

YOUR REGION FOR BUSINESS

Prepared For

Markham Development Services
Committee

October 3, 2016



WHAT IS TORONTO GLOBAL?

- + The new regional investment attraction agency focused solely on greenfield investment attraction.
- + Funded by three levels of government to bring new capacities, capabilities and governance to attracting FDI to the Toronto Region.

WHY TORONTO GLOBAL?



THE OPPORTUNITY — THE CHALLENGE

A dynamic, growing region

- + 6.2 million people.
- + 7,100 square kilometres.
- + Unparalleled economic, geographic and demographic diversity.
- + Excellent market access.
- + Favourable business climate.
- + Competitive business costs.
- + Stable governments and world's soundest financial system.
- + Unmatched quality of living.
- + Exceptional talent pool.

Underperformance

- + Toronto's share of global foreign direct investment (FDI) stalling.
- + 29 municipalities, four levels of government all pursuing foreign investment in an uncoordinated fashion.
- + Lack of capacity and capability in investment attraction.
- + Regional competition, not regional cooperation.
- + Toronto region under recognized for our attributes.

PWC CITIES OF OPPORTUNITY

1

Ranked #1 in
Quality of Living

2

Ranked #2 in Health,
Safety and Security

16

Ranked #16 in FDI
Attraction



TORONTO REGION

4th

Largest City in
North America

6.2M

Regional Population

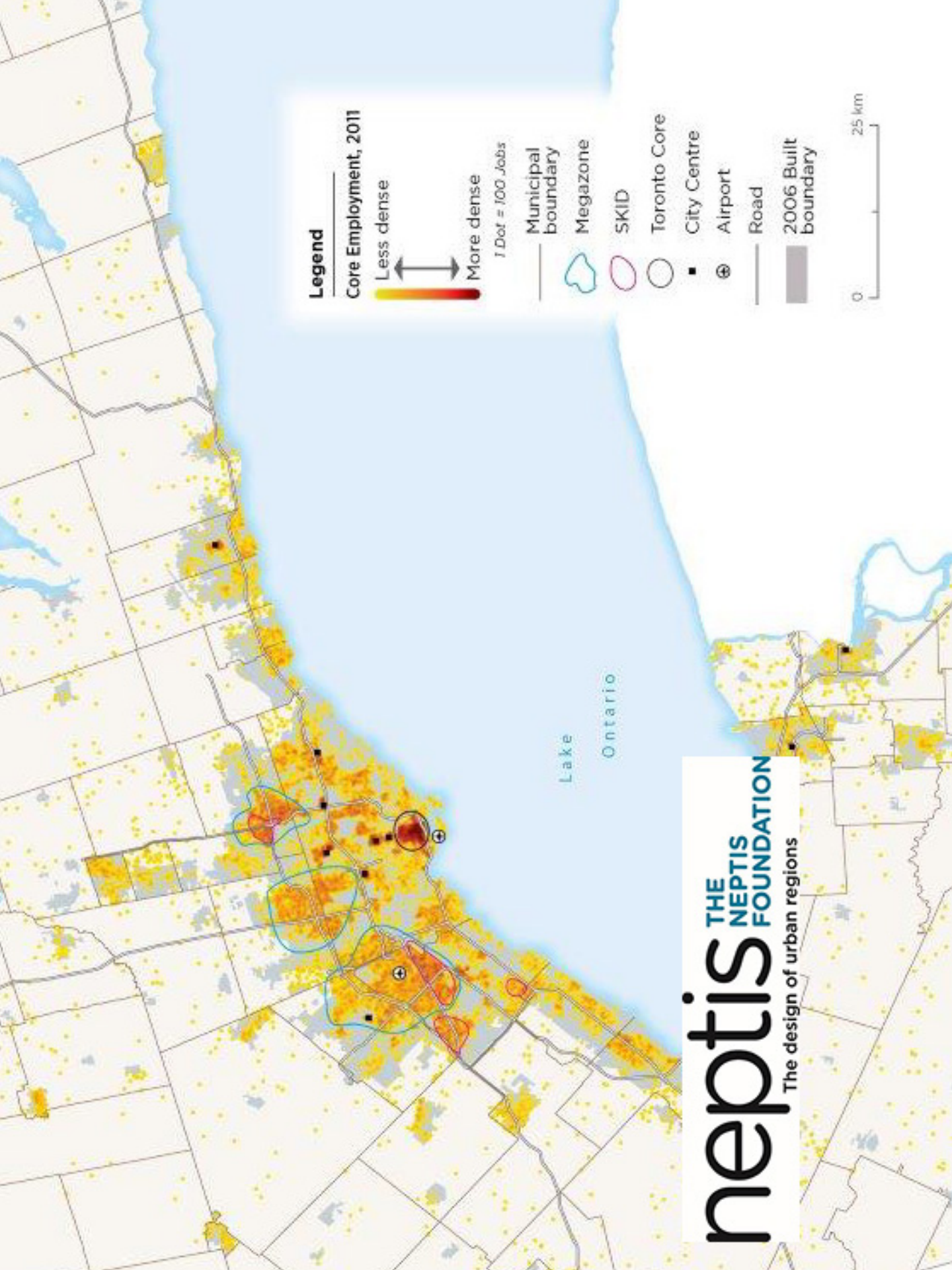
Halton

Peel

York

Greater
Toronto Area

Durham



WHAT DO WE DO?

DO:

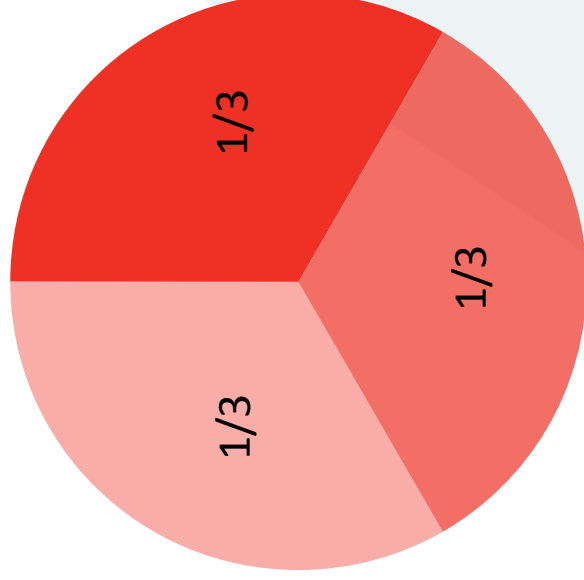
- + Greenfield investment
- + Lead sourcing
- + Lead servicing

DON'T:

- + Real estate
- + Equity/capital
- + Trade

FUNDING STRUCTURE

Funding Municipality	Total
City of Toronto	\$890,412
Region of Durham	\$206,397
Region of York	\$329,389
City of Mississauga	\$227,598
City of Brampton	\$167,135
Town of Caledon	\$160,039
Region of Halton	\$160,039



- Federal Government
- Provincial Government
- Municipalities

TORONTO GLOBAL FOUNDED ON FIVE PRINCIPLES

- + Collaboration
- + Regionalism
- + Capacity
- + Capabilities
- + Transparency

AGA KHAN MUSEUM | MUSÉE AGA KHAN

AGA KHAN MUSEUM | MUSÉE AGA KHAN

COLLABORATION

A blurred background image showing three people in a meeting. On the left, a man with short dark hair is looking towards the center. In the middle, a woman with dark hair is looking towards the right. On the right, a man with short dark hair is looking towards the center. They appear to be in a professional setting, possibly a conference or meeting.

- + **Build on existing assets and attributes of regions.**
- + **Work with municipalities, Province of Ontario and Government of Canada in new ways.**
- + **Look to work with sector groups and private sector.**

REGIONALISM

The background of the slide is a composite image. The top half shows a city skyline at night, with the CN Tower and other skyscrapers visible against a dark sky. The bottom half shows a long-exposure photograph of a highway at night, with light trails from cars creating a sense of motion and depth.

- + New Regional mandate to represent an area of 6.2 million, 7100 square kilometres.
- + Regionalism built into governance, training and value proposition.

CAPACITY

- + Funding received from three levels of government – one-third each.
- + New operating relationships with Federal and Provincial governments.
- + Staff of 20-25 will allow Toronto Global to conduct investment missions simultaneously.
- + Missions to: China, Germany, Holland, UK, Taiwan, Israel, Korea, Japan, United States, Mexico, France and Spain
- + This capacity will extend the reach of all municipalities.

CAPABILITIES

- + Single, clear and dynamic brand
- + Dedicated research and communications teams
- + Market based strategies
- + Increased prospecting of leads as opposed to reactive approach

TRANSPARENCY

- + Committed to outreach and to communication
- + Public reporting
- + Meetings of Board are Public...
- + As are results.

WHAT DOES THIS MEAN FOR MARKHAM?

- + Extend reach of Markham to markets that are not currently addressed
- + Bring new capabilities and capacities to bear on existing programs
- + Build on existing successes and programs
- + Look for new ways to collaborate
- + Opportunity to market the region as second-to-none for diversity, depth of talent and its driving economic and financial engine

REGIONAL VALUE PROPOSITION



STABLE AND STRONG ECONOMY



STRONG AND RESILIENT REGIONAL ECONOMY

Soundest banking
system in the
world - 8 years in a
row (World
Economic Forum,
2008-2015)

TORONTO
GLOBAL

CANADA'S
ECONOMIC
ENGINE

\$317B

economy

800k+

businesses

20%

of Canada's GDP

millions

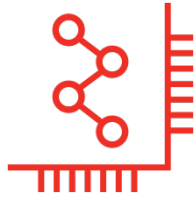
of North American consumers
accessible to businesses





NORTH AMERICA'S MOST DIVERSE ECONOMY

Top Sectors include:



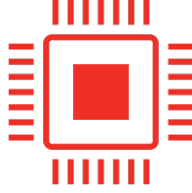
Fintech
Financial Services



Life Sciences
R&D, biotech



Food and Beverage
processing,
agricultural inputs



Technology
software, gaming,
digital media,
mobile apps



**Advanced
Manufacturing**
automotive,
aerospace

COMPETITIVE BUSINESS COSTS



LOW OPERATING COSTS

18.5% more cost
competitive
than NYC



14.6% lower
than the U.S.

HIGHLY SKILLED WORKFORCE

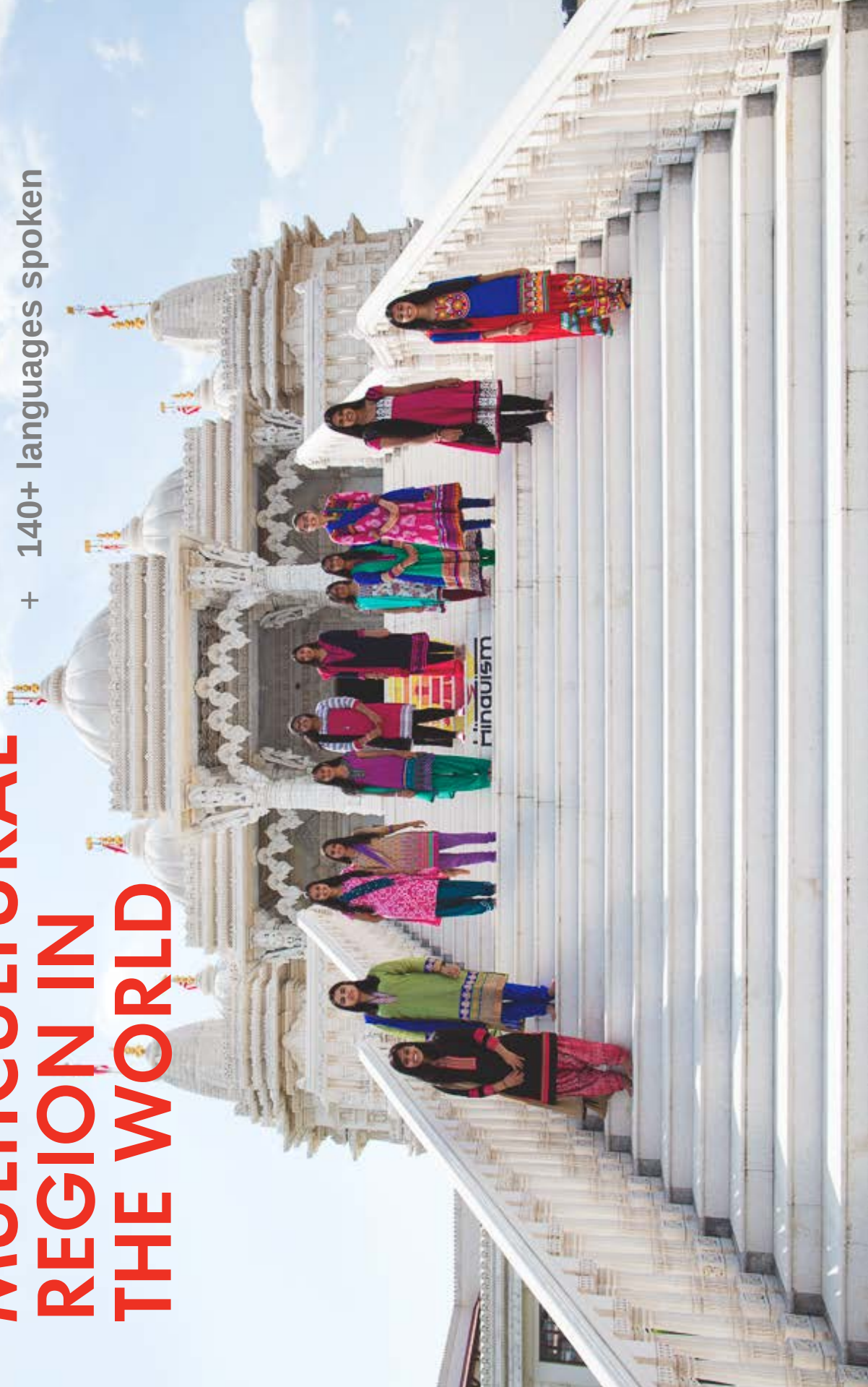
MOST EDUCATED COUNTRY IN OECD

- + Highly educated
- + Stable workforce with low turnover rates



MOST MULTICULTURAL REGION IN THE WORLD

- + The Toronto Region named the most multicultural region in the world (BBC, 2016)
- + 140+ languages spoken

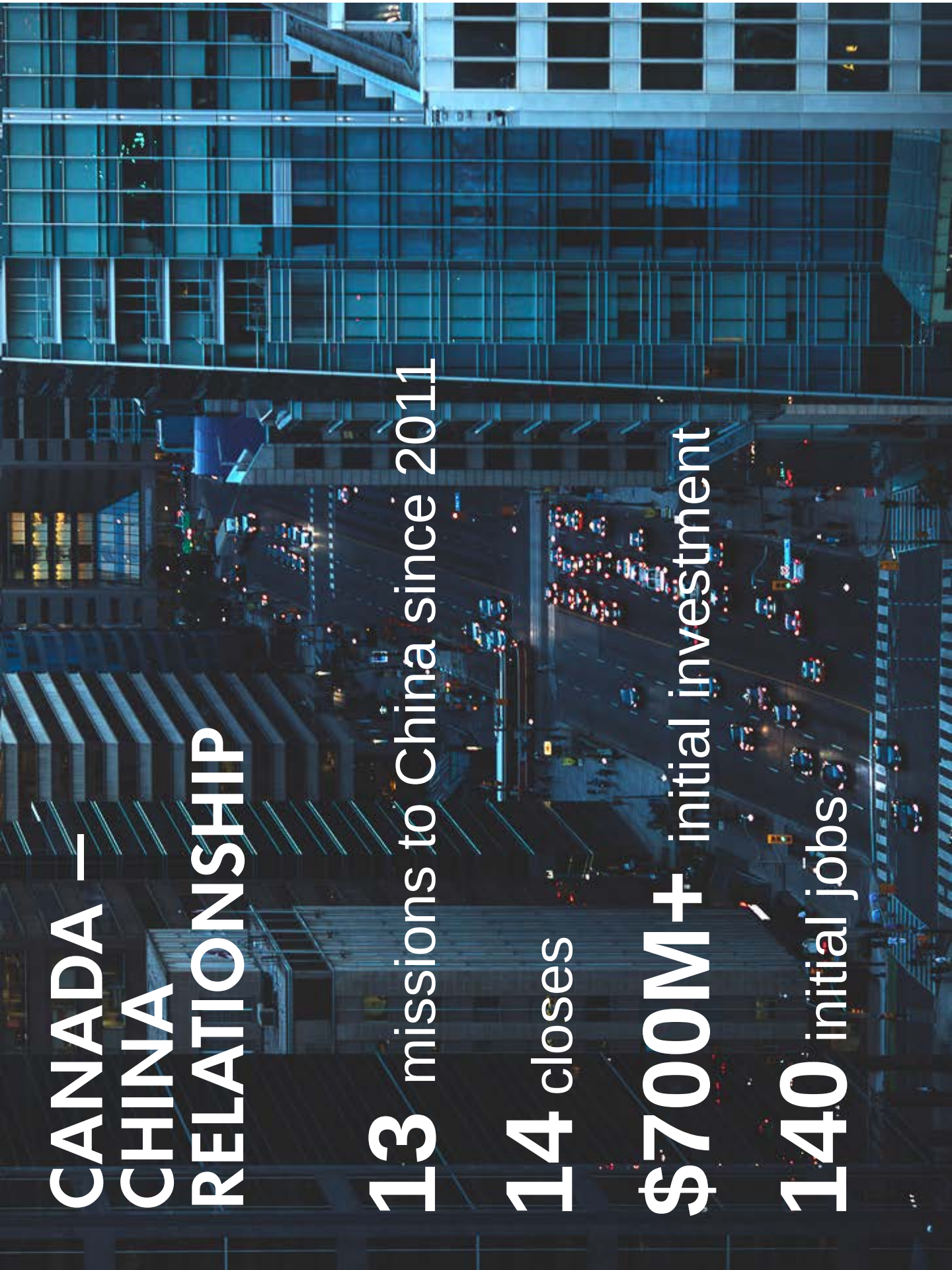


CANADA — CHINA RELATIONSHIP

味多小吃



- + Largest Chinese population in Canada
- + First RMB offshore trading hub in the Americas

An aerial night view of a city street, likely in Toronto, showing a multi-lane highway with traffic, surrounded by tall glass skyscrapers. The scene is illuminated by city lights and streetlights, creating a vibrant blue and white color palette.

CANADA — CHINA RELATIONSHIP

13 missions to China since 2011

14 closes

\$700M+ initial investment

140 initial jobs

CHINESE INVESTMENTS IN TORONTO REGION



龙源电力
LONGYUAN POWER



中国建设银行
China Construction Bank



绿地集团
GREENLAND GROUP



BAOSTEEL



国家开发银行
CHINA DEVELOPMENT BANK



TORONTO
GLOBAL

UNMATCHED QUALITY OF LIFE



BEST PLACE TO LIVE

- + The most dynamic, cosmopolitan place in the world
- + Consistently ranked in the Top 5 places in the world to live and work
- + Best quality of life according to 2016 “Cities of Opportunity” Report by PWC





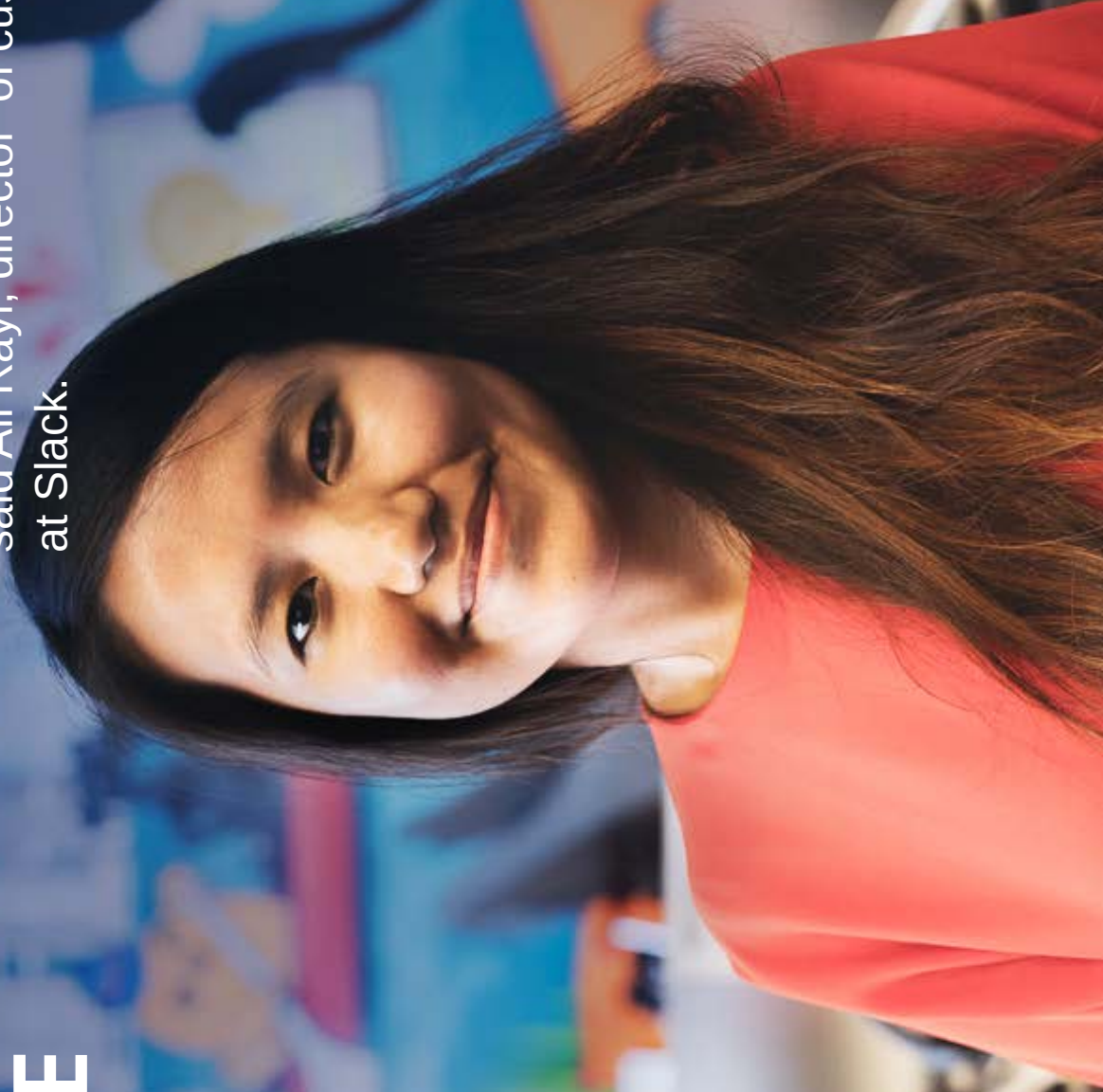
FORWARD- LOOKING, SMART REGION

Toronto Region
named Intelligent
Community of the
Year by the
Intelligent
Community
Forum in 2014



FIND YOURSELF HERE

“Toronto is one of the **most diverse and dynamic cities in North America** and an ideal location for Slack’s global expansion,” said Ali Rayl, director of customer experience at Slack.



Toby Lennox
Interim CEO
416-981-3895
tobylennox@bell.net