



Report to: Development Services Committee

Meeting Date: September 5, 2018

SUBJECT: Web Summit- Lisbon, Portugal, November 5-8, 2018
PREPARED BY: Christina Kakaflikas, Manager, Economic Development

RECOMMENDATION:

- 1) That the report dated September 5, 2018 entitled “Web Summit- Lisbon, Portugal November 5-8, 2018” be received,
- 2) That the City of Markham be represented by Christina Kakaflikas, Manager Economic Development
- 3) That the total cost of the summit to a maximum amount of \$5,100.00 be funded from the 2018 Operating budget account #610-998-5201 “Business Travel”, and
- 4) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

Not Applicable.

PURPOSE:

The purpose of this report is to request approval for business travel for Christina Kakaflikas to Lisbon, Portugal from November 4 to 8 to participate in “Web Summit”, the world’s largest technology conference. Markham delegates will participate as part of a larger Canadian delegation attending the Summit to promote its partner conference, *Collision*, taking place in Toronto in May 2019. Web Summit is projected to attract up to 70,000 participants.

BACKGROUND:

In May 2019, the City of Toronto will be host to a large tech conference called *Collision*. *Collision* is the North American sister summit of the largest technology conference in the world called *Web Summit* which is taking place November 5-8 in Lisbon, Portugal

A Canadian delegation comprising several organizations including the City of Toronto, the Toronto Region Board of Trade, Tourism Toronto, MaRS, Invest in Canada, Vancouver, Montreal, Ottawa, the Regional Municipality of York and numerous Greater Toronto Area and Canadian tech companies will attend Web Summit for the following purpose:

- a. To promote the upcoming Toronto Collision Conference
- b. To engage in Foreign Direct Investment opportunities
- c. To promote export development for GTA companies with other companies attending Web Summit

OPTIONS/ DISCUSSION:

Markham's role in the delegation would be to help promote the Toronto Collision conference, ensure strong representation from Markham and York Region, observe and learn from best practices to inform the Toronto conference delivery, and assist Markham and Markham tech companies leverage opportunities arising from Web Summit and Collision.

Benefits for Markham's Participation in the Summit

1. Web Summit is an excellent opportunity to highlight Markham as the high-tech capital of Canada and to promote Markham's innovation and knowledge-based ecosystem
2. Enhance visibility of Markham as an innovation hub among Canadian organizations and at every level of government
3. Build effective global tech connections, which may lead to increased investment and trade opportunities for Markham and Markham-based companies.
4. Staff gain the benefit of learning from leading edge content, particularly industry and economic trends and government policies, to help build an innovative and prosperous Markham.

Draft Agenda

Agenda Item	Description	Date / Time
Ecosystem Summit	A one-day event focused on engaging start-up ecosystems globally around best practices for growth. Will be leveraged to promote Canada's innovation ecosystem.	November 4th – All Day.
Canada Day Summit	A one-day event for Canadian-based tech companies to learn more about Web Summit and how best to leverage it for connecting to customers and investors. Will be leveraged to arm Canadian companies with materials to promote Canada and Collision @ Toronto.	November 5th – All Day.
Web Summit – Opening Event	Opening event for Web Summit.	November 5th – Evening.
Web Summit	Delegation will assist in promoting Collision @ Toronto as part of the Canadian Pavilion. Delegation will engage with potential FDI leads and promote Canada as part of the Canadian Pavilion	November 6th – All Day.
Invest in Canada Reception	A large reception hosted by Invest in Canada to engage FDI leads and Canadian companies at Web Summit.	November 6th – Evening.

Web Summit	Delegation will promote Collision @ Toronto as part of the Canadian Pavilion and walk the show, attend speaker sessions	November 7th – All Day.
Web Summit	Delegation will promote Collision @ Toronto as part of the Canadian Pavilion and walk the show, attend speaker sessions	November 8th – All Day.

FINANCIAL CONSIDERATIONS

Estimated cost (tax included) to participate in the Summit:

Summit Registration	\$1,100
International Flight	\$1,400
Accommodation	\$1,500
Ground Transportation	\$ 600
Meals	<u>\$ 500</u>
Total	\$5,100

In total, City of Markham's cost of the seminar will be \$5,100, which will be funded from the 2018 in account 610-998-5201 "Business Travel."

HUMAN RESOURCES CONSIDERATIONS

Not Applicable.

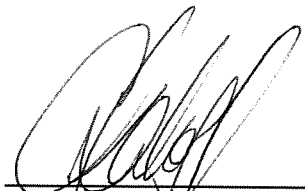
ALIGNMENT WITH STRATEGIC PRIORITIES:

The Web Summit is an integral part of maintaining Markham's status and reputation as Canada's High Tech Capital. The Summit addresses the objective of building Global Markham and Branded Markham.

BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services.

RECOMMENDED BY:



Stephen Chau, CMC
Director, Economic Growth,
Culture & Entrepreneurship



Arvin Prasad, M.C.I.P, RPP
Commissioner
Development Services Commission

ATTACHMENTS:

A: Toronto Mission Overview: Canada @ Web Summit 2018



Mission Overview - Canada @ Web Summit November 4th to 8th, 2018

Background

In May of 2019, Canada and the City of Toronto will host Collision – North America's fastest growing technology festival and the sister event of the world's largest technology festival, Web Summit. To help promote this opportunity, the federal government, along with a number of provincial and municipal governments, are collaborating on a Canadian mission to Web Summit in November 2018.

Mission Overview

The purpose of the mission is not only to promote Canada as home of Collision, but also to engage international companies about Canada as an investment location, as well as to assist Canadian companies with leveraging Web Summit to connect with investors, partners and international customers.

Opportunity for Companies

Companies with an interest in leveraging Web Summit to connect with new customers and investors will be invited to join the mission. The following will be provided:

- Travel – a discount code for air travel via Air Canada. Participating companies will book their own travel and hotel.
- Web Summit Ticket – discounted Web Summit General Admission tickets. Participating companies will purchase their own tickets.
- Hack Web Summit Webinar – a pre-mission webinar that will assist participating companies in how best to hack Web Summit to engage with investors, potential partners and new customers.
- Canada Day Summit – an in-market event hosted by Global Affairs Canada focused on connecting with Web Summit resources.
- Canadian Pavilion – ability to leverage the lounge and Canadian pavilion to engage with potential customers and investors.
- Reception – invitations to planned Canadian receptions.

Mission Agenda

The following is the high-level agenda that participating companies will leverage.

Agenda Item	Description	Date / Time
Canada Day Summit	A one-day event for Canadian-based tech companies to learn more about Web Summit and how best to leverage it for connecting to customers and investors.	November 5 th – All Day.
Web Summit – Opening Event	Opening event for Web Summit.	November 5 th – Evening.



Agenda Item	Description	Date / Time
Web Summit	Companies will attend Web Summit to engage with content and potential customers and investors.	November 6 th – All Day.
Invest in Canada Reception	A large reception hosted by Invest in Canada to engage FDI leads and Canadian companies at Web Summit.	November 6 th – Evening.
Web Summit	Companies will attend Web Summit to engage with content and potential customers and investors.	November 7 th – All Day.
Web Summit	Companies will attend Web Summit to engage with content and potential customers and investors.	November 8 th – All Day.

Participation Process

For community partners interested in being part of the mission and engaging their local business community in attending, the following is requested:

- Confirm interest in engaging companies from their communities to attend Web Summit.
- Confirm ability to attend Web Summit with the delegation.

Roles and Responsibilities

To assist with the process, the following will be the roles and responsibilities of participating community partners and the City of Toronto.

City of Toronto Responsibilities:

- Provide a mission landing page that will allow companies to sign up for the mission.
- Email interested companies a registration package with the relevant discount codes.
- Finalize and manage the associated agenda related the mission.
- Communicate with participating companies before, during and after the mission.
- Provide a marketing toolkit, including media release and social media templates, to participating communities to promote the mission to their local companies.
- Share with participating communities the contact information and list of companies from their communities that are attending, as well as any outcomes realized from the post-mission survey.

Participating Communities Responsibilities:

- Promote the mission to their respective business community.
- Participate in developing and finalizing the agenda for the mission.
- Attend and support the mission at Web Summit.