



**News Release**  
**For immediate release**  
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## **Markham Wins Economic Developers National Marketing Award**

MARKHAM, ON – Markham received a first place award for its marketing of the **China Business Mission 2008** at the recent 40th annual Economic Developers Association of Canada (EDAC) conference. Markham's submission was among 223 submissions from across Canada to the Marketing Canada Awards competition.

"We're extremely pleased with this recognition from EDAC," said Markham Mayor Frank Scarpitti. "The success of our China Business Mission, coupled with this prestigious award, reflects well on our leadership in international relations, and the hard work of the delegates and our business development team."

Markham's successful China Business Mission, led by Mayor Frank Scarpitti, included a 24-member business delegation and 24 meetings in Beijing, Shanghai, Wuhan and Hong Kong in April 2008. Mission delegates represented a wide variety of public and private sectors including technology, aviation, education, finance, and business services.

Benedict Leung, President of the Richmond Hill and Markham Chinese Business Association said, "Markham's effort to build international relations is exemplified by the China Business Mission. The planning, marketing and execution were flawless, and the results to date very impressive."

In reviewing Markham's submission, the judges remarked, "Markham put together a program that had impact and garnered real results. The materials maintained consistency and demonstrated a sophisticated initiative. The look and feel of the program was maintained with precision and utilized a strong design style that was effectively deployed."

"Since returning from China in April, Markham delegates have been negotiating new business contracts with major China airlines, technology development through Artaflex, a Markham firm, and education and training agreements," said Regional Councillor Tony Wong, Markham Economic Development Committee Chair.

"The prestigious 2008 Marketing Canada Awards attracted entries from across Canada, including Toronto, Calgary and Montreal," said Derek Sifton, Chair of the Markham Board of Trade. "The nature of this award requires substance and real results to be successful. Markham should take pride in this achievement and its position on the Canadian business development stage."

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### **Photo attached**

**CHINA BUSINESS MISSION CONTACT:** Stephen Chait, Director of Economic Development, Markham  
905-475-4871, [schait@markham.ca](mailto:schait@markham.ca)

**MEDIA CONTACT:** Dennis Flaherty, Corporate Communications, Markham  
905-415-7520, [dflaherty@markham.ca](mailto:dflaherty@markham.ca)

Markham, a municipality of more than 285,000 residents centrally located in the Greater Toronto area, is Canada's most diverse community and home to many of Canada's leading life science and technology businesses. It is renowned for a rich heritage, vibrant neighbourhoods, and leadership on the environment and urban design.



Celebrating Markham's first place award for its marketing of the ***China Business Mission 2008*** from the **Economic Developers Association of Canada (EDAC)** are (from left) President of the Richmond Hill and Markham Chinese Business Association Benedict Leung; Regional Councillor and Chair of the Markham Economic Development Tony C. Wong; Markham Mayor Frank Scarpitti; Markham Board of Trade President and CEO Richard Cunningham and Markham Economic Development Director Stephen Chait. (Photo – Town of Markham).