



ECONOMIC DEVELOPMENT

INVESTMENT ATTRACTION UPDATE

Planning and Economic Development Committee

Wednesday April 10, 2024
Eric Chou

2023 Q3 / 2024 Q1 OVERVIEW

Economic Development Activities

- Build “Niagara” as a global brand and invest in the growth of its emerging sectors.
- Attract and retain businesses, create jobs and support a skilled workforce in Niagara
- Outbound investment attraction activities to build Niagara as a global brand
- Be an effective and unified voice to advocate FDI with senior governments on behalf of Niagara.



NIAGARA FDI LEAD FUNNEL

Build “Niagara” as a global brand and invest in the growth of its emerging sectors. Attract businesses, create jobs, and support a skilled workforce in Niagara.

- 62 New Leads
- 19 Opportunities (Three converted from leads)
- Conducted four Prospect Site Visits
- Participated in five events promoting Niagara and building networks with the European Consul Generals and Chambers of Commerce



NIAGARA FDI LEAD FUNNEL

- Hosted a visit of the Ambassador to Canada from Vietnam
- Hosted the Hamilton Niagara Partnership Global Startups Bootcamp
 - 19 Companies / 32 Participants
- Participated in the Tokyo Metropolitan Government sponsored Global City Network for Sustainability (G-NETS) Senior Officials meeting in Tokyo, Japan



 Global City Network for Sustainability
G-NETS

NIAGARA FDI LEAD FUNNEL

Outbound investment attraction activities to build Niagara as a global brand.

- Prospecting trip to Spain
 - Organized 25 prospect meetings
 - EMPACK, Logistics & Automation Trade Fair, 17 prospect meetings



NIAGARA FDI LEAD FUNNEL

Be an effective and unified voice to advocate FDI with senior governments on behalf of Niagara.

- Hosted Invest in Ontario Partnership team & Ontario Invest in Canada representative
- Continued collaboration with Invest Ontario in securing an investment opportunity for the Niagara Region
- Met with the Ontario Trade Investment Officers Reception
- Friends of Canada Reception - Hosted by Consul General Tom Clark in Buffalo, NY

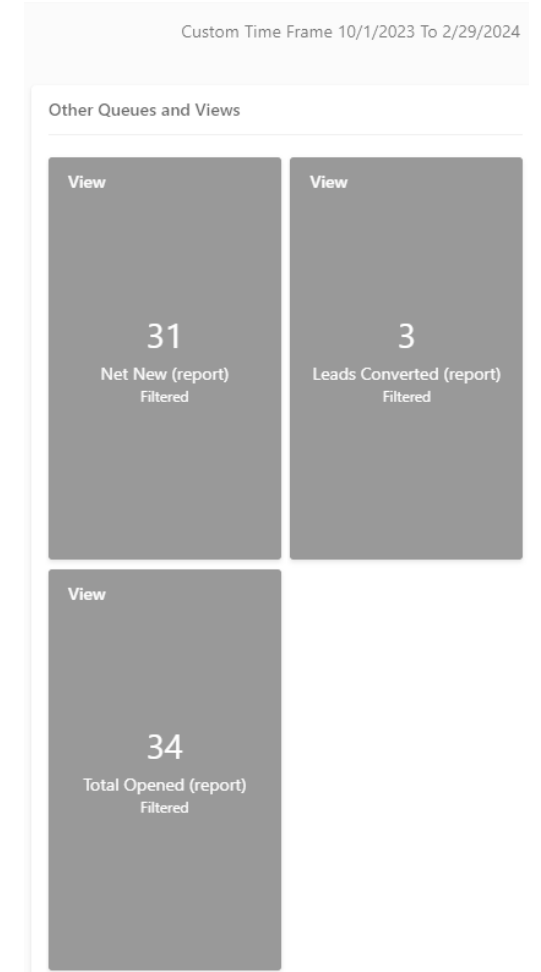


NIAGARA FDI LEAD FUNNEL

Implement continuous improvement and modernized processes to ensure effective reporting on key performance indicators on FDI activity.

Economic Development Dynamics 365 CRM

- CRM implementation live on October 16, 2023.
- Creating customized reports and dashboards to report on FDI key performance indicators.



QUESTIONS?

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