

# Strategic Marketing Update

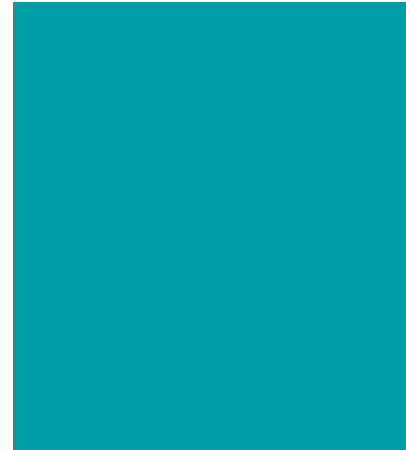
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# Purpose

- Summarize **key marketing activities from Niagara Economic Development** in Q3 2024.
- Demonstrate how active initiatives, including company relocations, the Prime Minister's electric vehicle supply chain announcement, and the launch of the Niagara Economic Development Magazine, align with long-term goals.
- These efforts focus on attracting investment, fostering sustainable economic growth, and **positioning Niagara as a leading business destination**. Through strategic projects, Niagara is advancing toward continued prosperity and development in both local and international markets.



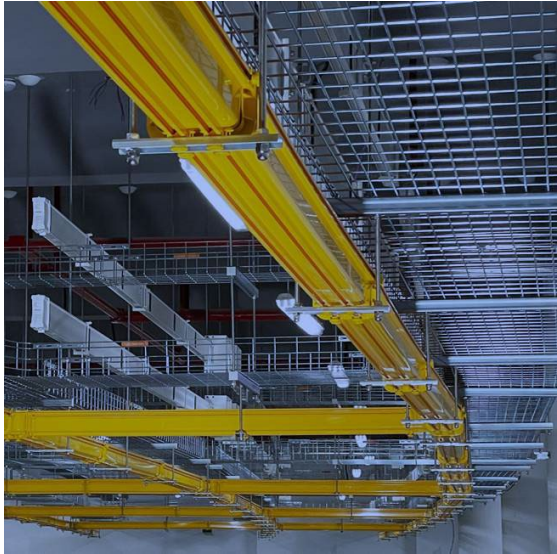
# Successful Company Relocations Driven by Marketing Efforts

**CBB International** (Finland) and **Vichnet** (China) relocated to Niagara directly due to our targeted digital marketing efforts, including Search Engine Optimization (SEO) and website engagement.



**CBB International** specializes in international trade and expansion, selecting Niagara for its Canadian subsidiary

**Vichnet** invested \$5 million in a 3-acre site, creating 10 new jobs and contributing to Niagara's growing industrial sector.





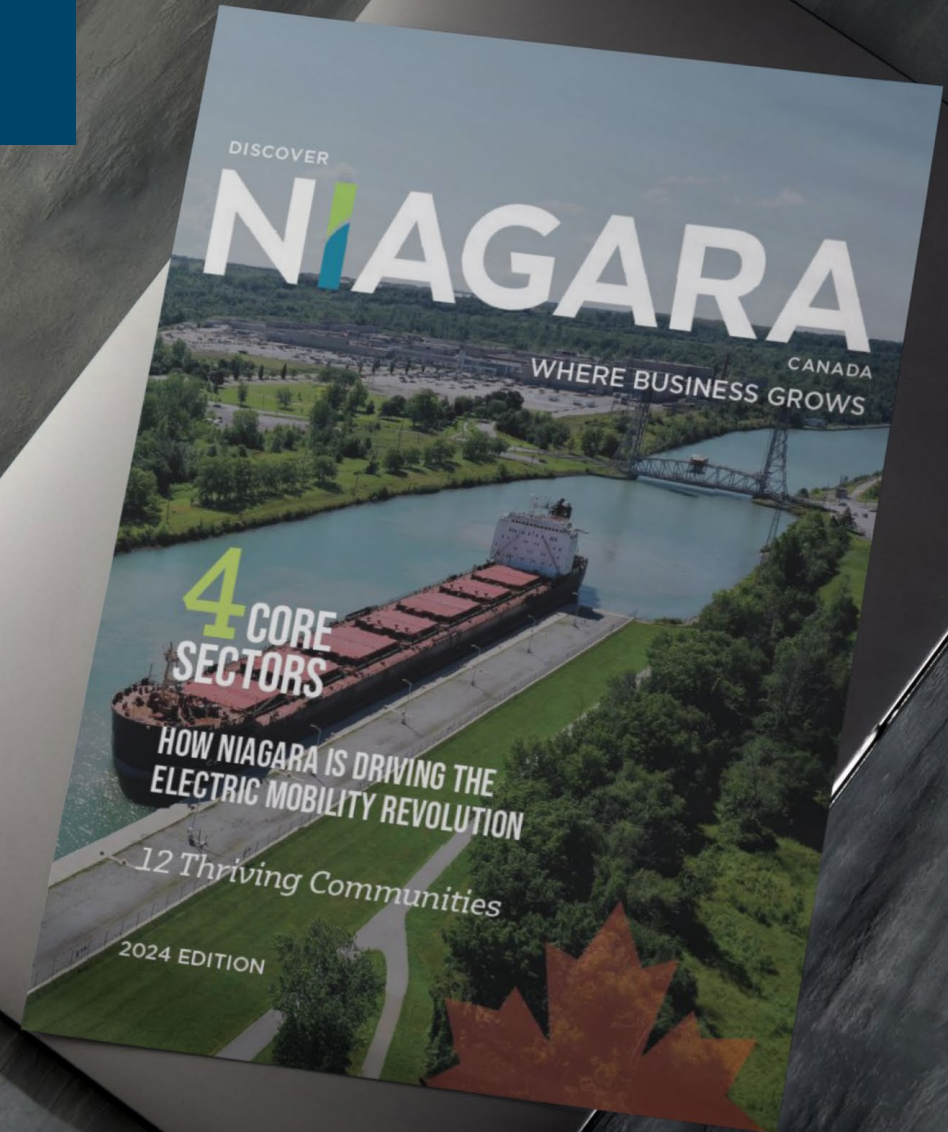
# Lead \$1.6 Billion EV Supply Chain Investment Announcement

- Niagara Economic Development **facilitated Prime Minister Trudeau's visit** and announcement of Asahi Kasei's \$1.6 billion investment in Port Colborne.
- This was the **first-ever visit to Niagara Region executed for the Prime Minister by Regional staff**, demonstrating NED's ability to develop key relationships and execute world-class announcements.
- The announcement attracted extensive **national and international media coverage**, including significant attention from Japanese media outlets, further raising Niagara's profile in global markets.

# Niagara Economic Development Magazine

## A New Resource for Investment

- The **Niagara Economic Development Magazine** was launched in Q3 2024 as a comprehensive resource to highlight the region's economic opportunities.
- The magazine covers key sectors such as agriculture, electric vehicles, and marine, providing valuable insights into Niagara's business environment.
- Profiles of all **12 municipalities** are prominently featured, including key demographic and economic data, giving potential investors a clear understanding of each municipality's growth potential and opportunities.
- The magazine is published in both English and Japanese to support our Foreign Direct Investment (FDI) efforts, particularly targeting Japanese investors.





# ICSC Event – Showcasing Niagara’s Investment Opportunities



- For the second year, Niagara Economic Development (NED) hosted a Niagara booth at the **International Council of Shopping Centers (ICSC)** event, representing all 12 local municipalities.
- NED managed all aspects of booth design, coordination, and logistics, ensuring each municipality could focus on presenting their unique investment opportunities.
- This **Team Niagara** approach promotes collaboration across the region and positions Niagara as a prime destination for commercial real estate investment on a global stage.

# Metrolinx Collaboration – Boosting Regional Visibility



- Niagara Economic Development partnered with Metrolinx to **promote GO Transit** service, featuring Niagara Falls in a key advertisement.
- This is the second year of collaboration, led by Niagara Region, who coordinated marketing efforts with local partners over the past year. These efforts resulted in a **77% year-over-year increase** in interest, with **46% of visitors** now choosing Niagara Falls as their top Go Transit destination.
- The campaign also created opportunities for **expanded services in Niagara**, particularly for workforce development.

# Metrolinx Collaboration – Boosting Regional Visibility



[https://youtu.be/yWdL\\_Hrcj00?si=dMYjhmE9bUa3DZkS](https://youtu.be/yWdL_Hrcj00?si=dMYjhmE9bUa3DZkS)



# Economic Impact

Driving Growth and Investment

- The strategic marketing initiatives undertaken in Q3 2024 directly align with Council's Growing Better Together priorities, supporting sustainable economic growth for Niagara.
- These efforts have strengthened Niagara's global reputation, attracting foreign direct investment, fostering local job creation, and boosting workforce development.
- Niagara is well-positioned for continued prosperity, with increased visibility on both national and international stages, driven by collaborative partnerships and targeted marketing.



# Questions and Contact

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