



Report to: Development Services Committee

Meeting Date: October 15, 2019

SUBJECT: Canada India Business Forum, New Delhi and Mumbai,
November 19 and 21, 2019

PREPARED BY: C. Kakaflikas ext. 6590

RECOMMENDATION:

1. That the Report dated October 15, 2019 entitled “Canada India Business Forum, New Delhi and Mumbai, November 19 & 21, 2019 ” be received, and
2. That the City of Markham be represented at the Canada India Business Forum by Christina Kakaflikas, Manager, Economic Development, and
3. That the total cost of the City’s participation in the Forum, not exceeding \$6,500.00 will be expensed from within Economic Development’s 2019 operating budget (acc. #610-9985811-International Investment Attraction Program), and
4. That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to request approval for business travel for Christina Kakaflikas, Manager Economic Development, to India from November 16 to 23 to participate in the Canada-India Business Council (C-IBC) Annual Business Forum in collaboration with the Confederation of Indian Industries (CII). The C-IBC’s Business Forum will be concurrent with the Indo-Canadian Business Chamber (ICBC) annual business forum in New Delhi taking place during the same week.

BACKGROUND:

A curated gathering of over 200 Indian business leaders, Indian state government representatives, and post-secondary participants will attend the Business Forum on November 21 and have been selected from among the networks of the C-IBC, CII and ICBC. The ICBC forum in New Delhi on November 19 will be similarly curated.

The Forum will include market briefings, networking, business to business and government to business meetings and panel sessions focused on areas of potential to broaden trade and investment between Canada and India. Leading Canadian officials representing Canada and participating on the Forum panels include companies from southwestern Ontario and the Greater Toronto and Hamilton Area, board members of C-IBC, all three levels of Canadian government, Canadian High Commissioner to India, Consul General (Mumbai), and Trade Commissioners from Delhi and Mumbai. The Provinces of Ontario and Saskatchewan will also participate. Municipalities attending include Hamilton and to be confirmed are Toronto, Oshawa, Windsor and Waterloo.

Ms. Kakaflikas serves on the Board of the Canada-India Business Council and has a decade of experience working on the India file. Markham is in a position to advance opportunities with groups and companies such as the Confederation of Indian Industries, Canadian Trade Commissioners, Ontario International Trade and Investment Offices, and prospective business investors. Christina's participation at the Canada India Business Forum will continue to build on the efforts Markham has made over the years to increase visibility in India and to identify and develop investment and trade opportunities for the City of Markham.

Market Overview

India is one of the fastest growing economies in the world with a total gross domestic product (GDP) valued at US\$2.6 trillion in 2017, an increase of 13% from US\$2.3 trillion in 2016. In 2018, India GDP was an estimated \$2.7 trillion

Global growth is forecast at 3.2 percent in 2019 and 3.5% in 2020 while India is expected to grow at 7.2% in 2020.

India is the second-most populous country in the world with 1.3 billion people. The population is expected to reach 1.5 billion (the largest in the world) by 2030.

Two-way trade is at modest levels, approximately \$8 billion with ample room to grow, particularly in the following areas: Education, Infrastructure (including roads, transit, rail, ports, energy and water), Technology, Smart Cities, and Healthcare.

An example of a successful Canadian-based company doing business in India is Markham's very own LEA Group. LEA has been active in international markets since the 1960's beginning with its operations in India. Since then, LEA has grown its India offices to over 2000 employees and has worked on such ground-breaking projects as the Mumbai Transportation Plan and the State of Gujarat's Highways Strategic Options Study. In addition to India, LEA is now active in Africa, Asia and the Middle East. LEA has participated in previous Markham business missions to India along with other companies such as Quanser and NOVO Plastics.

Benefits for Markham to Participate in the C-IBC and ICBC Business Forums:

1. Markham has been actively building relationships with India through both locally based organizations and activities as well as participating in outbound business missions since 2009. It is important to continue to sustain Markham's engagement with India as the country is at an inflection point, investing heavily to support its tremendous growth.
2. Canada and India have a modest trading relationship and there is opportunity to grow. Markham, with its strong tech base, diverse and multilingual talent, growing South Asian population, and globally engaged engineering companies is well placed to both attract investment from Indian companies seeking to access the North American market and to support Canadian companies seeking to enter the Indian market.

3. Canada and Markham have the potential for preferred status because of the current immigration policy environment in the United States, which is limiting talent mobility, an important factor in attracting foreign direct investment.

In 2008, Markham Council adopted the City's 10-year Economic Development Strategy, "Markham 2020". Among the key directions in the strategy is a purposeful decision to focus on emerging markets to attract international investment and promote trade and business links. More specifically, "Markham 2020" and the Economic Development Marketing Program focus on China and India as priority markets for foreign investment.

The City of Markham's international marketing program is focused on attracting targeted investment to Markham and enhancing trade and sales opportunities for Markham-based companies – all with the objective of generating new taxable assessment and high quality employment in Markham.

The Markham international program comprises three core activities: conducting outbound business missions, hosting inbound business/government delegations, and ongoing relationship-building activities with organizations and facilitators that have business and cultural connections to Markham's targeted markets. Markham has been working on the India file for a decade and efforts have resulted in the following activities.

Outbound Business Missions to India

India Mission 2016

The 2016 Mayor-led business mission to India included New Delhi, Gurgaon, Hyderabad, and Kolkata. In addition to Mayor Scarpitti, Regional Councillor Joe Li, (then) Regional Councillor Nirmala Armstrong, Councillors Amanda Collucci and Alex Chiu participated on the mission. Markham leveraged business and networking opportunities associated with The Ontario Premier's business mission. Markham also sought to leverage trade and investment opportunities arising from Prime Minister Modi's Smart Cities initiative, a massive countrywide infrastructure development challenge designed to inspire creative solutions to city challenges. Delegates participated in 10 Business seminars/plenaries; 14 Business/government meetings; 9 Site visits; 11 Business networking receptions.

India Mission 2013

In 2013, the City of Markham collaborated with the Indo Canada Chamber of Commerce and the Indian Institutes of Technology Alumni Canada to lead a business mission to India. Anchored by the **Vibrant Gujarat** Summit in Ahmedabad, the program included stops in Mumbai, Pune, Chennai, and Cochin. Vibrant Gujarat was a key global initiative of Indian Prime Minister Narendra Modi, then Chief Minister of Gujarat, who has been credited for being the main driver of the State's economic success. Mayor Scarpitti met with Mr. Modi during the 2012 mission and 2013 mission to India. In total, delegates participated in 22 formal business meetings; made formal business presentations at the

SME Business Leaders Summit (300 delegates); Vibrant Gujarat (50,000+ delegates); and the PBD Conference (4,000 delegates) and made 600 business contacts.

India Mission 2012

In 2012, the City of Markham partnered with the Indo Canada Chamber of Commerce to organize a business mission to India and United Arab Emirates that included stops in New Delhi, Jaipur, Mumbai, Pune, and Dubai. The mission undertaken by the City reached sixty delegates at its peak. In total, delegates attended over 25 meetings and met with over 500 business people and government officials during the twelve-day mission.

GTMA 2009

In 2009, Economic Development staff participated in the Greater Toronto Marketing Alliance's (GTMA) business trip to India. The program focused on Mumbai, Pune and Hyderabad and included participation in the NASSCOM Animation and Gaming Summit. Staff participated in 23 Meetings in Mumbai, Hyderabad, and Pune and met with over 100 contacts. Staff also supported relationships with Markham's Giesecke and Devrient and AMD by visiting their Indian operations.

Inbound Delegations and Relationship-Building Activities

In addition to undertaking outbound missions, Markham's Investment Attraction focuses on hosting inbound visits and participating in local initiatives that contribute to building our international relationships. Over the past 8 years, Markham has met with approximately 50 business and government delegations visiting from across India. Markham has also participated in numerous strategic, locally based initiatives to strengthen business relationships with India including participation in: the Indian Institutes of Technology Alumni meetings and conferences; Canada-India Business Council programs and events; and hosting strategic meetings with the Asia Pacific Foundation and Consul General of India. Examples of local relationship-building activities are as follows:

2015-2019 Indian Institute of Technology Alumni Canada (IITAC) Lecture Series

Each year, Markham and the IITAC jointly host a lecture series focused on various business themes of importance including Artificial Intelligence and Sustainable Urban Development. The lectures are typically attended by 50-60 IITAC members and feature subject matter experts from Markham and across the GTA.

2014 Global IIT Alumni Conference in Toronto

In 2014, the Global Indian Institutes of Technology (IIT) Alumni conference was held in Toronto and focused on Canada-USA-India economic collaboration and opportunities in the globally connected world. The conference featured distinguished keynote speakers and panellists from industry, government and academia dealing with subjects underlying the conference theme "Innovate, Integrate and Transform- Let's Co-create our Future". Some of the speakers included His Excellency David Johnston, Governor General of Canada; Prem Watsa, President and CEO Fairfax; and Sandra Pupatello, Chair of Hydro

One. Mayor Scarpitti was invited to speak at the conference and addressed a group of approximately 200 guests.

2011 Program – the “Year of India” in Canada

In June 2011, the Greater Toronto Area hosted the International Indian Film Academy’s (IIFA) annual awards. Events to celebrate the IIFA awards were held in Markham, Toronto, Brampton and Mississauga. The IIFA program included a business component organized by the Federation of Indian Chambers of Commerce with assistance by the Ontario Ministry of Economic Development and Trade and the Markham Economic Development. A business forum was held at the Markham Convergence Centre where 40 Indian business representatives networked with Markham businesses.

Pravasi Bharatiya Divas (PBD), a *Convention for the Indian Diaspora in North America & the Caribbean*

In 2011, PBD North America was held in Toronto. The convention brought together Indian diaspora from across North America and the Caribbean and focused on such themes as building economic bridges, innovation in economic development, promoting culture and the arts, innovation in education; and healthcare and tele-medicine. Mayor Scarpitti was the only Canadian Mayor in attendance and participated in a panel discussion focusing on the importance of the Indian diaspora in building economic and cultural bridges between Canada and India.

OPTIONS/ DISCUSSION:

Many of the Canadian delegates are planning their itineraries in order to attend both business forums (in New Delhi and Mumbai). The business forums will begin with a morning briefing including the latest developments in the Indian economy and opportunities. On the two remaining business days, a program of business meetings will be planned with assistance from the C-IBC, ICBC, and CII. The proposed schedule in India is as follows:

Proposed Schedule:

Saturday November 16	Depart Toronto
Sunday November 17	Arrive New Delhi
Monday November 18	Business Meetings prospective investors, organizations
Tuesday November 19	Indo Canadian Business Forum hosted by Indo Canadian Business Chamber
Wednesday November 20	Depart for Mumbai / Business Meetings
Thursday November 21	Business Forum hosted by the Canada-India Business Council
Friday November 22	Business Meetings prospective investors, organizations
Saturday November 23	Return Toronto

FINANCIAL CONSIDERATIONS

Estimated cost (tax included) for the Manager, Economic Development to participate in the Canada India Business Forums:

Airfare	\$ 2,000
Accommodation, Local Transportation & Meals	\$ 3,500
<u>Marketing/Protocol Expenditure</u>	<u>\$ 1,000</u>
Total:	<u>\$ 6,500</u>

The total cost of the City of Markham's participation in the Canada India Business Forums, \$6,500.00 will be expensed from within Economic Development's 2019 operating budget (acc. #610-9985811-International Investment Attraction Program),

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

Participating in the Business Forums in India is an integral part of Markham's 10-Year Economic Strategy "Markham 2020". The Program addresses the objective of building Global Markham and Branded Markham.

BUSINESS UNITS CONSULTED AND AFFECTED:

Finance.

RECOMMENDED BY:

Stephen Chait
Director, Culture, Economic Growth
Entrepreneurship

Arvin Prasad
Commissioner, Development and
Services

ATTACHMENTS:

None