



2011 EDO Program Review

Mississauga Economic Development Office

A Year of Strategy, Growth and Building Partnerships

For the Economic Development Office (EDO), 2011 has been an action-based year filled with many business activities and initiatives that helped to support the City's Economic Development Strategy and Mississauga's economic success and prosperity.

A main project for this year was developing an international marketing strategy that will identify opportunity areas to help advance Mississauga's position as a global business centre. The marketing strategy will help guide our economic development office in building new tools and programs to attract international companies in emerging areas of innovation, as well as explore opportunities to build on the capacity of Mississauga based companies internationally, and multicultural talent. This initiative will help support our goal to become a *Global Business Magnet* and will allow the EDO to target opportunities in high growth sectors, ensure a supportive business environment and provide a compelling global business brand to attract further business, investment and jobs.

Also this year, the EDO was involved in supporting the Research Innovation Commercialization (RIC) Centre as they

conducted a feasibility study to develop a centre of innovation in Mississauga. As a first step, the study recommends establishing the Mississauga Innovation Leader Alliance, a committee comprised of leaders from the private sector, post-secondary institutions, and government who will provide strategic direction, support and commitment to initiatives to help Mississauga embrace a *Culture of Innovation*. Some of those initiatives are set out in a 10-point "Action Plan for Innovation in Mississauga". What is different is that the plan focuses on finding and developing "talent" in people interested in innovation, and emphasizes the value and potential of working with Sheridan College and the University of Toronto, Mississauga.

Looking towards the future, the EDO will continue to seek new opportunities for growth and development and strengthen and build new partnerships as we work towards Mississauga becoming a *Global Business Magnet*, a *Culture of Innovation* and a *Knowledge Economy*.

Larry Petovello, Ec. D.
Director



Selected Events

MIPIM, France March 7-11



James Lynn, Sr. Investment Consultant, Ontario Ministry of Tourism & Culture and Larry Petovello, Director Economic Development, City of Mississauga

The Director of Economic Development and Mayor McCallion had the opportunity to represent Mississauga at the MIPIM Conference 2011 (Marche International des Professionnels d'immobilier) in Cannes, France.

MIPIM is the world's foremost real estate market conference, bringing together the most influential players in the global property sector, and offering unrivalled access to the greatest number of development projects worldwide.

Global Business IIFA Forum June 23-26

The Director of Economic Development joined leading international thinkers and catalysts, entrepreneurs, academics and all levels of government at the Federation of Indian Chambers of Commerce and Industry (FICCI) - International Indian Film Academy (IIFA) Global Business Forum. The event organized by the FICCI and Ontario's Ministry of Economic Development and Trade.

Featuring a delegation of over forty business leaders and academics from India, the forum presented an exciting opportunity for selected Ontario businesses to meet with executives from India's top corporations.

Cleantech Sector Roundtable Focus Group June 23

The EDO hosted a Cleantech sector round-table focus group to discuss ways to support a "cleantech" hub in Mississauga. The group confirmed that a diverse approach to cleantech is important rather than focusing on just solar and wind. In addition, the group discussed Mississauga's strengths and opportunities related to this sector.

The EDO will use these valuable insights to develop action plans that will help shape this industry in Mississauga.

BIO International, Washington, DC June 27-30

Bio International, the largest global event for the biotechnology industry, attracted more than 15,600 industry leaders to discuss and share the latest developments, challenges and most pressing issues facing the biotech industry.

Mayor McCallion and Manager of Economic Development participated in the Ontario booth within the Canadian Pavilion. The Ontario booth was designed to promote competitive advantages of investing in Ontario with focus on innovation and strengths in research talent, science-based environment and our thriving economy.



Ontario Booth at BIO Conference

Greater Toronto Marketing Alliance (GTMA) Investment Mission, Brazil September 9-12

Mayor Hazel McCallion and Manager of Economic Development joined the Greater Toronto Marketing Alliance (GTMA) on its second investment mission to Brazil.

The GTMA delegates were successful in having 24 one-on-one meetings with select pre-determined companies. Many of these meetings were held at Futurecom, the largest IT and Telecommunications conference, attracting companies and industry leaders from all of South America. The meetings involved companies that showed interest in expanding abroad and a willingness to consider the GTA as a potential location for investment.

SIBOS (Swift International Banking Operations Seminar) Conference September 21

With the power to draw over 8,000 participants from across the globe, Sibos an international conference facilitated and organized by the Society for Worldwide Interbank Financial Telecommunication (SWIFT). This international conference is unparalleled in its reputation to reach the entire financial services industry. EDO's Client Account Manager attended the conference that covered major topics surrounding technology, regulation re-visited, changing landscape, new expectations and global and local perspectives.



SIOR Annual Fall Seminar October 13

EDO was a sponsor for the Society of Industrial and Office Realtor's (SIOR) 46th Annual Fall Seminar entitled, "Back to the Future: What's Next in Urban Development and Infrastructure" in Toronto. 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.

Toronto Forum for Global Cities October 24-25

EDO staff attended the 5th annual conference that draws over 1,000 participants and 75 speakers who took part at this two-day conference entitled, "Engineering a Greater Balance: New Risks - New Opportunities" with discussions on finance, economy, infrastructure, energy and natural resources.

This event provided 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.

Toronto Real Estate Forum November 30- December 1

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.

Corporate Calling Program

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

- Aero-Sharp Canada
- Biogen Idec
- BioSci
- Camus Hydraulics
- Canon
- Contract Pharmaceuticals
- Davis & Henderson
- Delta Meadowvale
- Dial One Wolfedale Electronics
- Eco-Fitt
- Garland Commercial Ranges Ltd.
- Globim Corporation
- Pharmax
- Pivina
- Siemens Healthcare
- Sims Recycling Solutions
- U & Me Beverage Company
- Valeant Canada



Corporate Call at Davis & Henderson. From Left: Chad Alderson, Executive VP, Infrastructure Services, Susan Amring, Manager EDO, Mayor McCallion and Ralph DeJong, VP, Student Loan Delivery

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



Mississauga Business Enterprise Centre SMALL BUSINESS PROGRAMS AND INITIATIVES

- “On behalf of the Economic Development Advisory Committee, MBEC co-ordinated two roundtable meetings with 15 Mississauga small and medium sized businesses. The purpose of these meetings is to discuss the challenges, issues and opportunities affecting local businesses. These events were facilitated by Mayor McCallion with participation from City Councillors and staff, and hosted by Baylis Medical Company and the Mississauga Board of Trade. Meetings were held in September and November with four additional to be hosted in 2012.
- To ensure a supportive business environment, the Mississauga Business Enterprise Centre hosted a series of roundtable discussions with Mayor McCallion, City Councillors and Mississauga-based small and medium sized companies. These meetings provided a platform for Mississauga’s business community to meet with fellow peers and City representatives to share ideas, challenges and opportunities relating to their business and the local business community. The meetings were a great success as they encouraged an open dialogue and gave the City insight into what the current and future needs are for our businesses and local economy. This will in turn, help the EDO assist businesses with issue resolution, plan for future programming and activities and to have a better understanding of our business environment.
- The 2011 Summer Company was another successful year for the program, with 12 students participating in the program, all launching successful summer businesses with the assistance of a grant up to \$3,000 provided by the Ministry of Economic Development and Innovation. All the participants either met or exceeded their revenue expectations while creating their own employment and setting strong foundations for future employment and business opportunities. Summer businesses included lawn care, jewellery making, fitness and other service related businesses.
- MBEC in partnership with the Federal and Provincial Governments, the Region of Peel and the City’s Materiel Management department continued its very successful “Doing Business with Government” seminar. The three hour seminar targeted to existing small and medium-sized businesses who want to learn how to sell products and services to



MBEC Team: From left, Melissa Lopes, John Fisher, Heidi Brown (Manager) and Natalie Raposo

government. The event was held twice in 2011 and attracted over 340 businesses from as far away as Montreal, Quebec and London, Ontario.

- As an event partner, MBEC joined the Public Works and Government Services Canada Office of Small and Medium Enterprises to present the “Government Services for Small Business Information Fair and Workshops” in February. This event was attended by over 150 small and medium businesses from across the GTA. The event was an opportunity to engage government officials, participate in various workshops, get informed about the Canadian Innovation Commercialization Program and learn about services available to support Ontario businesses.
- MBEC assisted the Ontario Ministry of Government Services re-vamp One-Source, a business portal with access to government services, forms and information on starting and growing a business. One-Source was fully released to the public in the Fall.
- MBEC Continues to partner with Rogers TV on the “In Business” Program with David Wojcik. During the program the Manager of Small Business offers small business tips on starting and growing a business and has additional guest appearances on the show.





Select 2011 Business Openings & Announcements

Company Name	Employees	Sq. Ft.	Address
Aero-Sharp Canada	20	12,000	2485 Argentia Rd.
All Weather Windows	20	134,183	6630 Tomken Rd.
Amazon.ca	N/A	501,923	6363 Millcreek Dr.
Atlas Copco	70	N/A	1025 Tristar Dr.
BMW of Mississauga	85	50,000	4505 Dixie Rd.
Dell Computers Inc.	25	11,000	7445 Tranmere Rd.
Eisai Ltd.	12	N/A	4 Robert Speck Pkwy.
Fronius Canada Limited	250	22,000	2875 Argentia Rd.
GlaxoSmithKline	70	N/A	7333 Mississauga Rd.
Hoffman – La Roche	200	30,000	2455 Meadowpine Blvd.
Integran Technologies	70	N/A	6300 Northan Dr.
Kraft Foods	370	N/A	2660 Matheson Blvd E.
L & T Infotech	315	N/A	2930 Matheson Blvd.
Mercedes-Benz Canada	40	204,000	7380 Bren Rd.
MGA Research Inc.	25	43,000	855 Britannia Rd. E.
Mitsubishi Motor Sales of Canada Ltd.	20	96,000	1 - 6155 Belgrave Rd.
PepsiCo Canada	N/A	20,000	5520 Explorer Dr.
Pride Pak Canada	211	120,000	6768 Financial Dr.
Sheridan Institute of Technology & Advanced Learning	124	150,000	4180 Duke of York Blvd.
Silfab Ontario	50	100,000	240 Courtney Park Dr. E.
Takeda Canada	100	30,000	400 – 6750 Century Ave.
Target	500	180,000	5570 Explorer Dr.
Tech Data Canada	400	95,000	6911 Creditview Rd.
Tesla Toronto Motors Inc.	N/A	15,000	7175 Tranmere Rd.
Whole Foods Market	150	40,000	155 Square One Dr.
Wipro Technologies	40	1,200	5090 Explorer Dr.
Wood Wyant (Sanimarc Inc.)	100	76,513	190 Annagem Blvd.
U & Me Beverage Company	N/A	65,000	215 Traders Blvd.

Significant Building Permits Issued in 2011

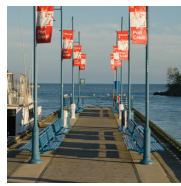
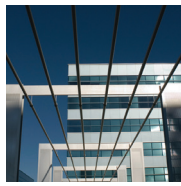
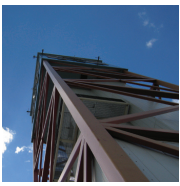
Company Name	Sq. Ft.	Address
Carterra Private Equities	126,218	1919 Minnesota Ct.
First Gulf Century Ave Ltd.	300,050	6925 Century Ave.
Greenfield South Power Corp.	26,081	2315 Loreland Ave.
Karl Storz Endoscopy Ltd.	33,511	7171 Millcreek Dr.
Meadowpines (45) Inc.	41,010	2515 Meadowpine Blvd.
Orlando Corporation	267,198	6390 Northwest Dr.
Pelican (Lakeshore) Commercial Inc.	12,011	333 Lakeshore Rd. W.
Quarre Properties Inc	379,828	2300 Hogan Dr.
Whole Foods Market	46,177	155 Square One Dr.

Groundbreakings

Name	Sq. Ft.	Address/Location
Dupont Canada	125,000	Minnesota Ct.

Hotels

Hotel Name	Employees	Rooms	Address
Marriot Fairfield Inn & Suites	N/A	79	35 Courtneypark Dr W.



AWARDS & RECOGNITION

- For the fourth straight year, the City's Economic Development Office was featured as a top 10 Canadian Economic Development Group in Site Selection Magazine's annual special section on Canadian industrial development and trends.
- The City of Mississauga ranked fourth overall in the large cities of the future category in the first ever Foreign Direct Investment (fDi) Magazine ranking of cities across the American continents. The new ranking focuses on a mixture of data and expert opinion to rank cities that have the best prospects for inward investment, economic development and business expansion. The City of Mississauga also ranked sixth for economic potential and ninth for infrastructure in the large cities category.

Courtney Fingar, editor of fDi Magazine, commented: "The Americas are home to many of the world's most established investment destinations as well as some of the fastest emerging ones, making it a highly competitive and diverse region for FDI. Given the strength of the rankings methodology, large field of competitor cities and sheer scale of such a benchmarking exercise, those cities marked for recognition deserve to be proud of their efforts. fDi Magazine congratulates them."



Award Presentation with Mayor McCallion and Courtney Fingar, editor of fDi Magazine

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

Mississauga Business Directory

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

To order, visit: www.mississauga.ca/shop



eBusinessNews

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



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