



# 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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