



## MEMORANDUM

To: Mayor and Members of Council

From: Huyen Hare, Manager of Economic Development  
Department of Growth, Culture and Entrepreneurship

Date: July 8, 2024

Re: **FIRA Robo World Cup 2025 Daegu, South Korea - Flag Ceremony to handover to Markham 2026**

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### RECOMMENDATION:

The purpose of this memo is to seek the Council's approval for:

- 1) That the Memorandum titled, "FIRA Robo World Cup 2025 Daegu, South Korea - Flag Ceremony to handover to Markham 2026", be received; and,
- 2) That Council approve two representatives from the City of Markham to participate in the 2025 FIRA Robo World Cup in Daegu, South Korea from Aug 8-19, 2025, to receive the flag in support of Markham hosting the FIRA 2026 Robo World Cup & Summit; and,
- 3) That the allocation of \$23,036 from Economic Development budget to cover costs related to travel and programming be approved; and further,
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

### BACKGROUND:

The City of Markham has been awarded the hosting rights for the **FIRA Robo World Cup Open 2026**, which will take place at the **Markham Pan Am Centre from August 6–9, 2026**. This international event is a premier robotics competition drawing over **4,000 athletes, families, and spectators** from around the globe and will position Markham on the world stage as a leader in technology, youth innovation, and sports tourism.

In preparation for hosting the 2026 event, the non-profit Canadian National Robotics Society (CNRS) is leading an official FIRA World Cup Delegation program 2025 to be hosted in **Daegu, South Korea**, during which the ceremonial **flag handover to Markham** will occur. This

symbolic tradition signals the official transition of hosting duties to the next city and is an important opportunity for relationship-building and global exposure.

Attendance by two City of Markham representatives at the FIRA Robo World Cup 2025 in Daegu is critical to the success of our own event in 2026. Their presence will allow for:

- First-hand observation of event operations and logistics
- Direct engagement with FIRA organizers, teams and international stakeholders
- Showcasing Markham, Ontario and Canada as the next host destination, promoting our innovation sector, cultural assets and tourism infrastructure
- Strengthening relationships with sponsors, vendors and participants
- Receiving the FIRA flag, a ceremonial milestone that is key to international event protocol.

### **Economic Impact for Markham**

According to the Pre-Event Economic Impact Report, the 2026 FIRA Robo World Cup is expected to generate significant economic impact:

- Total Business Sales: \$5.97 million (includes \$3.5 million in direct business sales)
- Job Creation: 1,043 jobs supported (771 direct jobs)
- Estimated Room Demand: 2,052 room nights
- Local Lodging Impact: \$718,233
- Food and Beverage Spending: \$764,768
- Retail and Recreation Impact: Over \$1.38 million combined

The event will drive **over 6,000 total visitor days in Markham**, significantly benefiting the local hospitality and retail sector.

### **Program, Attendance and Budget**

- The trip program will take place in Daegu, Korea.
- City of Markham representatives include:
  - Markham Mayor Frank Scarpitti or designate; and,
  - Vice Chair of Economic Development and Ward 6 Councillor Amanda Collucci
- The total travel and programming cost for 2 City members is \$23,036 The cost will be allocated from the Economic Development budget– international program.
- Note: as non-profit organization, the Canadian National Robotics Society (CNRS) would only be able waive the program registration fee of \$220 USD for City representatives.

Flight (round trip) - economy	\$3,164 x 2	\$6,328
Accommodation + Programming (10 days inclusive of travel days)	\$8,354 X2	\$16,708
<b>Total</b>		<b>\$23,036</b>