



# New Business

Mississauga Ontario Canada

Fall 2011

## GTMA's Investment Mission to Brazil



Canadian Ambassador to Brazil, Jamal Khokhar, and Mayor McCallion at Futurecom conference.

Once again, the City's Economic Development Office along with Mayor Hazel McCallion joined the Greater Toronto Marketing Alliance (GTMA) on its second investment mission to Brazil. Senior economic development representatives from the Greater Toronto Area (GTA) first visited Brazil in November 2010. The focus of that exploratory fact-finding mission was to determine the potential for attracting investment from Brazil to the GTA. Following the inaugural mission, it was determined that the potential for attracting investment from Brazil to the GTA was high, especially in such sectors as Information Communications and Technology, Digital Media and Clean-tech.

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.

Throughout the program there was an emphasis on relationship building, renewing business contacts made during the previous visit, as well as making new contacts that could assist in attracting investment. A key result of these activities is two invitations for the GTMA to sign a memorandum of understanding (MOU) with two business associations focused on FDI and trade.

In keeping with the City's Economic Development Strategy to become a 'Global Business Magnet', it is crucial for the City's Economic Development Office to continue to seek out international investment partnership opportunities and to take a pro-active role in attracting foreign business and investment to Mississauga. Foreign investors not only bring fresh capital, technology, competitive spirit and ideas to new markets; they also bring jobs to our city.



## Roche Canada

Hoffmann-La Roche, the world's largest biotech company, recently received \$7.79 million from the Ontario Government, which will be added to Roche's investment of \$190 million in a new Global Pharmaceutical Development site to be co-located with their Canadian head office at 2455 Meadowpine Blvd. The five-year expansion project will bring 200 new employees to Mississauga.

[www.rochecanada.com](http://www.rochecanada.com)



CANADA

## Better Homes & Gardens

Better Homes & Gardens proudly launched its premier lifestyle real estate brand in Canada with head office located at 186 Robert Speck Pkwy. Better Homes and Gardens Real Estate Canada is a full service residential real estate franchisor, providing its franchisees and agents with technology systems, lead generation, marketing tools, training, and talent attraction.

[www.bhgcanda.ca](http://www.bhgcanda.ca)



WRENCH

## Wrench Solutions

Wrench Solutions is a new India-based IT company that has recently opened its first North American head office, located at 1065 Canadian Place, suite 125. Wrench Solutions is known for developing end-to-end enterprise software used in the engineering and manufacturing industry.

[www.wrenchsolutions.com](http://www.wrenchsolutions.com)



## National Truck League



Mayor McCallion with staff of National Truck League

National Truck League celebrated the grand opening of its new Mississauga office located at 2980 Drew Rd. The new location will offer auto as well as home insurance solutions for its clients. National Truck League looks forward to bringing jobs to the community in the future.

[www.nationaltruckleague.com](http://www.nationaltruckleague.com)



## Target

Target is preparing for the grand opening of its Canadian head office located at 5570 Explorer Dr. The retail giant has started its hiring process and is currently looking for talented individuals with a variety of backgrounds and skills to join its corporate team. Target will commence the hiring process for the store team in 2012.

[www.target.ca](http://www.target.ca)



## Ontario Solar Academy



From left to right, Richard Kropman (GM of OSA), Patrick DuBois, Jacob Travis (OSA Director).

Canada's first and only ISPQ-accredited solar training institute, Solar Academy International has recently opened a new state-of-the-art training facility located at 1415 Bonhill Rd. Now with over 300 graduates the facility helps create a skilled workforce of solar professionals for Ontario's expanding green job market.

[www.solaracademyinternational.com](http://www.solaracademyinternational.com)



## GlaxoSmithKline Inc.

GlaxoSmithKline Inc. (GSK) has recently announced the launch of \$50 Million Life Sciences Innovation Fund. This fund will significantly advance the commercialization of scientific innovation by investing in early stage breakthrough research. GSK intends to have closer ties with leading research organizations across Canada to enhance opportunities for innovation and create new high-value jobs.

[www.gsk.ca](http://www.gsk.ca)



## University of Toronto Mississauga



Photographed by Stephen Uthrahey

Terrence Donnelly (left), U of T, Mississauga principal Deep Saini and Carlo Fidani

University of Toronto Mississauga celebrated the official opening of Terrence Donnelly Health Sciences Complex. The 5,960-sq.m. four-storey state-of-the-art facility houses the Mississauga Academy of Medicine, the internationally-renowned biomedical communications program, Department of Anthropology/DNA offices, research laboratories, lecture theatres and medical teaching classrooms.

[www.utm.utoronto.ca](http://www.utm.utoronto.ca)

## Did you know?

The RIC Centre has developed a 10-point "Action Plan for Innovation in Mississauga" to build innovation capacity by connecting talent to the business community.

For more details visit: [www.riccentre.com](http://www.riccentre.com)

"For the 8th straight year; the City of Mississauga received Standard and Poor's "AAA" credit rating."

## City of Mississauga Business Round Table “Pulse of the Local Economy”

“Pulse of the Local Economy” is an initiative of the Economic Development Advisory Committee (EDAC) at the City of Mississauga. It was developed in 2009 in response to Mayor McCallion’s request to receive information on how changes in the economy impacted small to medium-sized businesses in Mississauga.

Local small to medium-sized business owners are invited to participate in round table meetings to engage in an open dialogue with government officials including Mayor Hazel McCallion. The meetings are led by the Mayor and are attended by members of Council who are given the opportunity to learn first hand about issues, challenges and opportunities which are impacting businesses in Mississauga.

As the world continues to face the challenges resulting from changes in the global economy, the City of Mississauga is committed to continuing to listen to the voices of the local business community in an effort to learn how the City of Mississauga can enhance government best practices and implement programs and services to support local businesses.

If your company would like to participate in 2012 round table sessions, please contact Heidi Brown: [heidi.brown@mississauga.ca](mailto:heidi.brown@mississauga.ca)



## Still available...

### 2011 Mississauga Business Directory

One of the very best values in marketing tools – the 2011 Mississauga Business Directory – is available for purchase through the Mississauga eStore. To order, visit: [www.mississauga.ca/shop](http://www.mississauga.ca/shop)

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