

Markham Business Mission to India, January 29-February 10, 2016: Report on Outcomes and Activities

Presentation to Economic Development
Committee
March 7, 2016

Contents

- Mission Overview
 - Objectives
 - Targeted Sectors
 - Partners
- Summary of Mission Program
- Mission Outcomes
- Follow-on Activities
- Delegate Feedback

Mission Overview: Objectives

- Support Markham companies doing business in India
- Promote Markham as a prime investment opportunity for India-based investors and business leaders
- Advance business-to-business relationships and opportunities associated with the Smart Cities initiative
- Participate in Premier Wynne's program in New Delhi, Hyderabad and Mumbai
- Build on prior economic development initiatives including the 2012 and 2013 India missions

Targeted Sectors

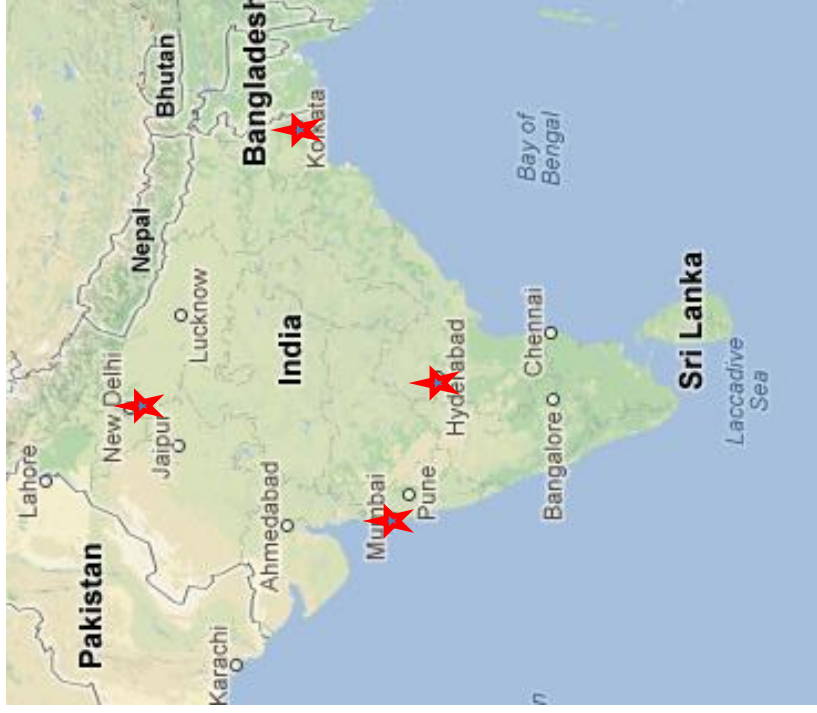
- Information & Communications Technologies
- Professional, Scientific, Technical (Engineering, Design)
- Healthcare/Medtech
- Financial Services
- Education



Partners in Success

- Indian Institutes of Technology • Ontario International Marketing
Alumni Canada Centres
- Markham Stouffville Hospital • Canadian Trade Commission
- LEA International • Hakka Chinese community of
Markham
- Liberty Development
- Lee & Company • Indo Canadian Business
Chamber
- Seneca College
- York University • Indian Chamber of Commerce
- NOVO Plastics
- Deloitte

Mission Program



Summary of Mission Program

- Delegates Participated in:
 - 10 Business seminars/plenaries
 - 14 Business/government meetings
 - 9 Site visits
 - 11 Business networking receptions including:
 - Business networking events led by Province, particularly Delhi and Mumbai, where business receptions included over 250 business contacts
 - Kolkata Business Reception – City of Markham in partnership with Indo Canadian Business Chamber, Indian Chamber of Commerce and Deloitte
 - Reception hosted by Mayor Sabyasachi Dutta – City of Bidhannagar

Mission Outcomes – New Investment

- RAD365 (Kolkata) announced they will establish their new R&D Hub in Markham focused on remote patient healthcare and imaging informatics



Mission Outcomes – Investment Prospects (5)

- Two investors representing over \$25 million in potential investment have visited Markham (post mission) to further explore opportunities
- Staff in talks with 3 additional Indian-based technology companies interested in investing in Markham

Mission Outcomes – Business Retention and Expansion

- Supported and promoted international business expansion of Markham-based companies NOVO Plastics and LEA Group
 - Novo will begin exporting technology and engineering designs as well as licensing its patents to the joint venture company.
 - The companies intend to market the product line together and will commence production via AG's existing facility in Bawal, India.
 - Further expansion is anticipated as both additional products and new engineering designs are introduced.
 - LEA International employs approximately 1,200 people in India and is well positioned to gain further business as India focuses on building its infrastructure capacity through its Smart Cities initiative

Mission Outcomes –Strategic Partnerships and MOUs

- Strengthened links with strategic partners
 - Markham Stouffville Hospital, York University, Seneca College and the City of Markham hosted a joint roundtable entitled, “The Role of Educational Institutions in Global Health Equity”.
 - Participants included President Mamdouh Shoukri and Associate VP Research and Innovation, Sushanta Mitra, York University; Seneca College President David Agnew; and Markham Stouffville Hospital Executive VP of Strategy, Transformation and Administrative Service, May Chan
 - Representatives from local Indian hospitals including KEM and representatives from the Indian Ministry of Communication & IT

Mission Outcomes –Strategic Partnerships and MOUs

- Advanced Markham's MOU with College of Engineering Pune (COEP) through the Seneca-COEP Innovative Project Competition to foster youth entrepreneurship
 - 1st group of COEP students to arrive in May
 - Students will be divided into teams challenged with developing healthcare innovations
 - Markham will provide support to the competition in May
 - Students will also attend Discovery Conference in Toronto, May 9-10 (Seneca College to display booth at conference)

Mission Outcomes –Strategic Partnerships and MOUs

- Markham and Bidhannagar exploring advancing city to city exchanges in areas such as sustainable technologies including waste management, alternative energy, and water treatment; and fostering business exchanges, particularly in high tech industries.
- Facilitated connections for Markham business delegates



Mayor of Bidhannagar (also known as
Salt Lake City - tech hub in Kolkata)
Sabayasachi Dutta and Mayor Scarpitti.

Mission Outcomes cont'd

- **Other Achievements for Markham businesses/organizations including:**

- Markham Stouffville Hospital knowledge exchange with Apollo and Fortis hospitals
- Liberty Development in talks with Indian developers
- Markham in talks with a private school in New Delhi wishing to explore education training opportunities in Markham
- York University to partner with KEM Hospital focused on public health
- Lee&Company and Seneca College referral and knowledge exchange

Mission Outcomes – Building the Global Markham Brand

- Leveraged Federal and Provincial contacts to promote investment and trade between Markham and India
- Conducted media Interviews with (Aajtak TV, India Times, and other news outlets)
- Strengthened relationships with investment channels (Canadian and Ontario Trade Commissioners, Canada India Business Council, Canada India Foundation, Asia Pacific Foundation, Deloitte, Indo Canadian Business Chamber, Indian Institutes of Technology, etc.)



Partners in Innovation

Markham  **India Business Mission**

2016



**Delegate
Brochure**

Global Markham



**Times of India,
Monday February
18^h, 2016**

Media interview
with Aajtak TV

**City of Markham's Business
Mission to India**

JANUARY 29 - FEBRUARY 10, 2016

Our Mission Objectives Are to:

- Facilitate connections and trade between Markham SME delegates and their counterparts and clients in India;
- Further position Ontario and Markham as an investment destination for Indian entrepreneurs and companies interested in entering the North American market; and
- Leverage and grow Markham's relationship with the Indian Institutes of

Focus of Our Mission

- Infrastructure / Engineering / Transportation
- ICT
- Healthcare / Life Sciences
- Education

**City of Markham's business
mission promotional email sent to
over 300 prequalified contacts**

Follow-on Activities

- Meetings with investment leads from New Delhi and Mumbai
- Markham to host 4 Indian business delegations expected to visit in May
- Staff assisting RAD365 with establishing their operations in Markham. Company to visit Markham in May/June
- Follow up on potential investment leads made during the mission in education, health, real estate and ICT

Follow-on Activities

- Work with York University's Centre for Global Enterprise on ongoing efforts to encourage Canadian SMEs to expand to India and other international markets
- Follow up on Gov't of West Bengal technology exchange
- Continue dialogue with City of Bidhannagar on areas of collaboration

Follow-on Activities

- Markham to engage with Seneca College Innovation Competition
- Markham to engage with Seneca College on other initiatives including Indian Civil Servants training
- Markham to work with Indo-Canadian Business Chamber on upcoming visit
- Markham invited to participate in Federal and Provincial investment attraction marketing initiatives
- Continue to partner with the Canadian High Commission and Ontario International Marketing Centre to broaden investment attraction initiatives

Delegate Feedback

- Staff solicited feedback from business delegates. Results were as follows:
 - When asked to what extent the mission met their objectives, 100% of business delegates responded “well” or “very well”
 - 86% of respondents said the business mission provided new information or contacts that could improve and/or expand their company's business objectives in India
 - 86% rated the mission “very effective” or “extremely effective” when asked about the overall effectiveness of the Mission in facilitating business discussions/opportunities with other mission delegates and GTA companies
 - 86% of respondents replied it was “extremely beneficial” or “very beneficial” when asked whether it was beneficial to participate in the Province’s business program in New Delhi, Hyderabad and Mumbai
 - When asked if participants would join future missions 2/3 said they were “extremely likely” or “very likely” to participate

Delegate Feedback

- *“The City of Markham’s support and presence at our sales presentations during past business missions contributed to our successful entry into the Indian market, which is why missions like this one are vital to promoting the City of Markham and Canadian brands.”*

NOVO Plastics Inc. President and CEO Baljit Sierra.

Delegate Feedback

- *“Discussing the advantages of operating a business in Markham underscores the advantages of being in the City of Markham, then, hearing Mayor Scarpitti’s description of Council’s vision for the future makes me immensely proud to be part of this delegation.”*

John Farrow, Chair, LEA Group Holdings

- *“The Mission enabled me to see India as it is today and I realized no matter how much I may have read about India, its economy, politics, societal change, etc; visiting and seeing it in 2016 gave me a clearer perspective of what I need to do in my practice when dealing with the Indian market.”*

Wennie Lee, Lee&Company

Delegate Feedback

- *“The City of Markham’s Economic Development Office does an excellent job with providing comprehensive information to prospective leads that we send their way thus ensuring a sense of comfort and confidence to both the client and us as we hand over a prospective lead. The information provided, the program built for a visit to Markham and the questions asked around the business set up are what has made Markham’s Economic Development Office stand out”*

Jens-Michael Schaal, Counsellor (Commercial-Ontario), Ontario International – New Delhi Trade & Investment Office

Ontario Business Mission



(Left to right) Councillor Amanda Collucci; Economic Development Chair and Councillor Alex Chiu; Mayor Frank Scarpitti; Minister of Economic Development, Employment and Infrastructure, Brad Duguid; Minister of Citizenship, Immigration and International Trade Michael Chan; and Regional Councillor Nirmala Armstrong



(Left to right) Economic Development Chair and Councillor Alex Chiu, Councillor Amanda Collucci and Regional Councillor Nirmala Armstrong join Mayor Frank Scarpitti (second from right) with Ontario Premier Kathleen Wynne and Minister of Citizenship, Immigration and International Trade Michael Chan.

Ontario Business Mission



Mayor Scarpitti and Councillors at Ontario Business Mission Seminar



Mayor Scarpitti and Councillors with Cabinet Minister Special Representative of Government of Andhra Pradesh, Mr. K. Rama Mohana Rao

Ontario Business Mission



Mayor Scarpitti with Baljit Sierra, President and CEO, NOVO Plastics



Mayor Scarpitti with Mississauga Mayor Bonnie Crombie, Minister of Economic Development, Employment and Infrastructure Brad Duguid and Markham Delegates



Baljit Sierra, President and CEO, NOVO Plastics, President David Agnew, Seneca College

Ontario Mission Business Reception Hosted by High Commissioner Nadir Patel



NOVO/AG Joint Venture Facility (Delhi/Bawal)



Mayor Frank Scarpitti and Team Markham with the AG Novo Team as they celebrate the official launch of the Joint Venture between NOVO Plastics Inc. and AG Industries.



Mayor Frank Scarpitti and Members of Council join NOVO Plastics President and CEO Baljit Sierra and AG Industries Chairperson Ms. Geeta Anand at Memorandum of Understanding signing.

Anand Family (Delhi)



Shiv Vani School (Delhi)



Markham/LEA Group Urban Growth Roundtable (Hyderabad)



Schulich School of Business(Hyderabad)



MOU Signing with Seneca College and COEP, Province of Ontario (Mumbai)



Mayor Frank Scarpitti with President David Agnew participate in the signing between Seneca College and the College of Engineering Pune (COEP).

Global Health Roundtable with York University, Seneca College, Markham Stouffville Hospital (Mumbai)



Team Markham with participants of the roundtable on Global Health Equity, which included representatives from York University, Seneca College, Markham Stouffville Hospital, Mumbai's Seth G.S. Medical College and K.E.M. Hospital, and the Canadian Trade office in Mumbai.

Kolkata/Bidhannagar



Kolkata RAD365



Kolkata Business Reception

