

Markham Israel Business Mission: Report on Outcomes and Activities May 20-29, 2011

Post-Mission Report
Economic Development Committee

September 20th, 2011

Presentation Outline

- Mission Objectives
- Mission Partners and Delegates
- Overview of Mission Itinerary
- Mission Feedback
- Mission Outcomes
- Follow-on Activities



Mission Objectives

1. The negotiation of partnership/protocol agreement(s) between MCC and Israeli incubator(s) to facilitate movement of graduate companies to North America via Markham (MCC)
2. Strengthen economic ties between Markham, York Region and Israel
3. Position Markham Convergence Centre and ventureLAB as launching pad to North American market for Israeli Tech incubator graduates
4. Promote York Region and Markham as the North American investment location of choice
5. Develop business partnerships with Tech incubators in Israel
6. Identify opportunities for collaboration in the areas of business, research and innovation, education and government



Mission Partners and Delegates



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Mission delegates (17) included:

Mayor Frank Scarpitti, Town of Markham	Leo Grunwald, Grunwald and Company
Chair and CEO Bill Fisch, York Region	Alan Litwack, Miller Thomson
Carolina Moretti, Town of Markham	Eugene Gierczak, Miller Thomson
Howard Shore, Town of Markham	Lou Milrad, Miller Thomson
Christina Kakaflikas, Town of Markham	Dan Rothberg, Miller Thomson
Robert Unterman, York Region	Marty Rochweg, Miller Thomson
Lina Bigioni, York Region	Dr. Adam Moscovitch, The Aim Health Group, Fatigue Solutions International
Stan Shapson, York University	Jeremy Cole, Meyers Norris Penney (MNP)
Michael Siu, York University	



Israel Business Mission 2011

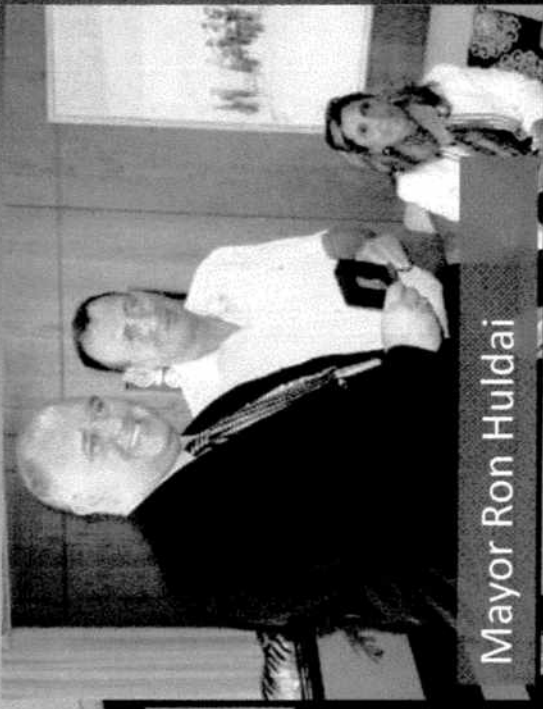


Overview of Mission Itinerary

Tel Aviv

- Meeting with Morry Blumenfeld, Meditech
- Business Roundtable with Established Company Incubator Graduates
- Ramot ,Tel Aviv University
- Miller Thomson Business Reception
- ILSI Biomed Conference
- Meeting with Mayor Ron Huldai
- Meeting with Tel Aviv Economic Development and Global Cities Staff
- Hemda Centre for Science Education
- Meeting with Ayla Matalon - MIT Enterprise Forum
- Market Briefing with Canadian Ambassador Paul Hunt
- Presentation to Assia Law Firm business clients
- Meeting with Venture Capital Firm

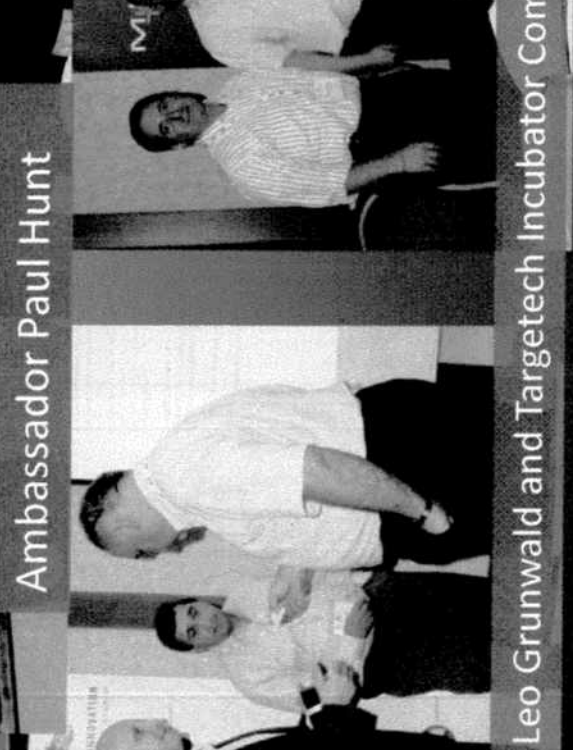
Tel Aviv



Mayor Ron Huldai



Leo Grunwald and Targetech Incubator Companies



Ambassador Paul Hunt



Morry Blumenfeld



Miller Thomson Business Reception- Tel Aviv



Alan Litwack and Marty Rochweg (seen above) and Lou Milrad (seen below), Miller Thomson hosted business reception



Mayor Scarpitti presenting to business audience the vision for the MCC



Mayor Ron Huldai with Delegates



Miller Thomson Business Reception- Tel Aviv



ILSI BIOMED-Tel Aviv (6,000 attendees)



Delegates with Israeli company exhibitor



President Shimon Peres



Conference Exhibit Floor



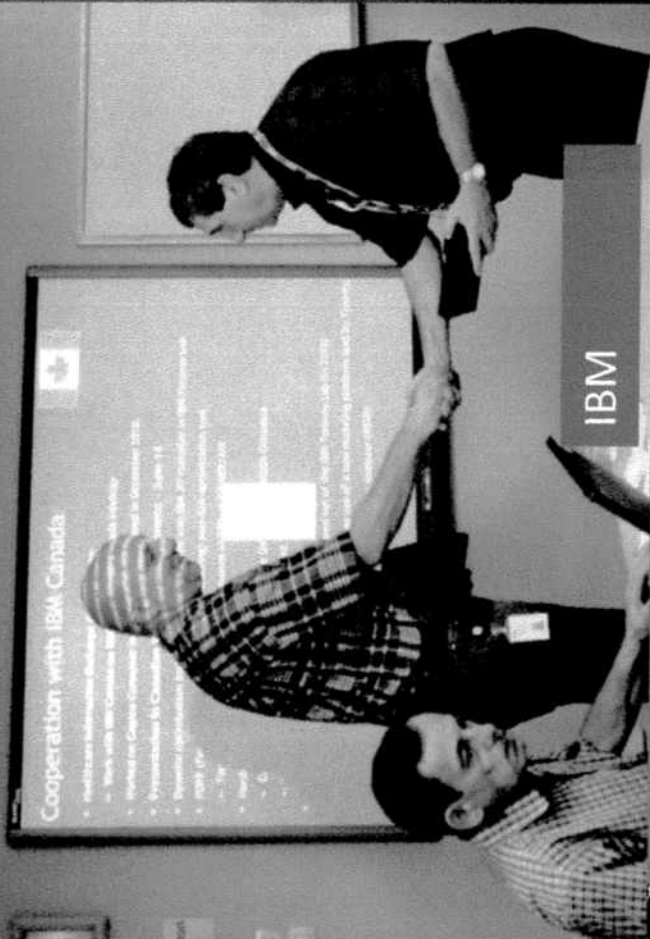
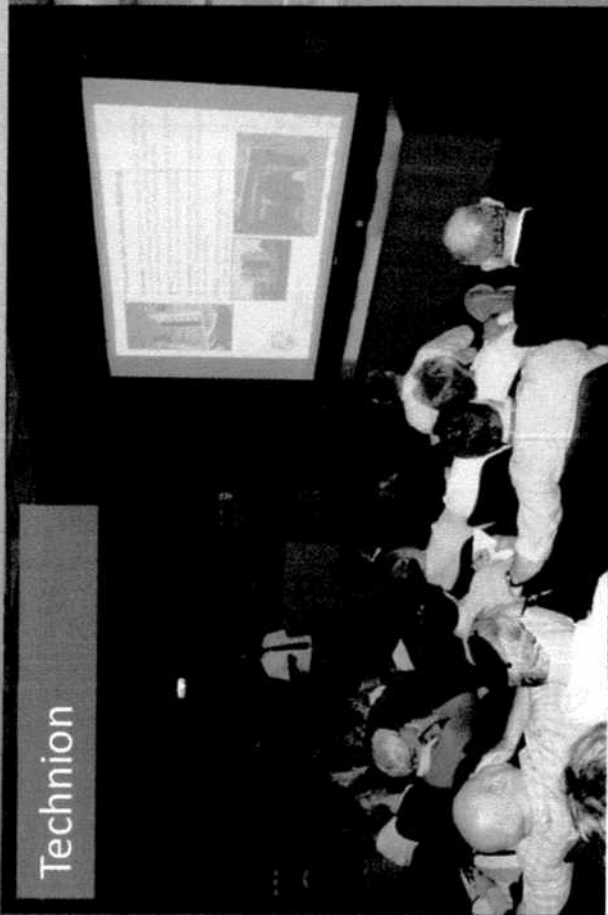
Israel Business Mission 2011

Haifa

- Better Place
- Technion
- IBM
- Rambam Medical Centre
- Targetech
- Teva

Haifa

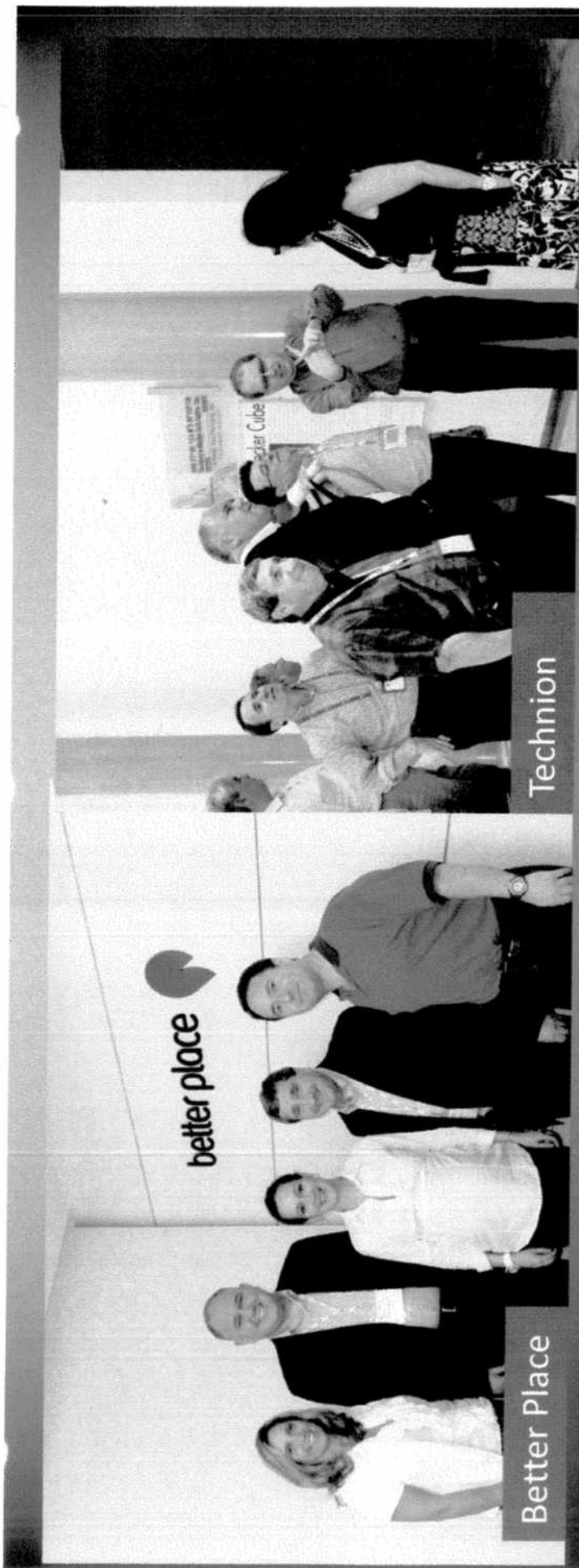
Technion



IBM



Rambam Medical Centre



Targetech Incubator Companies



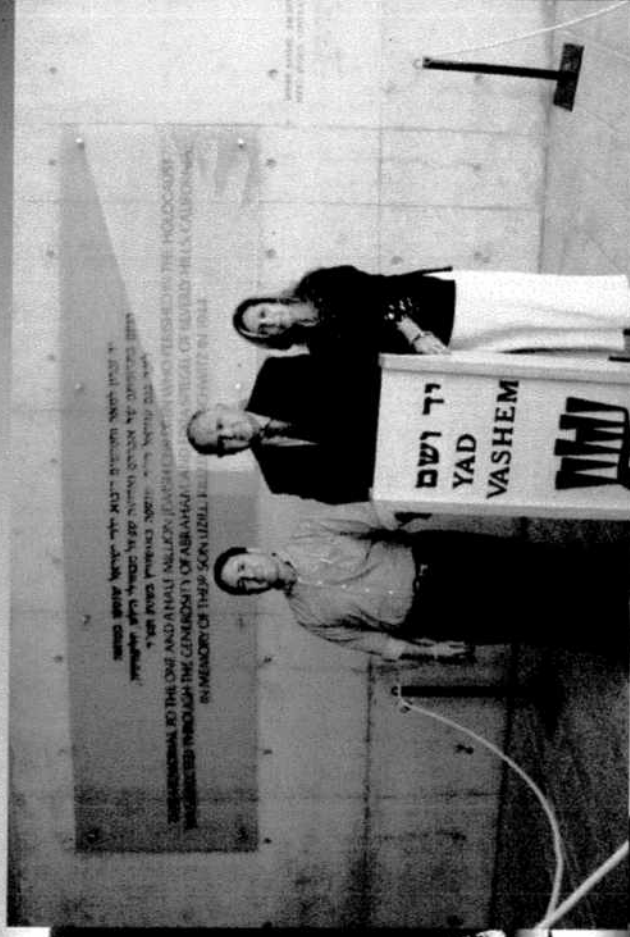
Jerusalem (Community and Cultural Protocol Visits)

- Visit to Yad Vashem and wreath laying ceremony
- Rev. Humam Khzouz, Latin Patriarchate of Jerusalem (LPJ)
- Holy Church of the Sepulchre
- Visits to Mosques/Arab Jerusalem

Jerusalem- Yad Vashem



Guided Tour of Memorial



Wreath Laying Ceremony

Rev. Humam Khzouz, Latin Patriarchate of Jerusalem (LPJ)



Commercial Redevelopment- Jerusalem



Delegate Feedback...

- “The Markham Israel Mission provided a unique opportunity to see first-hand how innovative technologies can rapidly become commercial realities. A key outcome is to enable Markham and York Region to become the hub of commercialized technology innovation in Ontario.” Leo Grunwald, Grunwald and Company
- “The public-private partnership was key to the success of this mission” Lou Milrad, Miller Thomson
- “This was the best business mission I have joined in terms of the quality of meetings and the contacts made” Dr. Adam Moscovitch, Fatigue Solutions

More Feedback

- “Markham’s public-private sector approach to international business missions is one that should be emulated by other groups interested in the Israel market”, Jonathan Levy, Consul for Economics Affairs and Trade Commissioner Government of Israel, Economic Mission to Canada
- “It was well worth the investment to participate in the mission as it gave me the opportunity to build invaluable relationships both in Markham and in Israel”, Jeremy Cole, Meyers Norris Penney (MNP)

RESEARCH AND INNOVATION

THE UNIVERSITY OF CHICAGO

that it is one of the greatest and most
valuable of the world's resources.

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7005

Training has made it clear that the impact and reach of the research community have not been met and technology innovations, local communities and not only community leaders, represented in revealing in North America.

"We will also arrange such relief" he said, adding, "such leaders as Markham is a witness to put in to the North American market."

[illegible]

Hezekiah Campbell

There is no separate entry for the year 1900.

Business aside, the matter also related to the latest case against the Boston and kind of anarchist movement that had been at work beneath these Mr. Schwartz and Comrade.

Price
Illustrations by "The Children's Magazine" Co.

This is a country that's had a tough role in history, but you were a lot of people, literary and otherwise, who were in there."

Manhasset Mayor Frank Scarpitti and York Region Chairman and CEO Bill Fisch will co-lead a delegation of 17 business,

academia and government representatives. The mission will focus on positioning the Maikram Convergence Centre and ventureLAB - York Region's Regional Innovation Centre, as the launching pad for graduates of Israel's many technology acceleration centres (called incubators) seeking to enter the North American market. The mission will also market York Region as the gateway to the North American market for investments, particularly in the life sciences and information communication technology sectors.

This business mission will help position

Partners in Innovation - Offshoots from Manhattan, York and Yonkers, New York's University at Albany, and the University of the South, have joined forces to launch the nation's first business incubator for women. The incubator, called the Women's Business Incubator, is located in the Manhattan York Park, Manhattan, New York. The incubator is a joint venture of the University at Albany, the University of the South, and the Manhattan York Park. The incubator is a joint venture of the University at Albany, the University of the South, and the Manhattan York Park. The incubator is a joint venture of the University at Albany, the University of the South, and the Manhattan York Park.

[illegible]

המחשבה של רמב"ם שיש להימנע מלעשות מעשה שיש בו חשש שיתפרש כעבירה, היא חלק מההתאמה של רמב"ם לשינוי המצב החברתי והמשפטי של ימינו. רמב"ם רצה להבטיח את השלמות של המעשה, ולכן הוא דאג להבהיר את כוונתו, כדי שישלם את המעשה כפי שצוה השם.

[illegible][illegible]

על פי המחקר, המעורבות של הורים בלימודי ילדיהם היא גורם חשוב המשפיע על הצלחתם. במחקר זה נבדקו ההשקעות של הורים בלימודי ילדיהם, ונמצא כי ההשקעות האלו משפיעות על הצלחתם. המחקר גם מצא כי ההשקעות האלו משפיעות על ההישגים האקדמיים של הילדים. המחקר נעשה על ידי פרופסור ד"ר יעקב גולדמן, מפקח ממונה על משרד החינוך, והוא מציג תוצאות מעניינות מאוד.

[illegible]

החלטתו של בית דין זה, שהיא חלק מההחלטות של בית דין זה, היא חלק מההחלטות של בית דין זה, והיא חלק מההחלטות של בית דין זה.

מילדסון לא נרתע להעזר בעיתון "הארץ" ופנתה אליו במטרה להשיג תמיכה כלכלית. היא כתבה שכתבה עליו, כי הוא "היה חכם, נחמד, נעים, ונחמד".

Israel business trip 'significant'; Markham mayor

Trip focuses on links in research, innovation

L.H. Tiffany Hsieh, Yorkregion.com

A Markham-Israel incubator is off to a good start.

Called the "most significant business mission" in the Town of Markham history by Mayor Frank Scarpitti, the seven-day trip to Israel last week was an eye-opener for a team of delegates including the mayor, York Region chairperson and CEO Bill Fisch and representatives from Miller Thomson LLP and York University's Office of Research and Innovation.

"It was an incredible experience to see their approach to research and innovation. There's a real determination in supporting startup companies," said Mr. Scarpitti, who was visiting Israel for the first time.

Ontario missing out on Israeli start-ups: scientist

By ANDY LEVY-AJZENKOPF, Staff Reporter

Thursday, 11 August 2011

TORONTO — An expert on the Canadian-Israeli medical sciences sector thinks Ontario needs to do more to attract Israeli start-ups.

Morry Blumenfeld

Earlier this year, Morry Blumenfeld hosted a Canadian delegation of diplomats and businesspeople at his home in Israel to extol the virtues of Israeli technology and promote joint business ventures between the two countries.

Blumenfeld, an expat Torontonian who recently made aliyah to Israel, has a PhD in molecular physics from the University of Toronto. Now retired, he spent 35 years as an employee of General Electric, the last four of which he spent as the company's managing director for GE Medical Systems Israel.

In May, representatives from York Region, York University and the law firm Miller Thomson, along with a delegation of Markham councillors and business leaders attended the Israel Life Science Industry Biomed conference in Tel Aviv.

While there, many of them also met with Blumenfeld to hear his ideas on how best to commercialize Israeli technologies in Canada.



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משלחת כלכלית מארקהם מבקר בישראל
המשימה עתידה להיות היי טק ישראלית לחקור טכניקות בע"מ לחדש הטכניקה עם עיריית היל אביב ולחזק את שיתוף הפעולה עם אוניברסיטת היל אביב והטכניון • ע"מ 10

10 בעלים ושותפים

עיריית מארקהם מהדקת הקשרים עם ישראל

ראש העירייה יצא באמצעות מארקהם בשלוחת כלכלית לישראל על מנת לחדש הכרות היי טק ישראלית לחקור טכניקות בע"מ לחדש הטכניקה עם עיריית היל אביב ואוניברסיטת היל אביב ויבקר בטכניון ביהודה

הראש העירייה יצא באמצעות מארקהם בשלוחת כלכלית לישראל על מנת לחדש הכרות היי טק ישראלית לחקור טכניקות בע"מ לחדש הטכניקה עם עיריית היל אביב ואוניברסיטת היל אביב ויבקר בטכניון ביהודה. ראש העירייה יצא באמצעות מארקהם בשלוחת כלכלית לישראל על מנת לחדש הכרות היי טק ישראלית לחקור טכניקות בע"מ לחדש הטכניקה עם עיריית היל אביב ואוניברסיטת היל אביב ויבקר בטכניון ביהודה.



הראש העירייה יצא באמצעות מארקהם בשלוחת כלכלית לישראל על מנת לחדש הכרות היי טק ישראלית לחקור טכניקות בע"מ לחדש הטכניקה עם עיריית היל אביב ואוניברסיטת היל אביב ויבקר בטכניון ביהודה.

Mission Outcomes

Delegate Brochure

- Distributed electronically in advance and in hard copy format at meetings
- Over 400 copies distributed

PARTNERS IN INNOVATION
חברים בתנועת החדשנות

University Leadership
Technology
Convergence
Life Science Innovation

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WARREN ♦ ISRAELI MISSION
2011
האגודה האמריקאית לחדשנות

FOR FURTHER INFORMATION CONTACT:
Frank Sengstack, Mayor
Town of Warren, 161 Tiger Center Blvd.
Macomb, MI, Canada, L9R 9Y9
tel: (505) 475-4371 fax: (505) 475-4444
e-mail: frank.sengstack@warrenmi.us
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Macomb Mission To Inspire Economic Growth And Jobs 2011

In-Market Promotional Material

- Distributed in advance of Mission and in-market
- Promoted Value Proposition for Markham and York Region
- Focused on Life Sciences

**MARKHAM (YORK REGION), METRO TORONTO
TECHNOLOGY BUSINESS MISSION TO ISRAEL
MAY 22-27, 2011**

FOCUS AREA:
Commercialization Gateway to U.S. & Canadian Bio-Medical Markets
Target meetings: VC firms, technology incubators, private equity firms, 250+ medical companies, high tech companies

WHY?

- Team of Markham Economic Development - "Canada's Hi-Tech Capital"
- Miller Thomson LLP - one of Canada's largest corporate/technology law firms
- York Region Economic Strategy - Metro Toronto's fastest growing region
- York University Research & Innovation - Canada's 3rd largest university
- Technology companies

WHEN & WHERE?

- Tel Aviv	May 22 am	ISB meetings
- Tel Aviv	May 22 pm	VC networking (reception by invitation)
- Tel Aviv	May 23-24	USI Biotech Conference, Dan Peleg Arena
- Haifa	May 25-26	ISB meetings
- Jerusalem	May 27	

To request a meeting:
Doreen Rosenberg, Miller Thomson LLP, drose@millertomson.com

3RD LARGEST BIO-MEDICAL CLUSTER IN NORTH AMERICA

- Metro Toronto: 1,200 Bio-Medical firms, 145,000 employees
- 40+ leading hospitals including 12 research, 3 teaching hospitals
- 37 local R&D incubators including world renowned MaRS Center
- IT convergence: Part of 2nd largest ICT cluster after the Silicon Valley and New York (11,000 companies)

135 MILLION CONSUMERS WITHIN 500 MILE RADIUS

- 100+ largest metropolitan areas in North America (444 residents)
- Metro consumers from any major U.S. city within 500 miles radius
- Less than 90 minute flight access to New York City, Chicago, Boston, Philadelphia, Cincinnati, Dallas
- Canada's healthcare spending \$180B: publicly funded system
- Canada's USA Mexico free trade access to 400M consumers

UP TO 15% BUSINESS COST ADVANTAGE OVER U.S.

- Lowest business costs among Group of 7 (G7) industrial countries
- Federal corporate income tax rate 26.5%, lower than in the U.S.
- 40% reduced R&D cost advantage over the U.S. and 20% over Germany, France, UK, Italy, Switzerland, Australia, Japan
- 30% Capital Tax cost advantage over the U.S. and 30% over Germany
- 1% medical device / pharma manufacturing cost advantage over U.S. and 4% over Germany
- German government incentives: over 30% R&D costs
- 50% lower employer health costs than in the U.S.

WORLD-CLASS COMMERCIALIZATION ENVIRONMENT

- Failed pharma to start up a company among 34 OECD countries
- Strongest economic growth of all OECD nations (2007)
- World's most innovative economy, Canada's largest VC market, home to the TSX Venture Exchange
- Canada's largest concentration of life sciences and biotech companies
- Best educated workforce among 34 OECD countries
- 6 world class universities and 8 colleges within 1 hour drive
- Efficient and sophisticated patent and biotech system, easily accessed through international treaties
- Extensive R&D support network of 37 local institutions
- Concentrated pharma talent - local population 1M

MARKHAM (YORK REGION): "CANADA'S HI-TECH CAPITAL"

- 16 tech hubs: 3,200 local tech firms including IBM, Telex, AMD, Apria, Marantz, Johnson & Johnson, Alcatel, Honeywell, Philips, Oracle
- Largest concentration of medical device enterprises in Canada
- Metro Toronto's fastest growing property tax rates
- 3 of Ontario's fastest growing hospitals and a local healthcare labour pool of 15,000
- Canada's most educated workforce: 47% of population have post secondary education, over 10 languages spoken
- Over 100+ research centres including Markham-Georgetown Centre (MGC), York University, and 100+ regional innovation centres
- Significant quality of life, attracting top global talent
- Home to a large Jewish population







Mission Outcomes

1. Attended Israel Life Science Conference (ILSI)- Israel's premier life sciences conference
2. Pre-scheduled B2B meetings with 28 Israeli tech start-ups and companies
3. Made presentations and held meetings with 12 Venture Capital organizations (including 3 of top 5 VCs in Israel)
4. Toured and/or met with 6 university and hospital technology transfer organizations
5. Focused discussions with a leading Israeli medical devices technology incubator
6. Discussions with 6 professional service firms who are seeking North American opportunities for their clients
7. Visited and held meetings with Israeli executives of two major York Region / Markham employers (IBM and TEVA)
8. Exchanged information with senior municipal officials with view to cross-promotional opportunities

Mission Outcomes cont'd

9. Raised awareness in Israel of Markham as a preferred investment location
10. Established meaningful local tech industry connections one of whom has since visited Markham to see the Markham Convergence Centre and meet with our resident partners
11. Investment attraction leads in medical technologies area
12. Preliminary discussions with candidate organizations interested in Markham as location for medical technology incubation
13. Gained a first-hand understanding of:
 - a) Policies and business processes that led to Israel's success as a world-class commercialization centre
 - b) Importance of leveraging immigrant-based entrepreneurs in their pursuit of innovation/commercialization
 - c) Unique location factors for medical device start-ups
 - d) Importance of academia-industry-hospital cooperation as an economic development enabler



Follow-on Activities

- Follow up work has already begun:
 - Investment attraction leads in the medical technologies area
 - Discussions underway with serious candidate organization interested in Markham/York Region as location for medical technology incubation
 - Hosted Morry Blumenfeld, Chief Investment Officer, Meditech Partners
 - Planning for an Israel business media familiarization tour of Markham/York Region



Follow-on Activities cont'd

- Build on the success of the Israel mission and to raise awareness about Markham in Israel by:
 - Establishing an Israel Markham Advisory Committee that would:
 - Develop a work plan to partner on mission follow up
 - Jointly host inbound delegations with investment and trade potential
 - Respond jointly to investment inquiries
 - Build an in-market PR and awareness strategy
 - Invite Ambassador Paul Hunt to Markham and York Region
 - Employ video/teleconferencing technology to build bilateral relationships