



2010 EDO Program Review

Mississauga Economic Development Office

Building on Success for Mississauga's Future Economic Growth

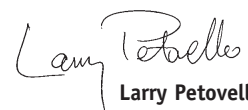
It has been an extraordinary year for the Economic Development Office (EDO) as we started and completed a 10-year Economic Development Strategy, "Building on Success". It is remarkable to think what our economy will look like in a decade, but it is certain that 2010 is the year that set forth its foundation.

The City of Mississauga's Strategic Plan, "Our Future Mississauga" was used as the basis for the development of the Economic Development Strategy's goals, objectives, actions and initiatives that supports the City's commitment to economic growth and prosperity. Unanimously approved by City Council, the Economic Development Strategy supports the goals of the Prosper Pillar to develop talent, attract innovative business, meet employment needs, strengthen arts and culture and create partnerships for innovation.

The Economic Development Strategy is structured by three high level goals that will help guide the City's Economic

Development Office's strategic initiatives and actions. The three goals of the strategy are for Mississauga to: become "A Global Business Magnet"; facilitate "A Culture of Innovation"; and build "A Knowledge Economy". Although these goals are grand in nature, the strategy outlines specific objectives and actions that will shape Mississauga's economy over the next ten years.

Moving forward, EDO remains optimistic as we focus on our existing strengths and seek new opportunities that will help our economy continue to grow and prosper. The City's vision of a future Mississauga includes being a global hub of creative and innovative activity where talent and business thrive. This will contribute to Mississauga's existing diverse business community and global profile.


Larry Petovello, Ec. D.
Director



Selected Events

Economic Development Council of Ontario (EDCO) Conference

February 2-4

EDO staff attended EDCO's 53rd Annual Conference and Showcase "Defining & Capturing the New Economy". The conference program was designed to provide Ontario's economic developers and municipalities with the insight and tools to keep Ontario's economy moving forward.

EDO's Client Account Manager, Cheryl Peters, was part of EDCO's Program Committee that organized a session for the conference entitled, "Living Locally – Working Globally". The session discussed alternative work arrangements and growing trends in the workplace.

Mississauga Jobs Summit

February 9

The Director of EDO participated as a panellist at the Mississauga Mayor's Jobs Creation Summit and discussed how business, labour, education and government can work together to develop the creation of jobs in the city.

Leaders representing business, education, not-for-profit groups, labour organizations and government attended the event to discuss and identify strategies and partnerships to increase employment in Mississauga.

Daytime – Rogers TV Interview

March 9

The Director of EDO was a guest on Daytime – Rogers TV Show to talk about Mississauga's Information Communications & Technologies (ICT) Sector and the launch of the ICT business testimonial video. Mississauga's ICT sector is the 4th largest in Canada employing 36,000 people.

BIO International, Chicago

May 3-6

More than 14,000 business leaders attended the 2010 Bio International Convention, which is the largest global event for the biotechnology industry. Some of the biggest names in the biotech industry from around the world gathered in Chicago.



Official opening of the 2010 Bio International Convention

EDO Client Account Manager participated in the Ontario booth of the Canadian Pavilion, which was designed to promote competitive advantages of investing in Ontario with an intense focus on the Province's innovation in bio, talent, science and research and its thriving economy.

International Economic Development Council (IEDC) Conference, Columbus, Ohio

September 27-29

Attended by the Manager of EDO, the IEDC 2010 Columbus Conference featured a variety of outreach sessions that were designed to facilitate an ongoing discussion about what it takes to transition in the changing economy. The conference also featured panel discussions on attracting new business and investment and turning challenges into opportunities.

SIOR Annual Fall Seminar

October 5

EDO was an event sponsor for the Society of Industrial and Office Realtors (SIOR) 45th Annual Fall Seminar entitled, "Balancing Risk & Opportunity: Where to Place Your Bets for 2011 and Beyond" at the Living Arts Centre. This event gathers hundreds of real estate professionals to learn about the latest trends and activities in the real estate and development markets with opportunities to meet with surrounding government and EDOs. In addition, an EDO trade show booth showcased the business location advantages and opportunities in Mississauga.



Mayor McCallion with EDO team

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Greater Toronto Marketing Alliance (GTMA) FDI Initiative, Brazil

November 7-12

The Manager of EDO joined five other municipalities on an investment trade mission to Brazil organized by the Greater Toronto Marketing Alliance. The mission focused on investment attraction to the Greater Toronto Area with a focus on key sectors such as Digital Media, Life Sciences, Cleantech, Food Processing and Building & Construction.

The delegation had an opportunity to present the GTA's investment capabilities to a broad spectrum of growing Brazilian companies, Industry Associations, key intermediaries in Brazil as well as senior trade officials in the Canadian Consulate and Trade Office.



GTMA Delegation



The International Economic Forum of Americas, Toronto

November 22-23

Over 1,000 participants and seventy speakers took part at this two-day conference, "Competing Towards a Sustainable Future – Energy, Infrastructure and Finance". Mayor McCallion was a guest panellist at this event that covered major issues facing cities, countries and their governments around the world. EDO was a sponsor for this event that provided an opportunity for global decision makers, corporate business leaders, senior civil servants, business executives, senior managers and service professionals to network and share ideas about how to remain competitive in the ever-changing world economy.

Toronto Real Estate Forum

December 1-2

The City of Mississauga was a sponsor and strategic partner at the Toronto Real Estate Forum, Canada's largest annual national conference on ICI Real Estate investment and management issues. The event's program featured commentaries, presentations and valuable insights from over 100 well-known experts and practitioners from across Canada, United States, Asia and Europe.

Corporate Calling Program

This program involves representatives from EDO visiting local firms. The meetings are focused on information sharing and issue identification and often include the Mayor, Ward Councillors and the City Manager.

- All Seating Corporation
- All Weather Windows
- BD Biosciences
- Biovail
- Desjardin
- Eco-Fitt
- Edward Jones
- Encompass Distribution Canada
- GSK
- IMAX
- Research in Motion (RIM)
- Langen Packaging Inc.
- NTN Bearing Corp.
- Novidaq Technologies
- Point Click Care
- SGS Life Science Services
- Samsung
- Shaw Group



From left: Lary Petovello, Director EDO, Councillor Maja Prentice, Dave Jaworsky, Senior Director, Corporate Relations RIM, Mayor Hazel McCallion.

Economic Development Office Services and Resources

EDO provides information and services to help businesses grow and prosper in Mississauga. From site selectors, real estate professionals to direct client contacts, EDO helps facilitate business development and expedite the site selection process.



For businesses just starting out, expanding, consolidating or relocating, EDO has all the right connections to help with:

- Site location assistance
- Information and statistics
- Industry and business networks
- Business and community contacts
- Government approval assistance
- Key sector profiles



Mississauga Business Enterprise Centre SMALL BUSINESS PROGRAMS AND INITIATIVES

- Throughout the year, MBEC conducted presentations to a variety of community, education and cultural organizations to build awareness about MBEC services and entrepreneurship as an employment option. As well, MBEC offered 39 business development workshops covering various topics such as starting a business, internet marketing, and writing a business plan. To help local business transition to the new Harmonized Sales Tax (HST), MBEC conducted HST training sessions in partnership with the Canada Revenue Agency. Through this community outreach and training initiatives, MBEC was able to reach out to over 2,000 attendees in addition to providing core MBEC services to over 7,000 clients.
- Also this year, MBEC launched a new marketing brand, "Start, Build, Grow" which translates into the evolution of a business. This branding carries throughout a newly designed website, marketing collateral and resource materials with a fresh and vibrant colour pallet.
- Nine students participated in the 2010 Summer Company program, all launching successful summer businesses with the assistance of a grant up to \$3,000 provided by the Ministry of Economic Development and Trade. Most participants either met or exceeded their revenue expectations while creating their own employment and setting strong foundations for future employment and business opportunities.
- MBEC Continues to partner with Rogers TV on the "In Business" Program with David Wojcik. During the program the Manager of Small Business offers small business tips on starting and growing a business and has additional guest appearances on the show.

Mississauga Building on Success

This year, the EDO was diligent in developing a new 10-year Economic Development Strategy, "Building on Success" that will see the City through to the year 2020.

Through the consultation phase, EDO successfully reached out to close to 200 members of our business community and stakeholders through one-on-one interviews, focus groups and a business survey. The engagement process proved to be of tremendous value as it provided insightful information and feedback. Through this process, six themes emerged: to better capitalize on our local assets; foster innovation, creativity and culture; enable business success; facilitate global markets connectivity; strengthen our partnerships and to show leadership in the development of the green economy. These themes were shared at an Economic Development Strategy Workshop where more than 70 business, education and government leaders helped to identify a select number of specific actions/initiatives for each theme that would help position Mississauga for continued success and prosperity.

Officially launched in September, the final Economic Development Strategy is structured by three high level goals that will help guide the City's Economic Development Office's strategic initiatives and actions. The three goals of the



Official Launch of Strategy with Lary Petovello, Director EDO, Jeremy Gutsche, keynote speaker and Susan Amring, Manager EDO.

Strategy are for Mississauga to: become "A Global Business Magnet"; facilitate "A Culture of Innovation"; and build "A Knowledge Economy".

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, "Building on Success" visit: www.mississauga.ca/economicdevelopmentstrategy.





Select 2010 Business Openings & Announcements

Company Name	Employees	Sq. Ft.	Address
Air Heat Supplies – Home Comfort Training Centre	37	10,000	1355 Fewster Dr.
AVW-TELAV Audio Visual Solutions	200	100,000	2365 Matheson Blvd Ed
Bell Canada	6,000*	350,000	5025 Creekbank Rd
Easyhome Ltd.	100	21,000	33 City Centre Dr
FNF Canada	185	42,000	55 Superior Blvd
Festo Canada Inc.	50	N/A	5300 Explorer Dr
Fronius	125	25,600	2875 Argentia Rd
Giraffe Food & Beverage Inc.	30	50,000	1774 Drew Rd
ITW Welding North America	10	9,700	3750 B Laird Rd
Jaguar and Land Rover	15	11,000	75 Courtney Park West
Kraft Canada	270	78,500	2660 Matheson Blvd E
Kuehne & Nagel	400	72,500	77 Foster Cres
La Capitale Financial Group	250	60,000	7150 Derrycrest Dr
Mississauga Bus, Coach & Truck Repairs	19	27,000	1250 Mid-Way Blvd
Mitsubishi Motor Sales of Canada Inc.	20	100,000	6155 Belgrave Rd
Navarre Distribution Services	6	30,000	1695 Drew Rd
NeurAxon	15	N/A	2395 Speakman Dr
Oceans Fresh Food Market	N/A	170,000	3644 Wolfedale Rd
Ornge	170	73,000	5310 Explorer Dr
PepsiCo Canada	N/A	45,000	5550 Explorer Dr
Silfab Ontario Inc.	200	100,000	240 Courtneypark Dr E
Siemens	110	17,000	6865 Century Ave
Sims Recycling Solutions	100	285,000	6495 Tomken Rd
SGS Canada	130	46,000	6490 Vipond Dr
Shaw Group	200	80,000	2050 Derry Rd W
Takeda	40	30,000	6750 Century Ave
The Capris Group	35	13,750	215 Traders Blvd
TST Overland Express	375	90,000	5200 Maingate Dr
WIND Mobile	120	22,000	5055 Satellite Dr
Whole Foods	N/A	46,179	Square One Dr

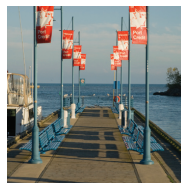
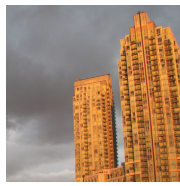
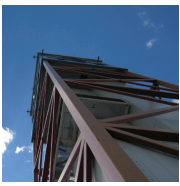
* Total employment at Creekbank Road Campus

Groundbreakings

Name	Sq. Ft.	Address/Location
Orlando Corp./ Spec. Retail	86,426	905 Britannia Rd W Bldg H
Baxter Corporation/ Bentall LP	138,000	7125 Mississauga Rd
Golder & Associates/ First Gulf Corp.	250,000	6885 Century Ave

Significant Building Permits Issued in 2010

Company Name	Sq. Ft.	Address
Crate & Barrel	24,133	95 Square One Dr
Life Time Fitness/ Cedarland Properties Ltd.	162,271	3055 Pepper Mill Crt
Baxter Corporation/ Bentall LP	138,000	7125 Mississauga Rd



AWARDS & RECOGNITION

- The City of Mississauga is recognized as one of “Canada’s Best Locations” for industrial development projects by Site Selection magazine. The City’s Economic Development Office was also featured as one of the Top Ten Canadian Economic Development Groups in the magazine’s annual special section on Canadian industrial development and trends.
- The City of Mississauga won an Economic Development Council of Ontario marketing award for the life sciences study and directory and brochure entitled, “Mississauga: A leading Life Sciences Cluster Study and Directory” and related Focus brochure. The comprehensive, in-depth study examines the exceptional talent, innovative companies and the convergence of the many supports required to propel this leading economic sector.
- The City of Mississauga was presented with two prestigious marketing awards for the Business Location Advantages brochure. A first place marketing award from the Economic Developers Association of Canada (EDAC) and an international honourable mention from the International Economic Development Council (IEDC).

“The City of Mississauga is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities,” said William Best, IEDC chair, in a press release.

Both awards recognize excellence and creativity in furthering the City’s economic development priorities. The awards also allow for an opportunity to share best practices with peers.

Available in January...

2011 Mississauga Business Directory



One of the very best values in marketing tools—the 2011 Mississauga Business Directory—is available for purchase through the Mississauga eStore.

To order, visit: www.mississauga.ca/shop

Small Business On-line Training

The Mississauga Business Enterprise Centre (MBEC) offers a series of on-line business training courses and certificate programs geared towards new and existing small business owners. The courses are designed by industry professionals to help entrepreneurs develop sound business skills to guide smart business solutions to help businesses reach full growth potential.

Certificate programs and courses are available in the following areas:

- Small Business Management
- Small Exporter Management
- Basic Sales
- Basic Finance

Visit MBEC on-line for full course offerings at: www.mississauga.ca/mbec



Award Presentation during Council Meeting with Mayor McCallion and EDO team.



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