Investment Attraction Update

Eric Chou, Manager, Trade and Investment

Planning and Economic Development Committee

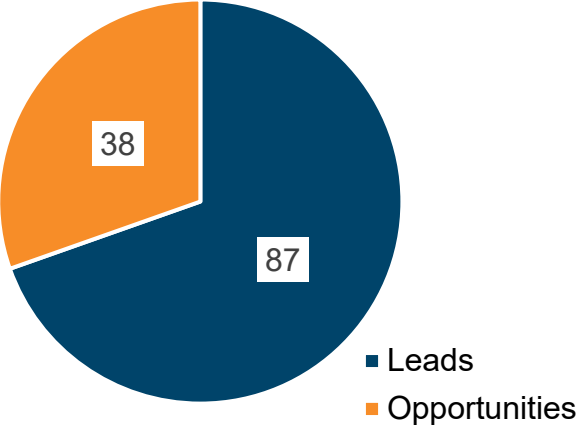Wednesday, February 5, 2025

Purpose

- Summarize **key investment attraction activities from Niagara Economic Development** from November 2024 to February 2025

- Demonstrate how investment attraction activities, including external events, hosting prospective clients and investors promote Niagara as an attractive location for investment.

- Highlight 2024 KPI metrics

- 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.

Niagara Region

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2024 in Review

2024 Pipeline

- Leads
- Opportunities

$14.5 Billion Total Pipeline Investment Value

8 Site Visits

4 Businesses located to Niagara

$1,565,000,000 Total Investment in Niagara

337 Projected Jobs

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Investment Attraction Activities

- November 12, 2024
  - Consular Corps Association of Toronto Presentation
- November 14, 2024
  - Asahi Kasei Groundbreaking
- November 19, 2024
  - Infinite Harvest Technologies Demo Day
- December 10, 2024
  - SIOR Broker of the Year Awards Gala

Asahi Kasei Groundbreaking

Site Visits with Partners

- November 14, 2024
  - Invest in Canada Familiarization Tour
- December 2, 2024
  - Advantage Austria Familiarization Tour
- December 3, 2024
  - Canadian Polish Business Association Construction Trade Mission

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2025 Q1 and Q2 Investment Attraction Activities

MAR 5 - 7

MAR 12 - 14

APR 8 - 11

TCS Investment & Innovation Roadshow, Asia Pacific
MAY 5 – 9

MAY 21 – 23

MAR 31 – APR 4

Niagara Region

Growing Better Together

Q4 2024 FDI Pipeline

New Leads
Meetings with **10** new businesses expressing interest in investing in Niagara Region

New Opportunities
7 new opportunities from qualified investors