

WELCOME

“Building on Success”

City of Mississauga Economic Development Strategy



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City of Mississauga Economic Development Strategy



building on **SUCCESS**



City Centre 1960



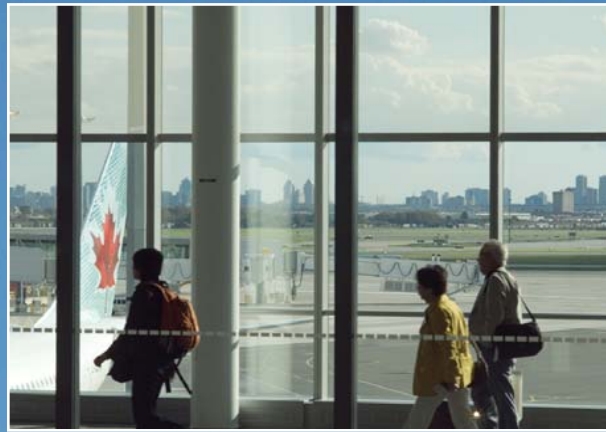
City Centre 1973



City Centre Today



building on SUCCESS



**It's time to tell the world about
Mississauga**



in good Company



Philadelphia, USA



Tianjin, China



Hyderabad, India



Newcastle, England



Essen, Germany



Genoa, Italy

context for STRATEGY

- Global forces are shaping cities
 - Multiculturalism and diversity
 - International competition for skills and talent
 - Economic globalization
 - Innovation and commercialization
collaboration
 - Sustainable growth and development



input to STRATEGY



direction for STRATEGY – 3 key GOALS



a global
business
magnet

a culture
of
innovation

a
knowledge
economy



a GLOBAL business MAGNET

A Global Business Magnet

Primary Objectives

- Target Opportunities in High Growth Sectors
- Ensure a Supportive Business Environment
- Provide a Compelling Global Brand to Attract Business, Investment and Jobs



a culture of INNOVATION

A Culture Of Innovation

Primary Objectives

- Develop Our Local Assets to Create a High Quality Urban Environment
- Position Downtown as a Unique Creative Employment and Cultural Centre
- Leverage Our Post-secondary Institutions, Centres of Excellence and Research Institutes to Drive Innovation and Economic Impact



a **KNOWLEDGE** economy

A Knowledge Economy

Primary Objectives

- Capitalize on Our Diversity of People and Cultures
- Leverage Our International Workforce
- Strengthen the Relationship Between Business and Education



input to STRATEGY



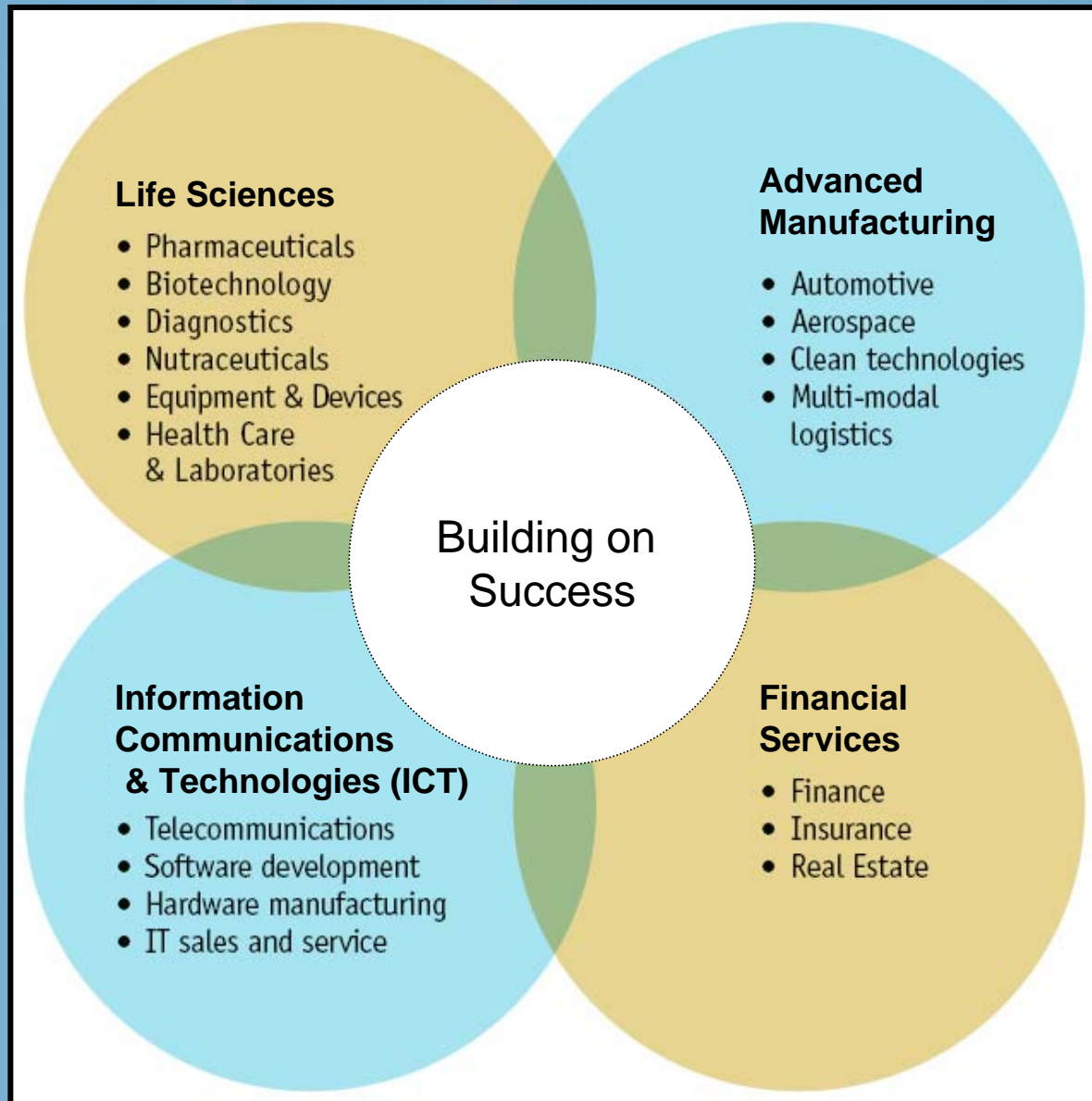
Economic Development Strategy
Building on Success
Mississauga
Ontario Canada

new focus for STRATEGY

- International business development
- Capitalize on diversity and talent
- Innovation and entrepreneurship



industry sector focus for STRATEGY



City Strategic Plan - PROSPER



prosper

cultivating creative and
innovative businesses

Direction Our Future Mississauga is a global hub of creative and innovative activity where talent and business thrive.

Principle Mississauga is a city that values a strong global business future, fostering a prosperous and sustainable economy that attracts and grows talent.



Our Vision for the Future

Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities; where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario and the Credit River valley. A place where people choose to be.

“Building on Success”



Thank You

“Building on Success”

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Economic Development Strategy

www.mississauga.ca/business

