

Web Summit, Lisbon Post-Conference Report



**Presentation to Development Services Committee
February 11, 2019**

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Conference Overview - Background

- In November 2018, the City of Markham participated in Web Summit, the world's largest tech conference
- Markham delegates were part of a larger Canadian delegation attending the Summit to promote its 'sister' conference, *Collision*, taking place in Toronto in May 2019
- Information and Communications Technology is Markham's top targeted priority sector as outlined in Markham's Economic Strategy
- Technology as an enabler across all industry verticals

Overview - Objectives

- a. Promote the Toronto Collision Conference (May 20-23, 2019)
- b. Learn about Web Summit and Collision and determine Markham's level of presence and support
- c. Engage in Foreign Direct Investment opportunities
- d. Promote export development for GTA companies
- e. Hear from global tech industry thought leaders

Overview - Web Summit Conference

Attendees

70,000+

Speakers

1,200+

Twitter Impressions

27 million +

Senior Management

68%

Journalists

2,600+

Facebook Reach

28 million +

Countries

170+

Startups

2,000+

Number of media pieces

19,700+

Overview - Canadian Participants

- City of Toronto
- Invest in Canada
- Global Affairs Canada
- York Region
- Toronto Region Board of Trade
- Toronto Global
- ventureLAB
- Communitech
- MaRS
- Tourism Toronto
- SMEs from across Canada



Conference Materials

Area and Ontario's Innovation Corridor

Markham drives a highly skilled, diverse talent pool in Ontario, Canada

Over 70% of population is visible minority

- Chinese 39%
- South Asian 11%
- English 36%
- Other 14%

Talented, highly skilled and diverse workforce

Markham's Education

- 60% Post-Secondary Education

YORK UNIVERSITY
York University is Markham's strategic ecosystem partner to support innovation and talent development through partnership activities of Innovation York and Yspace

- 7 universities within a 1 hour drive

Seneca
Seneca Markham College Campus and 8 community colleges within 1 hour drive



Markham, Canada's High Tech Capital is home to a robust technology and innovation ecosystem

Robust innovation ecosystem anchored by established technology businesses, start-ups, industry leaders, R&D networks and resources

ventureLABS
Venturing | Partnering | Connecting

IBM Innovation Space

ICC

YSpace
Markham

Markham's Technology Incubator
Markham's Technology Incubator supports tech startups to scale up

Markham's Entrepreneurship Centre
Markham's Entrepreneurship Centre supports tech entrepreneurs

York University's Community and Innovation Space
York University's Community and Innovation Space supports tech entrepreneurs

Markham is Canada's High Tech Capital



MARKHAM
1,500+ tech firms
27,000 tech employees
355,000 population

Greater Toronto Area
(Toronto, York Region, Peel Region, Durham Region)
14,700 tech firms
286,000 employees
6.5 million population

Kitchener/Waterloo region
500+ tech firms
23,000 employees
533,354 population

Markham is a key player in Ontario's Innovation Corridor

212 Km² of Land Area

Population 355,000+

Largest City in York Region - 1.2 Million

Total Businesses 10,680

Total Workforce 172,400

Multinational Business with 29,000+ F&E Jobs

Our Businesses

IBM **TD** **AMD** **HONDA**

GM **GE** **TOSHIBA** **CD**

HUAWEI **Johnson & Johnson** **中興通訊** **QUALCOMM**

exp. **PHILIPS** **Reddy/Parsons** **QUANISER**

GENESYS **QUEST** **NOVO** **Lenovo**

REAL MATTERS **redline**



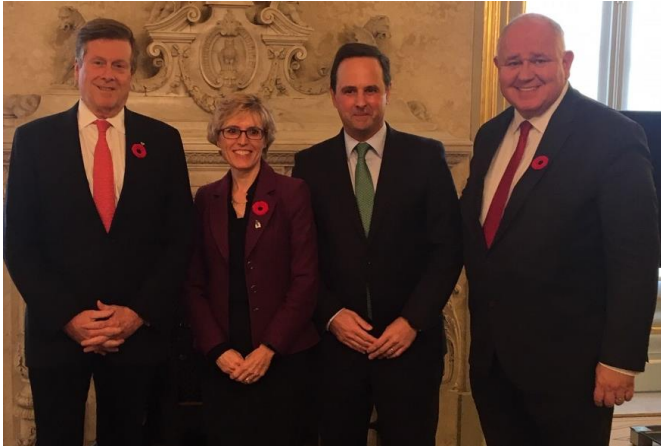

Itinerary – Summary of Meetings, Nov. 4-8

- Mayor of Lisbon, Fernando Medina
- United Nations Secretary-General, António Guterres
- Web Summit Founder, Paddy Cosgrave
- Canadian Ambassador to Portugal, Lisa Rice Madan
- Start Up Portugal, Director Joao Mendes Borga
- Siemens Portugal CEO, Pedro Miranda
- Founder Alert Life Sciences Computing, Jorge Guimaraes

Itinerary – Summary of Networking Events, Nov. 4-8

- Reception hosted by President of Portugal, Marcelo Rebelo de Sousa
- Web Summit Speakers Dinner receptions
- Portugal Israel Chamber of Commerce business reception
- Invest in Canada daily business receptions
- Embassy of Canada business reception
- Venture Summit breakfast reception
- Ecosystem Summit

Meetings with Officials



From Left to Right: Toronto Mayor John Tory, Canadian Ambassador to Portugal Lisa Rice Madan, Lisbon Mayor Fernando Medina, and Markham Mayor Frank Scarpitti



Markham Mayor Frank Scarpitti with Lisbon Mayor Fernando Medina



Mayor Frank Scarpitti with Canadian Ambassador to Portugal Lisa Rice Madan and Toronto Mayor John Tory

UN Secretary General, Prime Minister of Portugal



Mayor Frank Scarpitti @frankscarpitti · Nov 6

Honoured to meet with United Nations Secretary-General @antonioguterres, we discussed the power of green technology and our region's diversity. At the @WebSummit, the Secretary-General addressed the remarkable gains brought by technology and the challenges ahead. #WebSummit2018



Mayor Frank Scarpitti @frankscarpitti · Nov 6

At the state dinner hosted by The Honourable Antonio Costa, Prime Minister of Portugal (@antoniocostapm), we thank you for the warm welcome. Proud to be a part of a team representing Canada and York Region at the @WebSummit. #websummit2018 #WebSummit #cdnpoli



Canadian Pavilion



Mayor Frank Scarpitti @frankscarpitti · Nov 7

I met with @StartupPortugal team to see how they're assisting entrepreneurs and encouraged them to send a delegation to #CollisionConf, joined by Mark Cohon @Toronto_Global, Chris Rickett Manager Entrepreneurship Services @cityoftoronto and Canadian Embassy Trade Commissioners.



Mayor Frank Scarpitti @frankscarpitti · Nov 6

A virtual reality presentation the Canadian Pavilion at the @WebSummit, always a great conversation with @KeithWallace10 who is leading #CollisionConf and the York Region team including @melissa_m_chee @ventureLABca @YorkLink. #Websummit2018



Business Networking



Miron Derchansky, Head of
LEO Innovation Lab Israel



Paddy Consgrave,
Founder, Web
Summit



Dr. Yossi Vardi, Tech Guru and Serial
Entrepreneur and one of the founders of
Israel's start-up ecosystem

Business Networking



Jan de Silva, President
and CEO, Toronto Region
Board of Trade



Middle: Raphael Gamzou,
Ambassador of Israel to Portugal

Mayor Frank Scarpitti Retweeted

York Link @YorkLink · Nov 7

On sidelines of #WebSummit yesterday a discussion between @CityofMarkham officials, @ventureLABca, and @GM's Head of Open Innovation @tedgraham on @GMcanada's new 700-staff #AutoTech innovation R&D centre in Greater Toronto Area's City of #Markham - Canada's High-Tech Capital



You, Mayor Frank Scarpitti, Ted Graham and 3 others



3



8



Business Networking



Ike Kavas and Lynn
Tanattanawin, Ephesoft



Utsav Agarwal
and Kritatr
Chharbra, Glovo

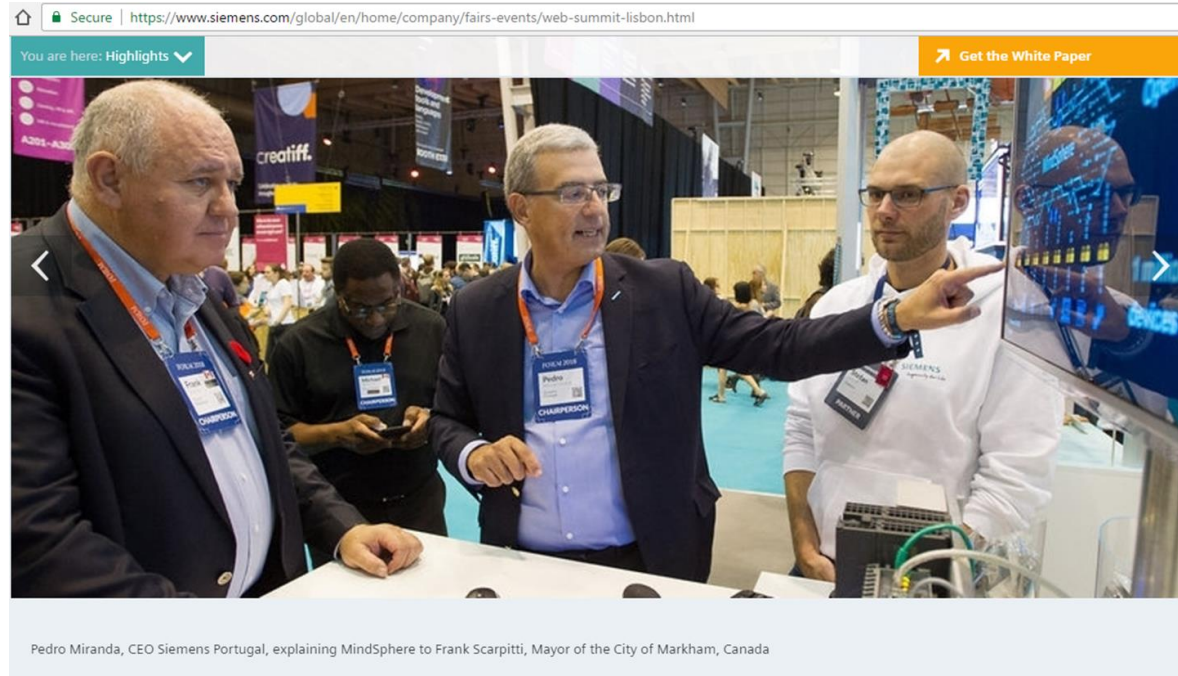


Sumi Shan, Dunya Project



With @casey_lau @WebSummit in Lisbon. He is the Co-host of @RISEConfHQ, the largest tech conference in Asia, and a tech pioneer focused on ecosystem development and conferences. #WebSummit2018

Siemens CEO Pedro Miranda



Our Team



Mayor Scarpitti with Markham, York Region and
ventureLAB staff

Mission Outcomes

- Promoted Collision Conference in 2019; encouraged visits to Markham while in the GTA
- Raised awareness about Markham's tech and innovation cluster through presence at conference and media exposure
 - 5 editorial mentions; X broadcasts *(to follow)*
 - 1.2 M + *potential people viewed (to confirm)*
- Achieved understanding of conference size and scale and the best way forward for Markham to participate in Collision
- Strengthened relationships with Toronto Region partners including Toronto Global, City of Toronto, Invest in Canada
- Follow up with three investment leads in the tech sector

Collision Conference, Toronto



Attendees
25,000

CEOs
3,750+

Senior Management
69%

Companies
5,600+

Countries
120+

Collision- Follow Up & Preparation

- Region of York secured pavilion at conference
- Markham will participate with visuals and help showcase companies
- Markham-focused activation at conference under development
- ventureLAB and Yspace to be featured in StartUp Island
- Delegate site visit to Markham during Collision
- Markham participating in Collision conference FDI sub-committee

Additional Observations

- Massive scale, concurrent programming
- Corporates using as vehicle for talent attraction and brand awareness
- Highly interactive displays, no paper