

YOUR REGION FOR BUSINESS

The Regional
Municipality of York

November 2020



At Toronto Global, we are striving to strengthen our connections throughout our region and to the world.

Funded by all three levels of government, Toronto Global is based on a solid partnership and collaboration with our federal, provincial and municipal partners.



2020-21 BUSINESS PLAN HIGHLIGHTS

Toronto Global's 2020-21 Business Plan sets out a strategy for the organization to meet the challenges of the pandemic head on, prioritize the 905, and ensure the Toronto Region remains top mind globally. Initiatives include:

Targeting Impact Opportunities

- + Recognizing the economic multipliers large-scale projects have, we will focus our efforts on recruiting large, high-impact and globally recognized firms, and prioritize projects that yield 500+ jobs
- + Building a strategic team of staff, board members and key partners to target these opportunities

Growing our Talent Expertise

- + Leveraging our primary asset, talent, by building a team that articulates the competitive advantages found across the Toronto Region to continually attract new projects and opportunities

Specific Initiatives for the 905

- + Working with our municipal partners to capture core areas of investment readiness for each municipality and build a plan that identifies the key success factors to attract long term employment opportunities and investment growth
- + Targeted Regional Campaigns that focus on highlighting specific assets of the 905 to international investors

Stakeholder Relations

- + Adding a dedicated member of the team focusing on stakeholder relationships who will work on strategic projects, thought leadership, and ensuring the Toronto Region remains top of mind for investment globally

Targeting Supply Chain Opportunities

- + Developing a targeted program called SCORE (Supply Chain Onshoring, Resilience and Expansion) to actively target foreign firms as they re-evaluate their supply chains and attract these operations to the Toronto Region

EFFECTS OF THE GLOBAL PANDEMIC

- + Global FDI flows are predicted to drop in the magnitude of 30 to 40 percent
- + Global supply chains have been severely disrupted
- + International travel restrictions and quarantines are still in place, limiting business travel by as much as 70 percent
- + Companies have placed projects on hold as they focus on business continuity and cost containment
- + Firms are rethinking their need for space, with many moving to remote work
- + In-person due diligence cannot take place due to COVID restrictions
- + Competition for FDI projects is increasing globally

OUR RESULTS TO-DATE

+ Since its launch, Toronto Global has facilitated 121 investments in the Toronto Region

| YEAR | INVESTMENTS | JOB | CAPEX (\$ millions) |
|-------------------|--------------------|--------------|----------------------------|
| 2017-18 | 27 | 1,199 | 194 |
| 2018-19 | 33 | 2,299 | 300 |
| 2019-20 | 49 | 2,441 | 482 |
| 2020-21 (to-date) | 12 | 543 | 113 |
| Total | 121 | 6,482 | 1,089 |



PROGRESS IN YORK REGION

- + Formal meetings were held on in early 2020 between members of Toronto Global's and York Region's leadership teams to build a collaborative "Made in York" approach to increase:
 - + Prospecting and client referrals
 - + Involvement in York Region initiatives
 - + Profile with international investors
 - + Communication and transparency
- + We have facilitated numerous corporate engagements in York and had the region shortlisted for a number of projects with a total potential job count of 400-900
- + Our work in rebalancing the pipeline is showing results. Several opportunities that have indicated their intention to locate in York Region are approaching the investment stage
- + While COVID-19 has impacted their plans, we remain optimistic that these firms will be able to complete their expansion project within the next 6-10 months



COLLABORATION WITH YORK

Increased Prospecting

- + Launching our first Targeted Regional Campaign which focuses on York Region's hardware and chip technology assets. This involves targeted outreach to 600+ firms, digital media display ad campaign and business case

Increased Involvement

- + Including Vaughan's Economic Prosperity and Smart City Taskforces, the GTA Economic Development Alliance, and the Toronto Region Board of Trade's Reimagining Recovery Framework

Increased Profile

- + Working to better promote the technology advantage in York Region, and showcase this advantage to international investors. Our teams have increased York Region material in our business cases, and we have launched regional Tech Dashboards on our website

Increased Communication

- + Working to engage York Region EDO in prequalifying investment leads, regular touch points, and communication between staff

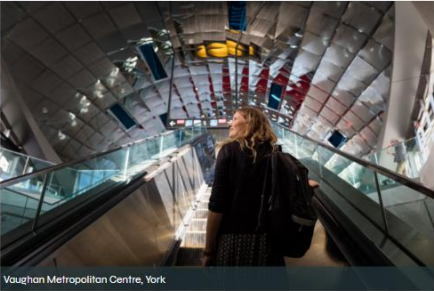


TECH DASHBOARDS

We have launched regional Tech Dashboards on our website which profile York specifically. The pages have organically received 5,227+ page views with an average time of 2:11 minutes spent on the pages

TORONTO REGION'S HIGH-TECH CAPITAL TO THE NORTH

More than 4,300 tech companies are clustered just north of Toronto in booming York Region. Companies with major offices in York Region include Honeywell, Huawei, IBM, Lenovo, Toshiba, and Oracle, and General Motors recently opened up a 700-engineer R&D centre in the region. York Region's high concentration of engineering talent and leading tech businesses make it a major player in the North American market.




Vaughan Metropolitan Centre, York

| KEY FACTS | |
|-------------------------|-------------|
| POPULATION | 1.2 MILLION |
| TOTAL TECH LABOUR FORCE | 58,525 |
| MILLENNIAL (25-34) | 11% |
| FOREIGN BORN RATE | 49% |

With over 61% of the population born outside the country, the City of Markham located in York Region has the highest foreign born rate in Canada.

For further information on tech in York Region, visit:



NUMBER OF STEM DEGREES [EXPLORE →](#)

| | |
|------------------|--------|
| AURORA | 22,683 |
| NEWMARKET | 18,679 |
| RICHMOND HILL | 18,413 |
| EAST GWILLIMBURY | 17,667 |


York has the highest Concentration of STEM Degrees in the Toronto Region, with 22,683 STEM Degrees per 100,000 people in Aurora.

NUMBER OF TECH WORKERS [EXPLORE →](#)

31%

Of over 30,000 workers in York, 31% are made up of information systems analysts and consultants.

MAJOR TECH PLAYERS IN YORK REGION



HARDWARE CAMPAIGN

Toronto Global has launched a Campaign which focuses on York Region's hardware and chip technology assets. The Campaign involves:

- + Outreach to over 600+ hardware and chip technology companies whose business, research and talent needs align directly with the hardware assets of York Region
- + An awareness and digital media display ad campaign that will promote the message across Google and multiple social media platforms, and leverage custom-designed ads and videos
- + An in-depth Business Case and dedicated landing page hosted on Torontoglobal.ca/hardware

