



# New Business

Mississauga Ontario Canada

Summer 2010

## Building on Success

Building upon the success of Mississauga's growth and strong presence in the provincial, national and global economies, the City has chosen this time to collaborate with its business and stakeholder community in the creation of a new 10-year Economic Development Strategy. Recently approved by Council, this strategy will enable the City to expand its economic development agenda to respond to the demands of a globally competitive knowledge-based economy.

The Economic Development Strategy builds upon the City of Mississauga's Strategic Plan and was used as a premise for the development of three high level goals that will help guide the Economic Development Office's strategic initiatives and actions and support the City's commitment to economic growth and prosperity. The three goals of the Strategy for Mississauga are: to become "A Global Business Magnet"; to facilitate "A Culture of Innovation"; and to build

"A Knowledge Economy". Although these goals are grand in nature, the strategy outlines specific objectives and actions that will act as a pathway of interconnected steps, each with a key role to play in shaping Mississauga's economy over the next ten years.

Through its implementation, the Strategy will provide an opportunity to engage more effectively with other economic development partners, senior levels of government as well as the private sector, resulting in a greater alignment of priorities and activities that will ensure the successful and effective implementation of the strategy and its relevance to a changing economy.

For more information about Mississauga's Economic Development Strategy, view the final report, "Building on Success" and the Background and Findings Report, available on-line at [www.mississauga.ca/economicdevelopmentstrategy](http://www.mississauga.ca/economicdevelopmentstrategy).

## OPENINGS & ANNOUNCEMENTS



With a head office located at 5310 Explorer Drive, Ornge is Canada's leading innovator in the emerging field of transport medicine, performing over 18,000 transports every year. Ornge coordinates all aspects of Ontario's aero medical transport system, the new critical care land transport program, and the authorization of air and land ambulance transfers between hospitals. With more than 400 employees, including paramedics, paediatric transport paramedics, transport medicine physicians, and a team of educators and researchers, Ornge has access to more than 22 bases located throughout Ontario.

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



### Giraffe Food & Beverage Inc.

Giraffe Food & Beverage Inc. expanded and relocated 30 employees from Brampton to a new state-of-the-art 50,000 sq. ft. manufacturing facility located at 1774 Drew Rd. The new facility includes 5,000 sq. ft. of fridge and freezer storage and the capacity to produce 35,000 gallons each day of beverages, sauces, dips and other foodservice products, enough to supply even the largest national chains with the highest quality private label and branded products.

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



### Eisai Ltd.

Eisai Limited, the Canadian pharmaceutical sales subsidiary of Eisai Inc., a top-20 U.S. pharmaceutical company, has established their first Canadian head office located at 4 Robert Speck Parkway. The new subsidiary is working with Health Canada on the approval of select products from the Eisai Inc. portfolio to be introduced in the Canadian market. The company's areas of commercial focus will include neurology, gastrointestinal disorders and oncology/critical care.

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



### NeurAxon

NeurAxon, a leader in discovering and developing next generation pain therapeutics has relocated from the MARS centre in Toronto to Mississauga's Sheridan Science & Technology Park located at 2395 Speakman Drive. 15 of NeurAxon's 18 employees, will be located within Exova's laboratory space and will focus on developing first-in-class inhibitors of neuronal nitric oxide synthase (nNOS), the discovery of which was recognised with a Nobel prize in 1998. NeurAxon currently has two nNOS compounds in clinical trials for migraine and neuropathic pain/chronic headache, and expects to develop two additional novel compounds for clinical testing in the next 12 months.

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



### Shaw Engineers

The Shaw Group celebrated the grand opening of its 80,000 sq. ft. office located at 2050 Derry Rd. W. Relocated from downtown Toronto, this office houses nearly 200 employees who provide a range of engineering, technology and project services to the oil and gas, refining, petrochemical and upstream industries. This year also marks Shaw's 60th year in Canada.

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



**From left:** Councillor Pat Saito, Bob Lukas, Shaw's office general manager; Mayor McCallion, Bonnie Crombie, M.P.; and Harvey Vigneault, Shaw's executive vice president, Worldwide Operations for the Energy & Chemicals Group.



**PEPSICO**  
CANADA



## PepsiCo

The Healthcare of Ontario Pension Plan (HOOPP) recently announced PepsiCo Canada as the lead tenant of their newly constructed 5-storey, 228,860 sq. ft. AeroCentre V office tower, located at 5550 Explorer Dr. PepsiCo will be consolidating its offices and moving employees to its new Canadian foods headquarters in spring 2011.

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



## Treefrog Interactive Inc.

Mayor McCallion participated in the ribbon cutting ceremony for the opening of Treefrog Interactive Inc., a website design agency that provides comprehensive, one-stop shopping for graphic design and website development. Based out of Newmarket, Treefrog Interactive opened a new office to meet the needs of their growing business. The new location is located at 2680 Matheson Blvd., Suite 102.

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



Mayor McCallion with Sean Stephens, CEO and Treefrog Interactive staff during ribbon cutting ceremony.

# Mississauga is Location of Choice for Top Companies

Mississauga is a great return-on-investment decision for leading national and international companies and is an ideal location for Canadian or major divisional head office operations. With easy access to global markets and a premier infrastructure for business, Mississauga offers a business community rich in innovation, talent and diversity.

### Mississauga is the proud home of:

- 63 Fortune 500 companies with a Canadian Head Office or major divisional head office
- 49 Fortune Global Companies
- 44 Financial Post Top 500 Companies

For complete rankings and company listings, review our "Leading Businesses in our Community" profile under the "profiles facts and maps" menu at: [www.mississauga.ca/business](http://www.mississauga.ca/business)

### DID YOU KNOW?

*October is "Salute to Small Business" Month.*

*Whether you are starting or growing a small business, or just thinking about it, the Mississauga Business Enterprise Centre (MBEC) can help you. Visit the MBEC office on the 4th floor of the Mississauga Central Library or [www.mississauga.ca/mbec](http://www.mississauga.ca/mbec)*



## Funding for Business Growth and Employment

The Ministry of Economic Development and Trade is offering a new Strategic Jobs and Investment Fund (SJIF), a discretionary grant and loan program designed to support leading-edge investments and jobs in Ontario. The SJIF program will be of interest to innovative companies that make anchor investments in Ontario that support cluster development and leading-edge initiatives that build long-term prosperity and global competitiveness.

SJIF proposals will need to exhibit an innovation component within one of the

following four priority sectors; clean/green technologies, financial services, information and communication technology and life sciences. Investments or expansions must meet a project minimum threshold of \$10M of eligible costs or create 50 new high-value jobs and must meet project thresholds within a five year term.

Companies interested in the Strategic Jobs and Investment Fund are encouraged to call toll free 1-866-668-4249; or email [SJIF@ontario.ca](mailto:SJIF@ontario.ca).

## Business & Employment Profile

Over the next several months representatives from the City of Mississauga will be contacting businesses in person or by phone to obtain accurate information about our companies.

This information provides the City with invaluable knowledge of our business community and employment growth to ensure that proper services and facilities are provided.

In addition, some of this information is used to update the Mississauga Business Directory-CD with more than 10,000 non-retail business listings that occupy business premises in the City of Mississauga. To purchase the Mississauga 2010 Business Directory-CD, go to [www.mississauga.ca](http://www.mississauga.ca) Open the Services On-line tab and click on Shop Online: Mississauga eStore.

For further information, please contact Deborah Taylor at 905-615-3200 ext. 5015.

## Check out Mississauga's Global Business Video on You Tube

[www.mississauga.ca/portal/services/youtube](http://www.mississauga.ca/portal/services/youtube)



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[www.mississauga.ca/business](http://www.mississauga.ca/business)



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