

Economic Development Marketing Update

Planning and Economic Development Committee
ED14-2021

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ECONOMIC DEVELOPMENT MARKETING UPDATE



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Development Committee

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OVERVIEW

Niagara Region Economic Development has several ongoing marketing incentives to be aware of, as well as a number of planned projects, to continue to advance the Niagara Region's Economic Development objectives.

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Abatement Technologies' new manufacturing space and head office in Fort Erie, Ont., will complement 10 international locations. an ppa/abc

World-class companies make Niagara their first choice

BY JEFFREY HUNNELL

On an industrial property in the quiet Niagara community of Fort Erie, Ont., Abatement Technologies is set to break ground on a new 50,000-square-foot manufacturing space that will also serve as its new head office.

The world-renowned, family-owned company specializes in hospital-grade HEPA filtration systems that are a crucial part of COVID-19 containment efforts, and going all-in on a Niagara expansion to complement its other international locations was an easy decision.

"Geographically, there's immense benefits for us," said Justin Lammie, director of marketing and production of Abatement Technologies. "Niagara has given us a great pool of talent to pull from."

"We have access to all the shipping lanes. We're close to enough major airports that it's easy for us to be connected to the globe."

"Operational costs, and then to expand, is easier in Niagara than it is to the

GTA...we were absolutely committed to staying in the community."

These strategic advantages are key decision drivers as class-leading companies from across southern Ontario are choosing to locate, relocate or expand into the Niagara region.

Niagara's industrial, commercial and residential real estate prices are a fraction of Toronto's, and its greater supply than crowded manufacturing markets like Hamilton.

But the location is ideal: Niagara's urban communities are only an hour's drive from the GTA, and within 30 minutes of the U.S. border. Fort Erie is just across the border from upstate New York, so close that Lammie jokingly calls it a "neighbour" of Buffalo.

Niagara's access to hundreds of skilled tradespeople, and graduates from leading post-secondary institutions like Brock University in St. Catharines and Niagara College in Welland, are also major attractions.

And the region's low cost of living, high quality of life and tight-knit sense of community are all carefully considered by companies who see a link between communities and productivity.

"Niagara is a natural opportunity," said Jimmy Dunn, commercial vice-president of the Hamilton-based Ontario Property Authority (OPA). "There is precious little industrial land available around Toronto, and Niagara's low such an important asset."

OPA manages a 200-acre multimodal industrial complex in Thorold, another Niagara community, adjacent to the Welland Canal, that connects Ontario manufacturers to markets across North America and around the world.

The canal is part of the St. Lawrence Seaway system, which connects overseas markets to ports along the Great Lakes, and to any other market in North America through an integrated marine, rail and highway transportation network.

The OPA multimodal hub in Thorold includes more than 500,000 square feet of warehouse space with access to the Erie Canal, the St. Lawrence Seaway and the Welland Canal, and is preparing a 500,000-square-foot expansion that will be used as a COVID-19 testing site, and for manufacturing world-class health products.

"This expansion is an important next step in our business growth," said Scott DeMont, general manager and partner with Tora Inc. "From this new facility we are better able to provide our growing customer base with a wider range of services."

Niagara has a great history as an industrial centre, and the manufacturing sector has seen a steady resurgence since the renaissance of 2008. But the region is also a favoured location for expansion and relocation of a diverse range of service sectors from biotechnology, professional services, agri-business and many other industries.

"Being in Canada is a plus, but being in Niagara is super-plus," said Dr. Fouad El-Akhrach, a molecular geneticist and Brock professor who started the biotechnology company Norgen Biosciences in 2004.

Norgen Biosciences is located in Thorold, within walking distance of Brock, and is preparing a 500,000-square-foot expansion that will be used as a COVID-19 testing site, and for manufacturing world-class health products.

El-Akhrach said proximity to Toronto and the U.S. border as key advantages, along with a strong talent base that includes several Brock students who have started their own businesses in Niagara.

"And then, the fact that people know each other in a small community," he added. "They are very helpful and supportive. You don't go it alone in the large cities."

A concrete, a leading global professional services company, is the owner of another major Niagara success story. In 2016, the company opened a newly

renewed 60,000-square-foot property in downtown St. Catharines that will serve as a global centre of excellence for its growing intelligence and customer operation business.

"We're a people-based firm, so talent was at the heart of the decision," said Jeffrey Hunnell, president of Accenture in Canada. "The quality of life and the quality of talent in this region continues to rise and we look to hire and develop our talent here."

As world-class companies continue to expand, so too do the business in Niagara, multibillion-dollar industries are being created, and the region is becoming a hub for economic growth.

"We're committed to the region, and we see significant continued growth," said Hunnell. "And it's exciting. We're absolutely seeing the kind of opportunities we've longed for."

For more information on economic development opportunities in Niagara, visit NiagaraEconomy.ca.

UPCOMING MARKETING CAMPAIGNS

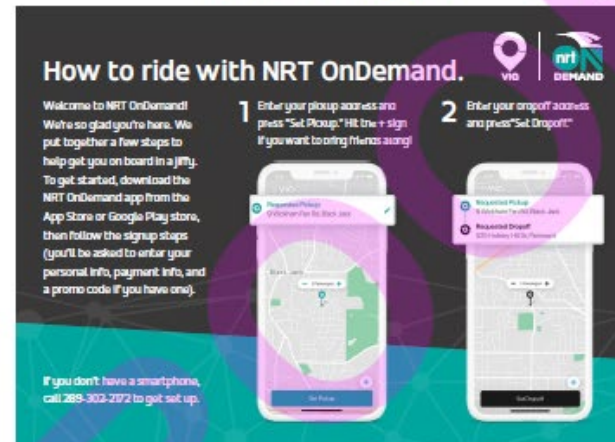
Window Clings // Stickers



Table Top Cards



How To Ride Post Card



Poster



A vertical teal-tinted image on the left side of the slide, showing a river valley with a winding river and forested hills.

THANK YOU