

YOUR REGION FOR BUSINESS

York Region

March 2019



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



WHERE WE STARTED

February 2017

- + 4 members of investment attraction team
- + 2 members of marketing & communications team
- + No research & insights team
- + 2 small organizations – GTMA and Invest Toronto – confusing the landscape



WHERE WE ARE NOW

- + 24 staff members (13 members of investment attraction team – the core of our business)
- + Dedicated research & communications teams
- + Movement toward self-generated leads, in-house prospecting
- + Extensive network with Trade Commissioner Service of Global Affairs Canada
- + 1 organization representing the Toronto Region



NEW APPROACH

- + In-house lead generation
- + Focus on digital and social media tools
- + Leveraging key partnerships with Global Affairs Canada, the Ontario Investment Office, regional municipalities
- + New staff brings new market opportunities (e.g. Asia market)

A large crowd of people is shown from the chest up, holding up numerous small Canadian flags on sticks. The flags are red and white with a red maple leaf in the center. The background is blurred, suggesting an outdoor public event or rally. The lighting is bright, indicating it is daytime.

TORONTO
GLOBAL

MARKETS & STRATEGIC FOCUS

- + **USA** – East & West
- + **Europe** – United Kingdom, France, the Netherlands, Germany & Switzerland
- + **Asia** – Japan, Korea
- + Reactive client servicing from non-primary markets:
 - + Singapore
 - + Spain
 - + India
 - + Brazil
 - + China



OUR SUCCESSSES TO DATE

- + Number of deals since launch: **59**
 - + 2017/2018: **27**
 - + 2018-present: **32**
- + Number of jobs created: **3,506***
- + CapEx: **\$494,528,004***
- + High profile successes:
 - + Cognizant – **600 jobs** (2018)
 - + Booking.com – **400 jobs**
 - + Peninsula – **260 jobs**
 - + Filament AI – **110 jobs**
 - + Samsung – **100 jobs**
 - + HSBC – **75 jobs**

*Jobs and economic impact based over three years



WINS FOR THE 905

- + Seven (7) Investments
- + 1,618 new jobs over three years
- + \$96,894,380 capex over three years
- + Cognizant (Mississauga) – 600 jobs in 2018
- + Italia Alimentari (Brampton) – 30 jobs
- + Gravitational (Mississauga) - 8 jobs
- + Regalead (York Region) - 5 jobs
- + Tammet Systems (Mississauga) - 10 jobs
- + Sata (York Region) - 15 jobs
- + iMist (Mississauga) - 50 jobs
- + Regional programs: Life Sciences, Technology & Financial Services sector strategies
- + Pipeline diversification across sectors and geographies
- + Targeted lead generation for Halton, York, Durham and Brampton



FOCUS ON REGIONAL AND SECTORAL DIVERSITY

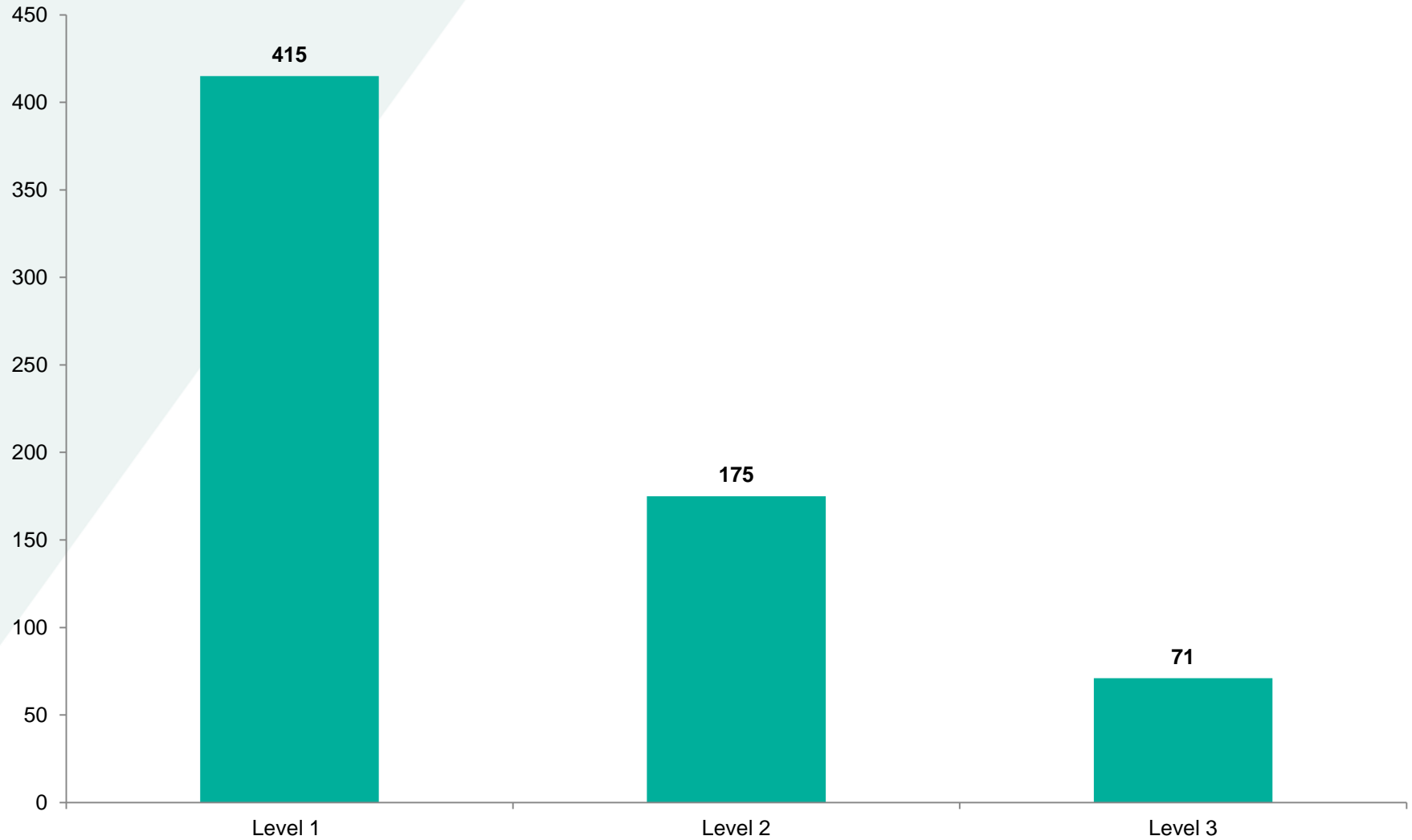
- + Recognizing the propensity for investments to land in the City of Toronto, Toronto Global is actively driving investments to all areas of the Toronto Region
- + Key initiatives include:
 - + Implementation of regional value propositions for targeted prospecting
 - + Strong focus on pipeline diversification across sectors and geographies
 - + Execution and development of sector strategies
 - + Focus on stronger relationships at the regional level
 - + Provision of additional value-add services



**TORONTO
GLOBAL**

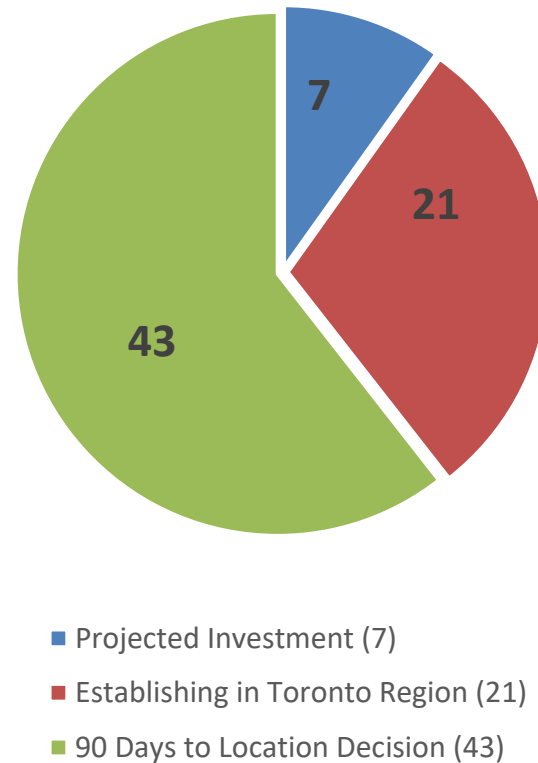
ONTARIO

ACTIVE OPPORTUNITIES



LEVEL 3

- + **Projected Investment**
 - Company has located in the Toronto Region
 - TG confirming investment numbers
- + **Establishing in the Toronto Region**
 - Company has stated they have chosen the Toronto Region as an investment destination, but have not yet located
- + **90 Days to Location Decision**
 - Process remains competitive
 - The Toronto Region is short listed as an investment destination



Toronto Global is will be introducing the client to the EDO partners or has done so already

PUSHING FORWARD WITH YORK REGION

Key Initiatives for York

- + **Targeted Value Proposition Development in Specific Industries**
Advanced Manufacturing, Health and Life Sciences, Financial Services, Technology and Innovation
- + **Pipeline Diversification in Sectors Broadly Aligned to York**
Focus on technology and sectors aligned with higher potential to locate regionally through self-generated prospecting, use of lead generators, execution of Life Sciences and Financial Services Strategies
- + **Showcasing Specific Regional Assets to Clients and in Collateral**
Proximity to Pearson International, Accessible Regional Transit, Incubation space, University and College Campuses
- + **Value-add Services and Assistance**
EDO-requested business case development, data sharing, specialized research, as well as RFI responses, social media collaboration



THE AMAZON HQ2 EFFECT FOR YORK

- + **First time** regional data compiled to showcase assets of entire Toronto Region for RFP submission
- + The Toronto Region was selected as **only Canadian city** on Amazon's 20-city final shortlist
- + **20,000+** downloads of the bid
- + Since submitting our bid, Toronto Global has added **259** companies to our pipeline
- + **400%+** increase in number of visits to Toronto Global website
- + **\$143M** total advertising value equivalency





THE AMAZON HQ2 EFFECT FOR YORK

Amazon HQ2 bid has benefitted York

- + **Increased Level of Inquiry**
Following the Amazon HQ2 bid Toronto Global has seen a significant increase in inquiries from Site Selectors and Requests for Information. Responses range from 10 to 50 pages and are highly customized documents requiring non-standard information
- + **Expanded Scope**
Toronto Global has been able to position the entire region – including York – at the forefront of these requests and expand the scope from the City of Toronto alone to include all funding municipalities of the Toronto Region
- + **Centralized Coordination**
Like the Amazon HQ2 bid, Toronto Global provides a centralized contact point for site selection firms and a coordinated, streamlined source of comparable regional data
- + **Complex Data Requirements**
Site selection requests require significant synthesis and compilation of information, particularly when comparing the region to international competitors. With its Research and Insights team, Toronto Global is able to triage these requests expertly and efficiently

WORKING WITH THE REGION OF YORK

Corporate

- + Board Member – Sriram H. Iyer
- + 6 meetings of EDO Management Council
- + 2 meetings of Mayors & Chairs Strategy Council



COLLABORATION WITH YORK

Events, Roundtables & Engagement with York Region EDO's:

- + February 12, 2018 – Markham & Vaughan – Trade Commissioner Fam Tour
- + June 5, 2018 – Vaughan, ON – Meeting with City of Vaughan Economic Development Team - Toby Lennox & Dan Silverman
- + July 13, 2018 - Toronto Global Office - Discussion with York Link's Web & Social Media Specialist, Nathan Allen
- + August 1, 2018 – Vaughan, ON - Meeting with City of Vaughan Economic Development Team – Dan Silverman, Jan Willem Gille, Bart Deelen, Johnny Tan
- + August 2, 2018 – Aurora, ON – Meeting with the Town of Aurora Economic Development Team – Toby Lennox & Dan Silverman
- + August 17, 2018 - Vaughan, ON - Visit by Korea Industry Complex Corporation
- + August 23, 2018 - Vaughan, ON - Vietnamese Economic Development Team visit to Vaughan
- + September 8, 2018 - Markham, ON - Markham Richmond Hill Vaughan Chinese Business Association 25th Anniversary Gala



COLLABORATION WITH YORK

Events, Roundtables & Engagement with York Region EDO's:

- + September 26, 2018 – Toronto Global Office – Richmond Hill Presentation to Investment Attraction Team
- + October 10, 2018 – Toronto Global Office – City of Vaughan Presentation to Investment Attraction Team
- + October 11, 2018 - Markham, ON - Made in York Region - Future of Tech
- + October 19, 2018 – Maple, ON – York Region EDO Meeting – Dan Silverman & Toby Lennox
- + November 1, 2018 - Markham, ON - Toronto Global and Waterloo EDC Tech & Innovation Focus Group Sessions (VentureLAB)
- + November 16, 2018 - Vaughan, ON - Pentola D'oro - Italian Chamber of Commerce of Ontario
- + January 23, 2019 – Vaughan, ON – Toronto Global and City of Vaughan EDO Meeting – Jan Willem Gille
- + February 5, 2019 - Vaughan, ON - Vaughan Business Expo & Creative Industries Summit
- + February 27, 2019 – Markham FDI Collision Discussion
- + March 5, 2019 – Vaughan, ON – International Business Development Strategy

