

YOUR REGION FOR BUSINESS

Presentation to the Markham
Development Services Committee
February 12, 2018



**Our mandate is focused
on strengthening the
Toronto Region economy
by attracting and
supporting greenfield
FDI to the Toronto
Region.**



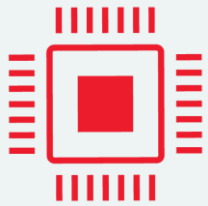
TORONTO GLOBAL APPROACH

TORONTO GLOBAL SERVICES

- + Strategic prospecting for companies aligned to economic priorities
- + Presenting Toronto Region value proposition
- + Industry and market research
- + Benchmarking analysis to compare the operational costs for businesses in the Toronto Region to other global centres
- + Advice and guidance on the steps required to set up a business
- + Site selection and real estate advice
- + Connections to industry expertise, local resources and professional services



PRIORITY SECTORS



TECHNOLOGY



FOOD &
BEVERAGE



FINANCIAL
SERVICES



LIFE
SCIENCES



CLEANTECH



ADVANCED
MANUFACTURING



STRATEGIC PROSPECTING

STRATEGIC & PROACTIVE

Toronto Global **proactively** targets companies that will **enhance the regional economy**, create jobs and have the **propensity to invest**.

Strategic

The company will enhance the regional economy by:

- + Filling supply chain gaps
- + Leveraging post-secondary research and talent
- + Filling a market demand
- + Expanding its Canadian mandate

Qualified

The company:

- + Is reputable
- + Is currently in growth mode
- + Has experience with FDI
- + Has a market in North America



A WIN FOR TORONTO GLOBAL

Defining a win is a strong reflection of Toronto Global's integrity and success. The entire team's use of the CRM will be instrumental to effective and accurate tracking of our efforts and results.

All of the following factors will constitute a claimable investment:

1. A strategic contribution was made to the company's establishment in the Toronto Region
2. A consistent and ongoing relationship throughout the service lifecycle
3. A real estate transaction has been confirmed in the Toronto Region (address and location size to be reported – residential and virtual office locations are not included)
4. The company plans to hire a minimum of five employees within the first three years (confirmed in writing) – at least one hire has been made at the time of announcement
5. An investment amount (capital expenditures + operating expenditures) for the first three years has been disclosed or calculated by Toronto Global and confirmed by the company



FOCUSED CONSULTANCY APPROACH

Toronto Global works one-on-one with prospective clients to develop a solid understanding of business and expansion objectives and provide **strategic contributions** that showcases the value of a Toronto Region location towards those objectives and assists them in making an informed site location decision.

Research & Advice

- **Industry & Market Research**
market potential; industry size; key industry players; policies and regulations; industry resources; networking opportunities; incentives; business costs; salary levels; talent availability; supply chain information; etc.
- **Benchmarking & Comparative Analysis**
KPMG Competitive Alternatives Interactive Cost Model – city comparisons; various international and sector-based rankings; etc.
- **Data Sharing**
data prepared for site selectors; post-secondary enrolment and graduate numbers; sector data; economic indicators; real estate costs and availability; language statistics; demographic data; etc.
- **Real Estate Advice**
support to identify real estate options in the Toronto Region
- **Strategic Market Entry Advice**
advice supported by market research and industry knowledge;

Market Familiarization

- **Visit Management & Coordination**
agenda development and management; contact outreach; meeting arrangements; venue, transportation and hospitality arrangements;
- **Connections to Industry Expertise & Resources**
leverage Toronto Global's network; industry outreach (typically via associations) – business and industry associations, post-secondary institutions; cluster groups; incubators/accelerators;



US APPROACH

UNITED STATES MARKET STRATEGY

- + Division of market into East and West
- + Driven by proactive lead prospecting in primary and secondary markets
- + Sectoral concentration
- + Highly flexible



UNITED STATES EAST

Primary Focus

- + New York Metro Area
- + Illinois (Greater Chicago Area)

Active Secondary Focus

- + Texas
- + North Carolina
- + Massachusetts
- + Virginia/D.C
- + Florida

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USA EAST MARKET STRATEGY

Target Sectors

- + Financial and Professional Services
 - + Fintech
 - + Advisory
 - + Banking related
- + Technology
 - + artificial intelligence and machine learning
 - + Robotics
 - + software as a service

Reactive Sectors

- + Food and Beverage
- + Cleantech
- + Tourism
- + Film and Animation

Implementation Plan

- + Prospecting and Lead Generation
- + Relationship building and networking
- + Client servicing
- + Meetings in focus market
- + Meetings in the Toronto Region
 - + Meetup groups
 - + Conferences or fairs in the Toronto Region
 - + Inbound business delegations
- + Alignment with government partners



UNITED STATES WEST

Primary Focus

- + California (Southern California, Bay Area/Silicon Valley)
- + Seattle Metro Area
- + Denver Metro Area

Active Secondary Focus

- + Arizona
- + Nevada
- + Utah

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USA WEST MARKET STRATEGY

Priority Sectors

- + Technology
 - + Artificial intelligence and Machine Learning
 - + Robotics
 - + SaaS
 - + Data analytics)
- + Digital Media and Gaming (platforms, studios)
- + Biotech, medical devices, health care services
- + Food and Beverage production, farming technology, food plant equipment

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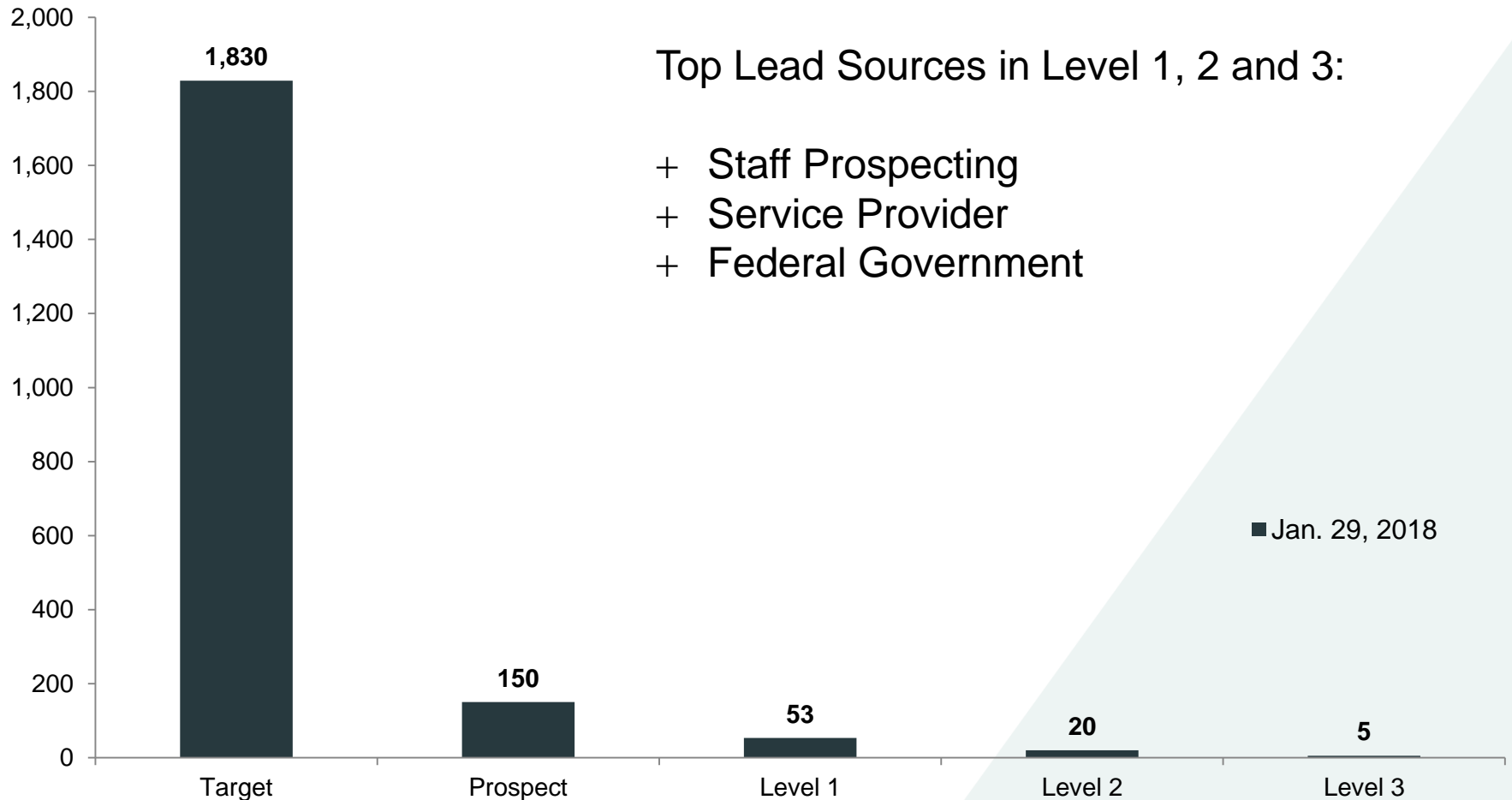
WHAT HAVE WE SEEN SO FAR?

- + Talent remains the key driver for all US companies.
- + Highly focussed on tech sector.
- + Proactive lead generation is paying dividends and resulting in clients that would not otherwise have considered the Toronto Region.
- + Collaboration with in-market government partners is critical.



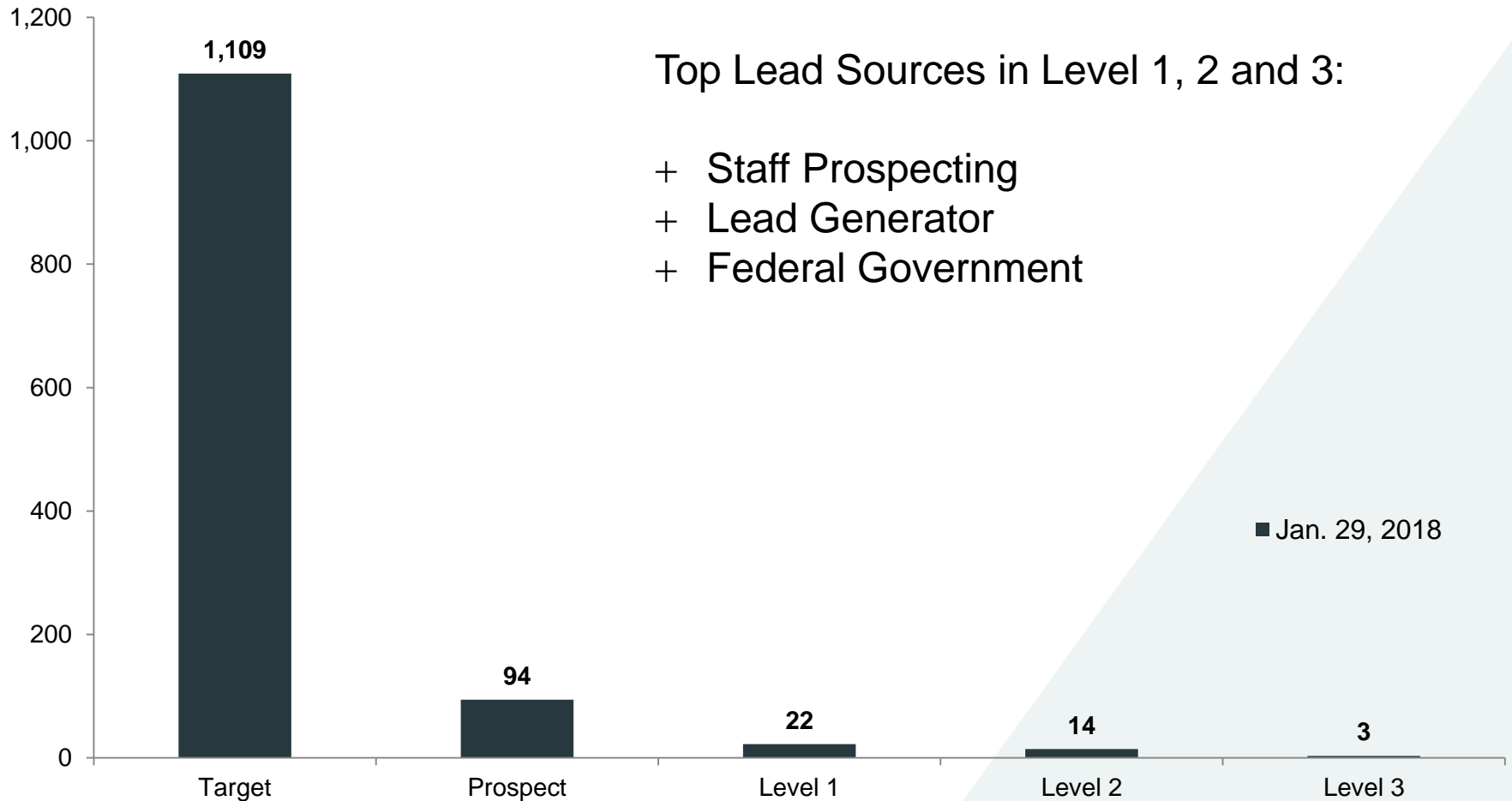
PIPELINE REPORT

U.S. EAST TEAM



PIPELINE REPORT

U.S. WEST TEAM



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**TORONTO
GLOBAL**