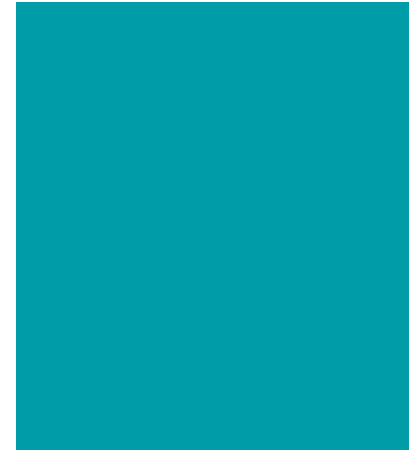


# Investment Attraction Update

Eric Chou, Manager, Trade and Investment  
Planning and Economic Development Committee  
Wednesday, February 5, 2025

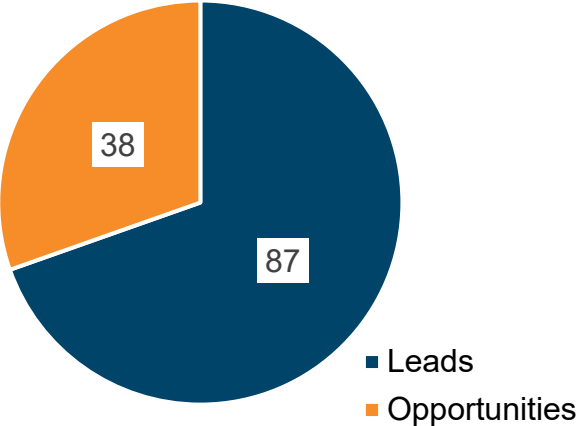
# Purpose

- 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.



# 2024 in Review

2024 Pipeline



**\$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**

# 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





# 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



**Canada**  
Partner Country 2025  
Pays Partenaire

MAR 31 - APR 4

# 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