

Markham Business

Mission to India, January 2-19, 2013:

Report on Outcomes and Activities



Economic Development Committee
April 9, 2013



Overall Mission Objectives

- Promote Markham as a prime investment opportunity for India-based investors and business leaders
- Strengthen business links with key strategic partners
- Build on investment attraction initiatives initiated in the 2009 and 2012 India missions
- Participate in *Vibrant Gujarat*, a premiere business event in India
- Participate in the NRI Business Summit and the PBD Summit



Markham's Focused Industry Verticals

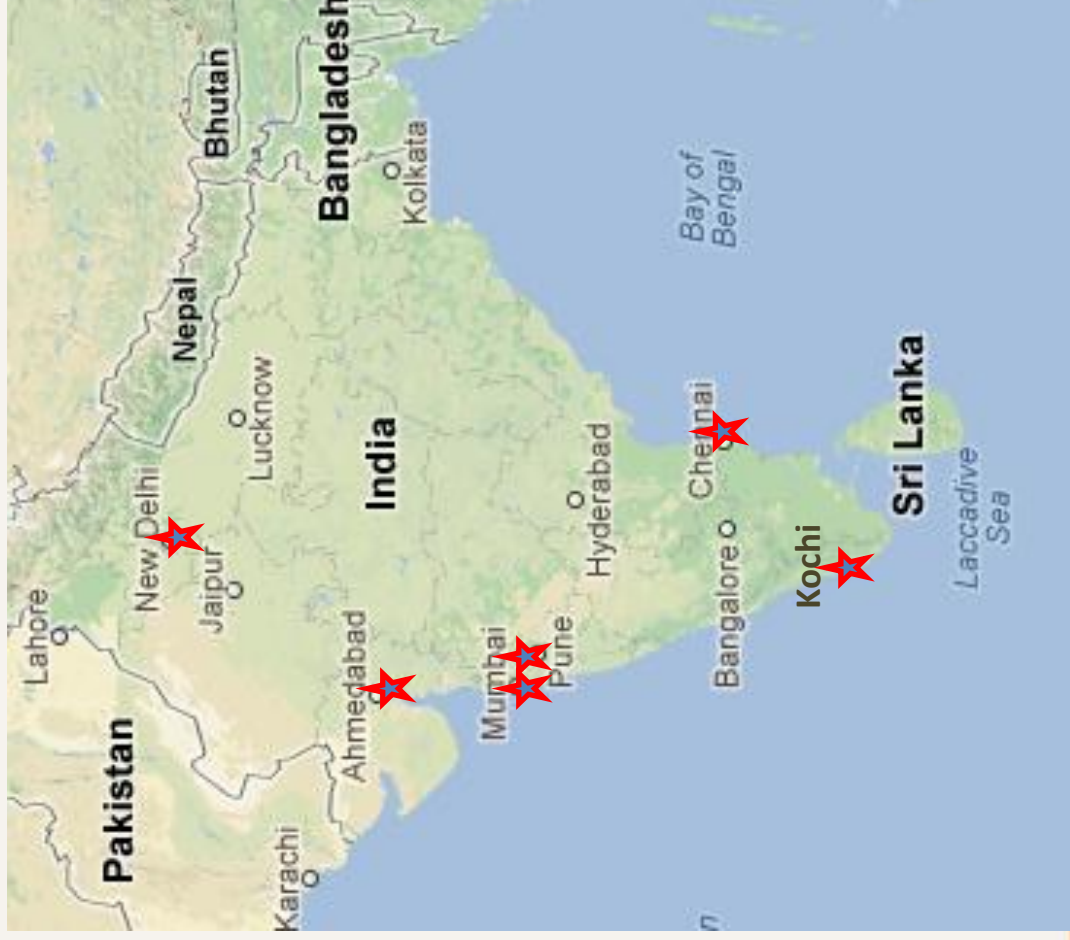
- Emerging technologies in the Convergence of Life Sciences and ICT
- Financial Services
- Professional, Scientific and Technical Services (engineering, architecture, planning, etc)
- Higher Education



Mission Overview

- The City of Markham's business mission was undertaken in collaboration with the Indian Institutes of Technology Alumni Canada (IITAC) and the Indo-Canada Chamber of Commerce (ICCC)
- Markham's delegation comprised 21 delegates
- City of Markham delegates included Mayor Frank Scarpitti, Regional Councillor Joe Li, Councillor Logan Kanapathi, Stephen Chait, and Christina Kakaflikas
- Business delegates represented such institutions as the Markham Stouffville Hospital and Seneca College; the Indian Institutes of Technology Alumni Canada, as well as companies such as Novo Plastics, Quanser, Source One Medical Supplies, New Dawn Energy Solutions, and Citizen Centre to name a few

Mission Program

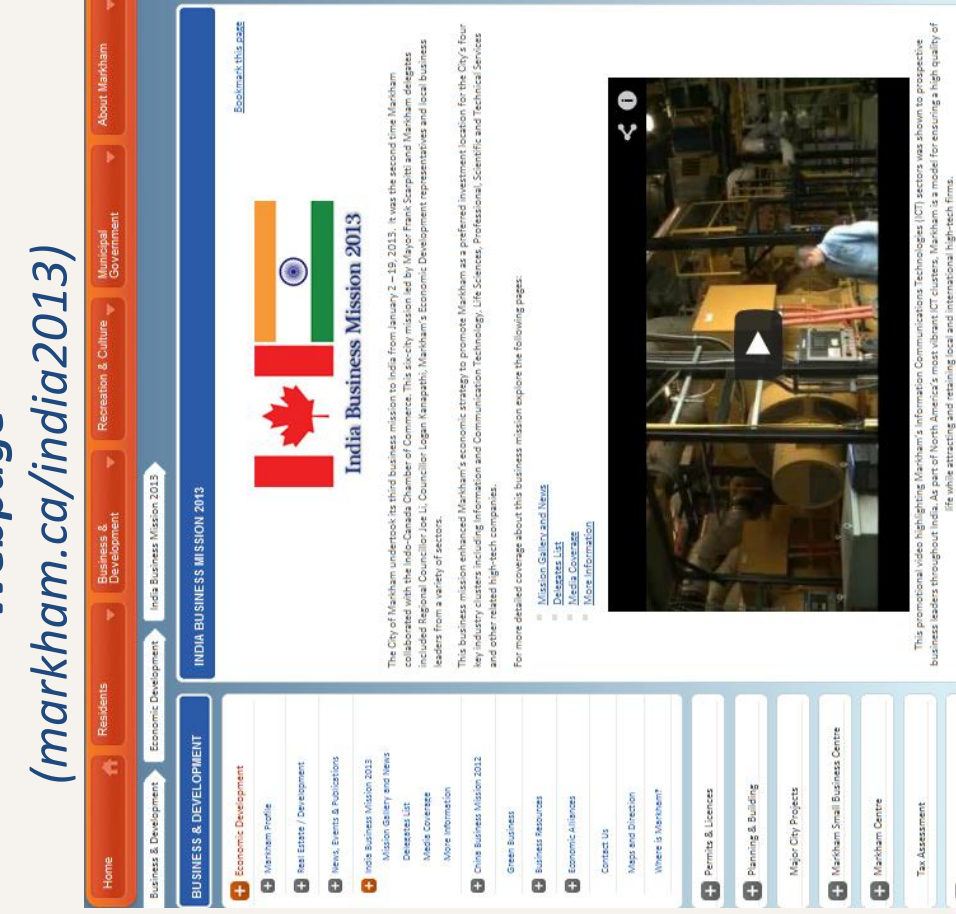




Missions Partners in India

- **Mumbai**
 - Consulate General of Canada
 - Ontario International Marketing Centre
 - NRI Business Summit, SME Chamber
 - Indian Business Group (IBG)
 - IIT Bombay
- **Pune**
 - College of Engineering Pune
 - Mahratta Chamber of Industry & Commerce
- **Ahmedabad**
 - High Commission of Canada to India
 - Vibrant Gujarat Conference
 - IIT Gandhinagar
- **Chennai**
 - Mayor of Chennai
 - Quanser
 - IIT Madras

(markham.ca/india2013)





Mission Outcomes cont'd

Markham and India: Partners for a high-tech future

The City of Markham is Canada's High-Tech Capital and an award-winning, rapidly growing community located within the Greater Toronto Area. As Canada's most ethnically diverse community with a thriving and engaged immigrant population, Markham is uniquely positioned to foster investment throughout the world, with a special emphasis on information and communications technology.

Markham is a proud sponsor of many Indo-Canadian business associations, including the Indo-Canadian Business Association (ICBA), the Indo-Canadian Chamber of Commerce (ICCC), the Indo-Canadian Manufacturers and Exporters Association (ICMEA), and the Indo-Canadian Association of Engineers and Technicians (ICAET).

In collaboration with the Greater Toronto Area Council for the Indo-Canadian Community (GTACC), Markham is proud to be a founding member of the Indo-Canadian Business Association (ICBA).

- Home to over 800 high-tech companies and 450 corporate head offices.
- Canadian headquarters for IBM, Microsoft, Intel, Oracle, SAP, and many others.
- Microsystems, CDS, GlaxoSmithKline, and many others.
- Coaster and Heavy Plastics.
- A major hub for the automotive and aerospace industries.
- A major hub for the financial services industry.
- A major hub for the technology industry.

- 65% of Canadian head offices and 70% of Canadian industrial head offices are located within a 50 km drive.
- Highly educated labour force with access to world-class educational facilities (one-hour drive to six highly acclaimed universities and eight colleges).
- Low corporate tax rates (15% for most corporations) and the only municipality in Canada to have three consecutive 0% tax increases (2005, 2010, 2011).



Markham poster displayed at the Vibrant Gujarat Conference attended by 60,000 people



The City of Markham (www.markham.ca) in Ontario, Canada, undertook a business mission to India from January 4-18, 2013, led by Mayor Frank Scarpitti. The delegation visited six cities and participated at Vibrant Gujarat as well as the Pravasi Bharatiya Divas (Indian diaspora world summit) in New Delhi. This video with Mayor Scarpitti on his trip and the relations between Markham and India: <http://www.youtube.com/watch?v=wLGSF5E7Wk>

City of Markham Mayor, Frank Scarpitti, visits India



City of Markham's business mission to India seen featured on the High Commission of Canada to India's Facebook page



Welcome to the February 2013 issue of **CONNECT: Canada in India** ~A monthly digest from the High Commission of Canada, New Delhi, chronicling noteworthy political, economic, business and cultural news from Canada and Canada's activities in India~

Canadian Mayors in India



A delegation of the **Indo-Canada Chamber of Commerce** led by Mayor **Frank Scarpitti** (**Markham**, Ontario) and Mayor **Susan Fennell** (**Brampton**, Ontario) visited several cities and participated in various trade and cultural events.

City of Markham's business mission to India featured in the High Commission of Canada to India's monthly newsletter



Mission Outcomes cont'd

- New agreement signed with the College of Engineering in Pune (COEP)
- New agreement signed with the Indian Business Group (IBG) based in Mumbai
- Quanser signed 2 agreements, one with IIT Gandhinagar and one with SRM University in Chennai
- Agreements re-signed with World Trade Centre and All India Association of Industries



Mission Outcomes cont'd

- Made Business Connections:
 - 22 + business meetings
 - 9 business events including
 - Markham-led business events with IBG, COEP, and MCCA
 - Participation in key business conferences including the SME Business Leaders Summit (300 delegates); Vibrant Gujarat (60,000 delegates); and PBD (4,000 delegates est.)
- Mayor Scarpitti participated as a panellist at the SME Business Leaders Summit the Vibrant Gujarat conference.



Mission Outcomes cont'd

- Made over 600 business contacts
- Established high level connections with three Indian Institutes of Technology (IIT) campuses in Mumbai, Gandhinagar and Chennai as well as IIT Alumni chapters in most cities visited
- Markham mission referenced in Indo Canada Chamber of Commerce mission report



Outcomes cont'd

- **Opportunities for Markham businesses including:**
 - Novo Plastics pursuing key partnership with one of the largest auto parts companies in India
 - Quanser signed MOUs with two universities to supply their engineering schools with Quanser controls systems and mechatronics equipment
 - Citizen Center signed agreement with PhytoGreens and is in talks with Dhanva
 - Markham Stouffville Hospital in talks with Apollo Hospital



Outcomes cont'd

- Staff following up with three key business influencers to visit Markham and the GTA to attend *Discovery* Conference in May and to visit with Markham's business community



Delegate Feedback

- *Sincerest thanks for all the quality introductions you have made for Quanser, some are already starting to show signs of good opportunities. I have already had some amazing follow-up meetings!*
- *February was quite a productive month and we are hoping to leverage many of our new relationships made on this trip to build Quanser's presence across India. I'm sure this will have many mid to long term benefits such as Quanser Markham hiring more people for engineering, production, sales, marketing, etc.*

Paul Gilbert, CEO, Quanser

Sunny Ray, Sales Channel Manager,
Quanser



Delegate Feedback Cont'd

- *I enjoyed being a part of such a great mission. Thanks to Mayor Scarpitti for his strong and innovative leadership and his team of Councillors and senior officials, present on the trip and also the Economic Development team for a highly successful and rewarding mission.*
- *The mission was very well organized down to the last detail. It was clear when we arrived that Markham was a known commodity in India.*

Rabiz Foda, Strategic Advisor - India

Vinod Munshi, President IITAC



Overview of Mission Itinerary



Mumbai: Summary of Meetings

- Meeting with Mahindra & Mahindra Ltd
- Meeting with ICICI Bank
- Business Luncheon and Reception with World Trade Centre and All India Association of Industries
- Business Networking Reception and MOU Signing with India Business Group (IBG)
- Indian Business Leaders Summit organized by SME Chamber of India
- Meeting with IIT Bombay and IIT Alumni Bombay

Mumbai



Signing of MOU between City of Markham and Indian Business Group (IBG)



Markham Delegates take the stage at the IBG Business Networking Event



Mumbai cont'd



Meeting with ICICI Bank



Mayor Scarpitti and Stephen Chait speaking at the Indian Business Leaders Summit



Mumbai Cont'd



Meeting with Mahindra and Novo Plastics



Meeting with Devang Khakhar, Director and Ravi Sinha, Dean of Alumni and Corporate Relations, IIT -Bombay



Pune: Summary of Meetings

- Business Reception and signing of MOU with College of Engineering in Pune (COEP). Members of Maharashtra Chamber of Commerce, local TiE chapter, and IIT Alumni present
- Meeting with COEP
- Meeting with Hon. Mayor of Pune, Mrs. Vaishali Sunil Bankar
- Meeting with Director General Science and Technology Park, Pune

Pune



Meeting with the College of Engineering in Pune (COEP)



Pune Cont'd



Signing of MOU with the College of Engineering in Pune (COEP)



Markham Pune Business Reception

University of Pune – Scitech Park





Gujarat: Summary of Meetings

- Vibrant Gujarat Opening Plenary with Chief Minister Narinder Modi
- Country Seminar: Canada the Preferred Business Destination (including presentation by Mayor Frank Scarpitti)
- Canada-Gujarat Trade and Business Opportunities organized in partnership with the ICCC (including presentation by Mayor Frank Scarpitti)
- Invest in Canada networking event
- Investor client meetings
- Meeting with IIT Gandhinagar

Gujarat



Mayor Frank Scarpitti presents Gujarat's Chief Minister Narendra Modi with a gift on behalf of Markham



Stephen Chait being interviewed by local media



Mayor Scarpitti and Sunil Parekh, Founder and Chairman, Pan IIT Gujarat Alumni Association with Ontario International Marketing Representative and Mission Delegates



Vibrant Gujarat, Focus on Canada Panel including Mayor Scarpitti, High Commissioner Stewart Beck and speakers from across Canada

Gujarat cont'd



Quanser and IIT Gandhinagar signing MOU



Meet with IIT Gandhinagar Dean and senior faculty



Mayor Scarpitti and Founder & Chairman, Pan IIT Gujarat Alumni Association with Mission delegates



Mayor Frank Scarpitti and the Canadian Commercial Consul team at the *Invest in Canada* Business Reception



Kochi

- Participated in the Pravasi Bharatiya Divas (PBD) - celebrated on 9th January every year to mark the contribution of Overseas Indian community in the development of India
- PBD is also an important business networking event for international delegates and a forum for discussions on economic growth, and global innovation and technology

Kochi (PBD)



Mayor Frank Scarpitti meets with India's Minister for Overseas Indian Affairs, Vyalar Ravi (centre-left)



Markham's delegation and ICCC President meet with Dr. Asha Seth, Senator of Canada



Plenary Discussion, PBD



Chennai: Summary of Meetings

- Meeting with Mayor of Chennai, Saidai Samipyappan Duraisamy
- Meeting with Senior Executives of Apollo Hospital
- Meeting with Honorable TKS Elangovan, Chennai North MP
- Meeting with Phyto Greens, Dhanvi Group
- Meeting with NASSCOM Chennai Chapter
- Meeting with South Asian Artists Association President
- Meeting with IIT Madras
- Meeting and MOE signing with SRM University

Chennai



Meeting with Mayor of Chennai



Press Conference with Business Media



Meeting with Mayor of Chennai



Mayor Frank Scarpitti with Councillor Logan Kanapathi with Chennai, North MP Honourable TKS Elangovan and political aide Manu Sundaram

Chennai cont'd



Signing of MOU between Quanser and SRM University



Meeting with MLA and President South Asian Film Artists Association Mr. R. Sarath Kumar



Meeting with Dean of IIT Madras

Chennai cont'd



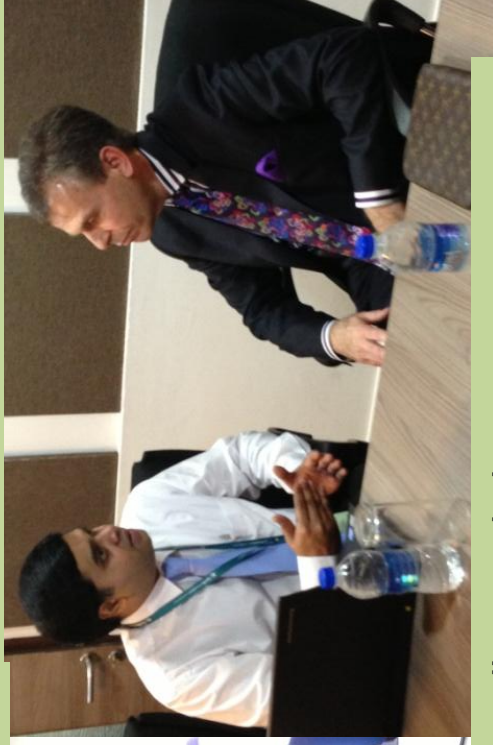
Meeting with Apollo Hospital



Meeting with President of NASSCOM,
New Delhi



Meeting with Executives at the Apollo Hospital





New Delhi

- Meeting with Som Mittal, President NASSCOM
- Mission debriefing meeting with Canadian and Ontario commercial officers
- Site visits to historical and business areas

New Delhi



Meeting with President of NASSCOM,
New Delhi



Mayor Frank Scarpitti is interviewed in Delhi to highlight Markham's investment attraction initiatives. Video appears on Canadian High Commission to India's Facebook page and Cit of Markham's web page.



Follow-up Activities

- Markham to host 2-3 business delegations expected to visit Markham in April and May
- Staff have already met with a company that attended one of the business events in Mumbai
- Met with Indian mining officials at the PDAC conference
- Invite Hakka Chinese in Calcutta to the GTA
- Follow up on potential investment leads made during the mission
- Continue to partner with the Canadian High Commission and Ontario International Marketing Centre to broaden investment attraction initiatives



Follow-up Activities cont'd

- Markham to further leverage Internet to engage our partners in India – for example the Markham India web page, webcasts, etc.
- Markham to explore a media strategy to increase exposure in India through contacts made during the mission
- Markham invited to participate in Federal and Provincial investment attraction marketing initiatives
- Markham to engage with IIT Bombay and IIT Gandhinagar on 2-3 strategic projects