



# New Business

Mississauga Ontario Canada

Spring 2012

## Mississauga: Canada's Global Investment Destination

As we enter the second year of implementing the City's 10-year Economic Development Strategy, Mississauga is one step closer to becoming a *Global Business Magnet*.

To guide the Economic Development Office in achieving this goal, Council received a new international marketing strategy entitled, "Mississauga - Canada's Global Investment Destination: An International Marketing Strategy". The report presents a theme for the City to embrace in its international marketing efforts.

After extensive analysis of Mississauga's foreign direct investment (FDI) potential, the following key international marketing opportunities emerged from the new marketing strategy: to use Mississauga's local multicultural population to leverage connections; to encourage the development of entrepreneurial ventures that use

international connections; to leverage Mississauga's "local" multi-national businesses to become champions and recruit other divisions within their corporate structure and supply chains; to target fast growing economies such as Brazil, Russia, India and China (BRIC Nations) who are becoming increasingly important drivers of FDI; and lastly, to leverage Mississauga's location as an international multimodal hub and a driver of goods and passenger movement in and out of Canada.

Given these new opportunities, an international marketing action plan has been developed and will be reviewed and implemented over the next five years. The International Marketing Strategy will help guide the EDO's strategic initiatives and actions and supports the goal for Mississauga to become a Global Business Magnet.

For more information about Mississauga's International Marketing Strategy, view the report on-line at: [www.mississauga.ca/economicdevelopmentstrategy](http://www.mississauga.ca/economicdevelopmentstrategy)

# Openings & Announcements



## Neopart Canada Inc.

Neopart Canada Inc. has just acquired 52,000 sq. ft. of warehouse space, located at 7655 Tranmere Dr. following a contract awarded by Metrolinx, an agency of the Government of Ontario that improves the coordination and integration of all modes of transportation in the Greater Toronto and Hamilton areas. Once the expansion is fully complete, 45 – 50 employees will be working at this Mississauga location.

Neopart has two principal lines of business; sourcing and distribution of bus parts and provision of bus parts management services. When fully implemented, it will be the largest transit Vendor Managed Inventory program in North America.  
[www.neopartcanada.com](http://www.neopartcanada.com)



## Integran Technologies Inc.

Integran Technologies Inc. have recently opened new headquarters at 6300 Northam Dr. Their new facility will occupy 52,000 sq. ft. with over 50 employees. Integran researches, develops, licenses and manufactures nanocrystalline metal electroplating technologies that are used to create high strength and toughness metals. With over 300 patents issued, Integran products range from sporting goods, to aerospace and everything in between. [www.integran.com](http://www.integran.com)

## Did you know?

Construction permit values for both residential and industrial building more than doubled year over year? The value of permits issued reached \$800 million in 2011, compared to \$451 million from the previous year.

## BOMBARDIER

### Bombardier Transportation

Bombardier Transportation celebrated the grand opening of a new 31,572 sq.ft. administrative office for its services unit, located at 6291 Ordan Dr. Two existing Mississauga locations, formerly on Timberlea and Skymark, are now combined into one new facility to amalgamate the maintenance & operations, sales and business development and material solutions business units with 65 employees.

Bombardier Transportation offers one of the most comprehensive rail vehicle portfolios in the world; including mainline metro, light rail, locomotives and total asset management.  
[www.bombardier.com](http://www.bombardier.com)



A memorable birthday celebration for Mayor McCallion as she joins Bombardier executives, Matt Byrne, Colin Pinch and Tony Sutton during their grand opening.



## Fairfield Inn & Suites

Marriott's Fairfield Inn & Suites has a new hotel located at 79 Courtneypark Dr. W. in Mississauga. This latest development of Deepak Baring is a 79 room facility, occupying 50,000 sq. ft., serviced by 23 employees and boasts an indoor salt water pool. The grand opening will take place in mid-March 2012.

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



## U&ME Beverage Company Inc.

The U&ME Beverage Company Inc., North America's largest independent hot-fill juice pouch packer is proud to call its new high-speed 65,000 sq. ft. facility located at 450A Export Blvd. their new home.

U&ME Beverage Company operates in many verticals and commercializes products under various juice drink brands such as Barbie™ and Hot Wheels™, as well as numerous private-label brands for leading grocery retailers across North America.



Mayor McCallion on facility tour with Darryl McDaniel, Pres. & CEO (left) and Richard Kadlec, V.P. Marketing



Learning Commons Space,  
Hazel McCallion Campus



## Sheridan

### Enrolment increases for second semester

Sheridan College's Hazel McCallion Campus located in downtown Mississauga is now in its second semester accommodating 1,760 students, including 1,200 business students since opening in September 2011. The campus is a 155,000 sq.ft. facility, boasting 33 leading edge classrooms and learning spaces, including the collaboratory, a room that allows faculty to explore the integration of new technologies in the teaching process. The Mississauga campus specializes in an array of post-secondary and post-graduate business programs, as well as services and programs designed to help newcomers integrate into the local economy.

The campus will soon move forward to undergo the second phase of development, following an announcement by the Ontario Government that it will contribute \$60 million to expand the campus and increase its capacity to handle an additional 3,500 students. [www.sheridancollege.ca](http://www.sheridancollege.ca)

### Did you know?

Mississauga is home to 15 of the top employers in the GTA, according to Globe and Mail's Canada's Top 100 Employers project. Submissions are selected based on which companies have the most progressive and forward-thinking programs for employees.



## Council adopts the Living Green Master Plan, shifting attention to living greener in Mississauga

Setting the path toward environmental sustainability, Mississauga can do so with the confidence of having a reliable roadmap in hand. City Council approved the Mississauga Living Green Master Plan (LGMP) earlier this year, and implementation of the plan has begun.

The LGMP is an action oriented document. There are 49 actions outlined, under the headings of actions to set an example and encourage and compel others. It was developed through a collaborative process that included public consultation with a variety of stakeholders representing businesses, residents, civic leaders and city staff.

This spring a marketing campaign will be launched to mobilize the community into action. According to Brenda Osborne, Manager of Environment, "There's no better time for action. We recognize that environmental sustainability, economic prosperity and quality of life are related features of the most successful communities. By making sustainable living a Mississauga priority, the LGMP lays the ground work for success in all three areas."

Want to find out more? Mississauga's new blog helps people stay informed about the City's many environmental initiatives and key events throughout the year. You can find the blog at: [www.mississauga.ca/livinggreen](http://www.mississauga.ca/livinggreen)



### ebusiness news

In support of green initiatives, subscribe to an e-publication for the next edition of New Business at [www.mississauga.ca/business](http://www.mississauga.ca/business)

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