leaders, senior civil servants, business executives, senior managers and service professionals to network and share ideas about how to remain competitive in the ever-changing world economy. Mayor McCallion was a guest speaker discussing the investment in public transportation and the economic recovery with specific insight on Mississauga initiatives.



Mayor McCallion participating in public transportation panel

Toronto Real Estate Forum
December 2-3

The City of Mississauga was a sponsor and strategic partner at the Toronto Real Estate Forum, Canada's largest annual national conference on ICI Real Estate investment and management issues. The event's program featured commentaries, presentations and valuable insights from over 100 well-known experts and practitioners from across Canada, United States, Asia and Europe.

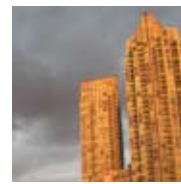
Economic Development Office Services and Resources

EDO provides information and services to help businesses grow and prosper in Mississauga. From site selectors, real estate professionals to direct client contacts, EDO helps facilitate business development and expedite the site selection process.



For businesses just starting out, expanding, consolidating or relocating, EDO has all the right connections to help with:

- Site location assistance
- Information and statistics
- Industry and business networks
- Business and community contacts
- Government approval assistance
- Key sector profiles



MBEC Small Business Programs and Initiatives

October was MBEC's "Salute to Small Business" month and the centre hosted numerous business seminars to provide entrepreneurs the right knowledge, tools and information to succeed. On October 1st, MBEC kicked off the start of their tenth



Business Information session led by John Fisher, Business Information Officer

year with a special event featuring former clients who have become business leaders, youth business entrepreneurs who were initially mentored by MBEC and industry experts who shared personal experiences and advice on starting a business.

Also this year, MBEC partnered with Rogers TV to tape six, two-minute segments for the 'In Business' show with David Wojcik. During each segment, the Manager of Small Business offers small business tips on starting and growing a business.

Corporate Calling Program

This program involves representatives from EDO visiting local firms. The meetings are focused on information sharing and issue identification and often include the Mayor, Ward Councillors and the City Manager.

- Baxter
- Baylis Medical Company & OME Group
- BioIntegral Surgical Inc.
- Calea International
- Chemi Pharmaceuticals
- Commercial Spring & Tool
- Creation Technologies
- Delta Meadowvale Hotel
- EDM Sero Canada Inc.
- ESCORT Manufacturing Corp.
- Exova (formerly Bodycote)
- Fielding Chemical Technologies Inc.
- Greenpath Eco Group
- Ingram Micro Inc.
- Karl Storz Endoscopy
- Kuehne & Nagel
- Loyalty Group
- MACH II Aerospace
- MHI Aerospace Canada Inc.
- NTN Bearing
- Nova Nordisk Canada Inc.
- Process Research Ortech
- Sero Canada Inc.
- Tech Data
- Trio-Tech Inc.
- PPG
- Promotion Engineering Ltd.
- Purolator Courier Ltd.



MHI Aerospace Canada Inc. Corporate Call.

From Left: Cllr. Pat Saito, Mayor McCallion, Harry Machiyama, President and Akira Kitano, Director, Operation of MHI Aerospace Canada Inc., D'Arcy Rahkola, Client Account Manager EDO.

Mississauga: Pulse of the Local Economy

This year, the Economic Development team along with the Economic Development Advisory Council (EDAC), the Mississauga Board of Trade and Mayor McCallion met with twenty-five small and mid-size companies in Mississauga to develop a better understanding of any issues and concerns of business owners during the current economic times. EDO facilitated a series of roundtable meetings and listened to what the businesses had to say. Overall, business owners are optimistic about the future of their business endeavours, however, there are some surmountable challenges that are present.

One of the biggest challenges is access to money and funding from the banks. They tell us government and regulation continues to be an impasse. There's a lot of concern around the impact of the harmonized sales tax or HST. They say we need more skilled trades and more people doing apprenticeship programs. The downturn of the economy and the fluctuation of the Canadian dollar were also key areas of concern.

The good news is the businesses said the recession made them focus on innovation. For their part, they are looking at ways to make their operations leaner and more efficient. This re-alignment, as they said, will help make their businesses well-positioned for the future.

We also conducted a survey to get a better understanding of current business issues and get a snapshot of the pulse of our business community. Half of the businesses surveyed said they would be increasing employment over the next two years. Another 44 per cent said employment would remain the same. Nearly 75 per cent said they expect revenue to increase over the next two years and the same number said Mississauga has the talent they need for success.

Through the active participation of businesses at the roundtables and their positive feedback, EDO plans to continue to hold these meetings to ensure we continue to hear directly from our business community.

"We were surprised with the significant response to the survey," said Kim Warburton, chair, EDAC. "It certainly suggests a high level of engagement by Mississauga businesses around the challenges of the economy and future growth."



Select 2009 Business Openings & Announcements

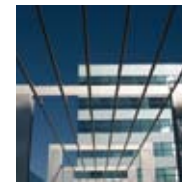
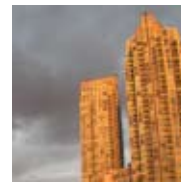
Company Name	Employees	Sq. Ft.	Address
BD Canada	150	70,000	2100 Derry Rd W
BMO	1,600	200,000	2465 Argentia Rd
Bell Canada – Phase 3	2,000	356,000	5025 Creekbank Rd
Bonnie & Don Flavours	11	22,000	919 Kamato Rd
Church & Dwight Canada	60	140,000	635 Secretariat
Cyclone Manufacturing	50	90,000	6811 Century Ave
DealerTrack Canada	100	N/A	2700 Matheson Blvd E, Suite 700
Exide Technologies	150	67,000	6950 Creditview Rd
Fielding Chemical Technologies	65	N/A	3575 Mavis Rd
Fruit of the Loom Canada	25	N/A	2550 Argentia Rd
Hans-Gronhi/Showcase Printing	15	3,000	1011 Haultain Crt
Hilti (Canada) Corporation	50	17,000	2360 Meadowpine Blvd
J F C International (Canada) (Japan Foods)	35	72,000	1025 Kamato Rd
Loyalty One/Air Miles	275	50,000	6696 Financial Dr
Maple Leaf Foods (ThinkFood Centre)	600	152,000	6897 Financial Dr
Mascot Truck	145	10,000	475 Admiral Blvd
Microbix Biosystems	30	14,000	265 Watline Ave
Nederman Canada	25	43,000	5775 McLaughlin Rd
Newegg Canada Inc.	10	60,000	6975 Columbus Rd
Ortech Consulting Inc.	30	14,000	804 Southdown Rd
Penncorp Life Insurance & York Fire & Casualty Co.	260	56,000	7150 Derrycrest Dr
Pride Pak	70	75,000	6768 Financial Dr
Reliance Protectron	50	9,000	228 Matheson Blvd E
Research In Motion (RIM)	1000+	330,000	4701/4715 Tahoe Blvd
Ryan ULC	100	25,000	6775 Financial Dr
S I Systems	13	2,000	2 Robert Speck Pkwy
Takeda Canada	100	25,000	6750 Century Ave
Transcontinental Inc.	180	50,000	6688 Kitimat Rd
TransferEASE	10	5,800	5155 Spectrum Way
Wal-Mart	700	450,000	7295 West Credit Ave
WIND Mobile	92	2,000	5055 Satellite Dr
Y R C Logistics	85	259,000	6581 Millcreek Dr

Groundbreakings

Name	Sq. Ft.	Address/Location
Sheridan College – Mississauga Campus	150,000	Duke of York Blvd
University of Toronto Mississauga – Instructional Centre	130,000	3359 Mississauga Rd N
University of Toronto Mississauga – Health Sciences Complex	64,000	3359 Mississauga Rd N

Significant Building Permits Issued in 2009 over 50,000 Sq. Ft.

Company Name	Sq. Ft.	Address
HOOPP Realty/Redcliff Realty	70,721	75 Courtneypark Dr W
Global Village Developments	77,686	1065 Sisbro Crt
Kuehne & Nagel	402,734	6200 Millcreek Dr, Bldg 6



AWARDS & RECOGNITION

- The City of Mississauga was presented fDi's North American Large Cities of the Future 2009/2010 – Top 5 Best FDI Strategy award by fDi Magazine on April 19th. Mississauga was the only city in Canada to win this award.
- EDO Staff accepted Award of Merit – Communication Skills Audiovisual for the “Mississauga: Location of Choice for the Life Sciences Industry” video at the International Association of Business Communicators (IABC) 2009 OVATION Awards Ceremony on May 28th.
- The International Economic Development Council (IEDC) awarded the City of Mississauga with an honourable mention for the brochure, “A profile of Mississauga’s Life Sciences Cluster, Life Sciences Focus”.
- EDO was awarded by Site Selection Magazine, a leading U.S. based publication, as one of the Top 10 Economic Development organizations in Canada. This was an unsolicited award that was given to Mississauga’s EDO in recognition of North American economic development agencies who excel in their efforts in business attraction, expansion and re-location activity.
- During the Economic Development Association of Canada (EDAC) Conference, Susan Amring, Manager of EDO officially received her Certified Economic Developer (Ec.D.) designation, the Canadian Economic Development Profession’s only international certification mark. It represents a commitment to the highest standards of practice in Economic Development and adherence to the National Code of Ethics of the profession and the Economic Developers Association of Canada (EDAC).

Now available...

2010 Mississauga Business Directory

One of the very best values in marketing tools—the 2010 Mississauga Business Directory—is available for purchase through the Mississauga eStore.



To order, visit:

www.mississauga.ca/shop

Small Business On-line Training

The Mississauga Business Enterprise Centre (MBEC) offers a series of on-line business training courses and certificate programs geared towards new and existing small business owners. The courses are designed by industry professionals to help entrepreneurs develop sound business skills to guide smart business solutions to help businesses reach full growth potential.

Certificate programs and courses are available in the following areas:

- Small Business Management
- Small Exporter Management
- Basic Sales
- Basic Finance

Visit MBEC on-line for full course offerings at www.mississauga.ca/mbec.



eBusinessNews

Receive the latest business information directly by email, visit:
www.mississauga.ca/business



Sign-up today!

City of Mississauga, Economic Development
300 City Centre Drive, Mississauga ON L5B 3C1
Tel: 905-896-5016, Toll-free: 1-800-456-2181
Fax: 905-896-5931
E-mail: economic.development@mississauga.ca
www.mississauga.ca/business