

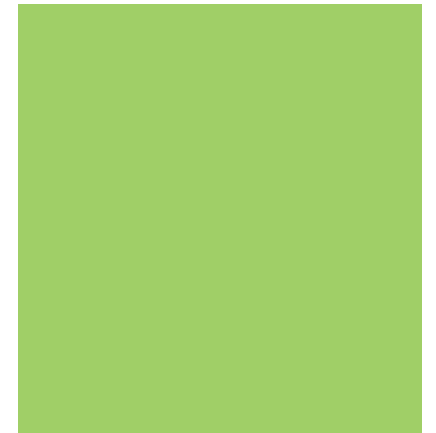
Niagara Economic Development Investment Attraction Update

Eric Chou, Manager, Trade and Investment

Wednesday, November 6, 2024

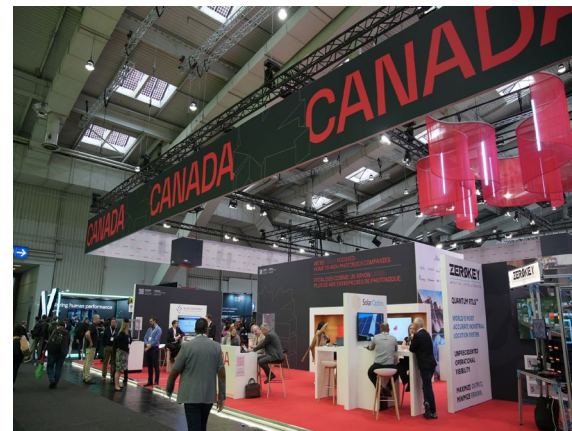
Purpose

- Summarize **key investment attraction activities from Niagara Economic Development** from April to September 2024.
- Demonstrate how investment attraction activities, including external events, hosting prospective clients and investors promote Niagara as an attractive location for investment.
- Highlight Niagara Region's largest investment with the announcement of Asahi Kasei locating to Port Colborne.
- All activities focus on attracting investment, fostering sustainable economic growth, and **positioning Niagara as a leading business destination**. Through strategic projects, Niagara is advancing toward meeting the goals of the Council 2023-2026 Strategic Plan and specifically meeting our Prosperous Region objectives.



Investment Attraction Activities

- April 3 – 5 2024
 - Site Selectors Guild
- April 15 – 18, 2024
 - WEB Summit
- April 22 – 24, 2024
 - Hannover Messe
- May 6 – 10, 2024
 - US Roadshow
- June 10 – 14, 2024
 - Global Affairs Canada Latin America Roadshow



Asahi Kasei Invests \$1.56 Billion in Niagara Region

- May 14, 2024, saw the official announcement of Phase 1 by Asahi Kasei, for their transformational investment of \$1.56 Billion, with approximately 300 jobs to build a lithium-ion battery separator manufacturing facility in Port Colborne.
- The economic development team continues to be involved in the project ensuring that our Team Niagara Task Force stays focused on the delivering the infrastructure that is required.
- On September 11, 2024, Economic Development staff presented Project Eagle to Bruce County Economic Development as a best practice case in investment attraction.



Additional Companies that have invested in Niagara Region



AgTech Business
specializing in sustainable solutions for crop protection and natural pollination.

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

Consulting Company
specializing in the internationalization of companies, trade, import and export, have incorporated and selected Niagara as their headquarters

Representing a total of **35 new jobs** and a total **CAPEX of \$7M.**

Site Visits with Potential Investors

- April 24, 2024
 - Project Tab (Invest Ontario)
 - \$6.96 Million CAPEX, 380 FTEs
- June 11, 2024 and August 28, 2024
 - Project Dracaena (MEDJCT)
 - \$4.1 Billion CAPEX, 700 FTEs
- June 19, 2024
 - Prospect
 - \$38 Million CAPEX, 60 FTEs
- July 16, 2024
 - Prospect
 - \$30 Million CAPEX, 250 FTEs



QUESTIONS & CONTACT

Eric Chou

Manager, Trade and Investment | Economic Development

Eric.Chou@niagraregion.ca