Markham / Greater Toronto Marketing Alliance Business Mission to India November 2009

Post - Mission Update

Presentation to Economic Development Committee
February 9, 2010

Presentation Outline

- Mission Objectives

- Mission Delegates

- Mission Outcomes

- Overview of Mission Itinerary

- Next Steps

Mission Objectives

- Promote Markham as preferred investment location and strategic partnering opportunities

- Target digital media and IT

- Strengthen business awareness of Markham with Canadian and Indian technology companies

- Further identify opportunities to increase investment and trade

- Raise awareness about Markham's competitive advantages and investment opportunities

Mission Delegates

- **Mr. Gerald Pisarzowski**
  - **Vice President, Business Development, Greater Toronto Marketing Alliance and Mission Leader**
- **Mr. Stephen Chait**
  - **Director of Economic Development, Town of Markham**
- **Ms. Christina Kakaflikas**
  - **Manager, Special Projects, Town of Markham**
- **Mr. Surinder Razdan**
  - **Founder & CEO, Ageis Technologies, Markham**
- **Ms. Alison Cohen**
  - **Senior Associate, The Immersion Lab, Mission Coordinator**

Mission Outcomes

- 23 Meetings in Mumbai, Hyderabad, and Pune
- Met with over 100 contacts
- Increased awareness of Markham's innovative leadership skills among facilitators of investment and trade
- Supported relationships with Markham's Giesecke and Dieverent and AMD by visiting their Indian operations. Visit to AMD included meeting with AMD's Global Executive Management Team
- Led to decisions by AMD to develop Fusion chip in Markham

Mission Outcomes cont'd

- Staff working with Krayon Pictures on potential visit to Canada in Winter 2010
- Met with Wyvil Technologies in India. Wyvil is a company we first met in Chicago in October and may open a small office in Markham in 2010
- Staff to host follow-up meetings in Markham with three potential investors who will be visiting Canada in 2010
- Staff are working with the GTMA and the Mahratta Chamber of Commerce, Industries and Agriculture on a Memorandum of Understanding to forge commercial links in Animation, Visual Effects, Gaming between our respective jurisdictions
- Contacts first made at Pan IIT in Chicago led to site visits in India (Wyvil, Chicago)

Overview of Mission Itinerary

MUMBAI

- Market Briefing by Canadian Consulate and Ontario International Marketing Centre
- Meeting with NASSCOM Vice President
- Meeting with Tata Elxsi Visual Computing labs (visual animation and effects)
- Meeting with co-founder Krayon Pictures
- Business Networking Session at FX Animation and Gaming School- 8 companies attended
- Meeting with Newgen
- Meeting with CMC
- Meeting with Zee Telefilms
- Meeting with UTV
- Site Visit and Meeting with Whistling Woods Film School

MUMBAI

Meeting with Krayon Pictures

Meeting with Newgen

Meeting with Whistling Woods International Film School

Meeting with Zee Telefilms

HYDERABAD

- Meeting with Mahindra Satyam
- Meeting with Canadian Consulate, Hyderabad
- NASSCOM Conference panel discussions and networking sessions
- Meeting with Wyvil Technologies
- Site Visit and meeting at CMC Campus
- Meeting with AMD Global Executive Team including Mr. Ben Bar-Haim

Meeting with Satyam

Meeting with Canadian Consulate

ANIMATION AND GAMING SUMMIT 2009

6-7 November 2009
HICC, Hotel Novotel, Hyderabad

GTMA on Gaming and Animation Summit Panel

GREATER TORONTO

Mahindra Satyam

Welcome

Mr. Gerald Pisarowski
Mr. Stephen Chait
Ms. Christina Kakaflikas
Mr. Surinder Razdan
Ms. Alison Cohen

To

Mahindra Satyam
CENTER OF EXCELLENCE

andrew jacob

MARKHAM
Canada's HIGH-TECH capital

PUNE

- Meeting and networking with Mahratta Chamber of Commerce and Digital Media prospects from Pune and area
- Site Visit and Meeting at Krayon Pictures
- Meeting with Giesecke and Deverient
- Meeting with Big Animation
- Visit to Margapatta City

PUNE

Meeting with Margapatta Chamber of Commerce

Meeting with Giesecke and Devrient

MARKHAM
Canada's HIGH-TECH capital

Next Steps

- Build on Indian relationships by working together with GTMA and IITAC and India Consulate in Toronto on the following:
  - Jointly host inbound delegations with investment and trade potential
  - Respond jointly to investment inquiries
  - Continue active participation with local organizations including The Indus Entrepreneurs and the Canada Indian Business Council
  - Incorporate market-specific information on our web site