# Strategic Marketing Update

Katie Desharnais Manager, Strategic Marketing Wednesday October 9, 2024





## 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 3acre site, creating **10 new jobs** and contributing to Niagara's growing industrial sector.









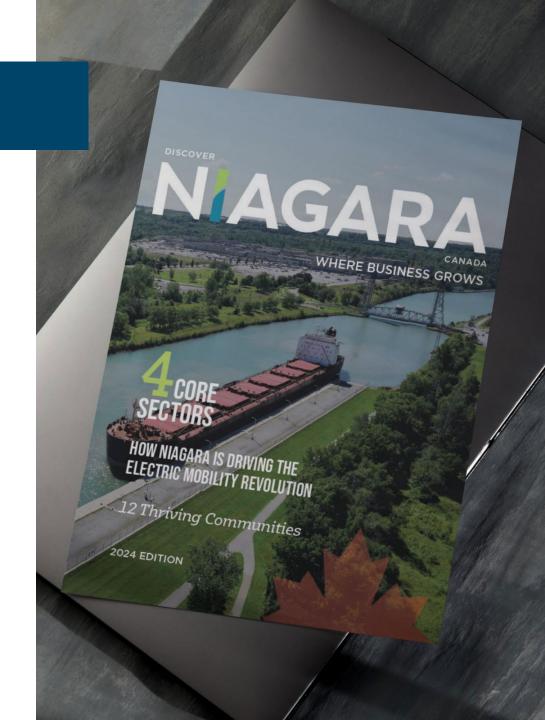
- Niagara Economic Development facilitated Prime Minister Trudeau's visit and announcement of Asahi Kasei's \$1.6 billion
- This was the first-ever visit to Niagara Region executed for the Prime Minister by Regional staff, demonstrating NED's ability to develop key relationships and execute world-class 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-overyear 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





#### **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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