



## Invest Barrie – Business Development MEMORANDUM

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**TO: MAYOR J. LEHMAN, AND MEMBERS OF COUNCIL**

**FROM: M. BALOGUN, BUSINESS DEVELOPMENT OFFICER**

**NOTED: S.SCHLICHTER, DIRECTOR BUSINESS DEVELOPMENT  
Z. LIFSHIZ, EXECUTIVE DIRECTOR, INVEST BARRIE  
M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: APRIL 2018 TRADE AND INVESTMENT ATTRACTION MISSION TO GERMANY**

**DATE: MARCH 19, 2018**

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The purpose of this Memorandum is to advise Council on the upcoming Trade and Investment Mission to Germany, which Invest Barrie is partnering with the County of Simcoe to participate.

In April 2018, Invest Barrie and the County of Simcoe will be travelling to Germany with four local companies and led by Mayor Lehman and Warden Gerry Marshall to participate in lead generation activities that will coincide with Hannover Messe – the world's leading industrial technology trade fair, featuring 6,500 exhibiting companies. The Trade and Investment Mission will provide an excellent opportunity to explore German/EU markets and connect with companies that may have an interest in expanding into the Canadian/Ontario market, while also supporting Barrie and Simcoe County companies in key priority sectors with business development opportunities.

Germany was selected by both the County of Simcoe and Invest Barrie as a market of interest due to several factors, including:

- The top 10 exports of Germany are vehicles, machinery, chemical goods, electronic products, electrical equipment, pharmaceuticals, transport equipment, basic metals, food products, and rubber and plastics – which is largely consistent with the manufacturing sector in the City and County.
- The implementation of the Comprehensive Economic and Trade Agreement (CETA) makes Canada appealing as a destination for European businesses looking to expand.
- From 2011 to 2016, Germany generated the 3rd highest number of total jobs and investment in Ontario with a total of 3,944 jobs and USD \$2.2 billion in investment.
- Simcoe County completed an FDI lead generation project, which yielded 28 investment leads out of a total of 128.
- Several local companies in the manufacturing sector are looking more broadly into the European market for business growth opportunities, in order to diversify international markets beyond the NAFTA region.

### **Trade & Investment Mission: Purpose**

The purpose of the trade and investment mission is to:

1. provide local business owners with opportunities to engage with the German/EU and international manufacturing sector in order to develop trade opportunities;
2. provide the City of Barrie and the County of Simcoe with an opportunity to generate business leads with companies that may be interested in expanding into the Canadian/Ontario market;
3. promote Barrie and Simcoe County through the development of new contacts amongst key investment influencers, including site selectors, Provincial/Federal trade commissioners, and Chambers of Commerce.



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The City of Barrie's Objectives for the Trade Mission include:

- promoting and positioning Barrie and Simcoe County as a low-cost, strategic, high value investment location for businesses in the manufacturing sector through targeted business meetings at the Hannover Messe show;
- strengthening awareness of Barrie and Simcoe County competitive advantages, investment opportunities, as well as industry and company capabilities within the investment influencer community to attract future opportunities to Barrie;
- creating opportunities for Barrie and Simcoe County businesses to network and develop trade relationships, leading to jobs and investment;
- strengthening business links and economic ties between Barrie and Simcoe County through identifying additional opportunities to increase investment and trade between Barrie/Simcoe County and Germany/EU markets, including visits with German headquarters of Barrie/Simcoe County companies.

Supporting local companies in developing trade opportunities, through initiatives such as a trade mission, can enhance the economic vitality of the City of Barrie and County of Simcoe. As local businesses develop new trade partnerships, the resulting impact can lead to both job growth and new capital investment in the City. To enable maximum benefit, delegate businesses participating in the trade mission will have the opportunity to:

- participate in the Hannover Messe show to meet industrial manufacturers from all over the world;
- utilize the services of a lead generation firm, which will organize business-to-business (B2B) meetings with targeted business prospects.
- attend a Barrie networking reception at McCormick Place with their suppliers and prospects;
- engage with the Canadian Consulate in Germany to strengthen business relationships and identify further trade opportunities; and
- attend networking events at the show.

Participating companies for the Trade and Investment Mission include:

- Molded Precision Components
- Innovative Automation
- Prodomax Automation
- Linear Transfer Automation

### **Trade & Investment Mission: Program Overview**

In support of business attraction and building upon the City's thriving advanced manufacturing sector and other key industrial sectors, Mayor Lehman and Invest Barrie staff will be engaging in a variety of business-to-business (B2B) meetings along with the County of Simcoe with pre-qualified companies to promote Barrie and Simcoe County as a key destination for business growth and expansion in the Canadian/Ontario marketplace. The following activities will be included over the course of the mission:

- B2B meetings with the City of Barrie/County of Simcoe and pre-qualified businesses from Hannover Messe show;
- meetings for the City of Barrie/County of Simcoe with investment influencer organizations including the Canadian consulate, Chamber of Commerce and site selection firms;
- visit the headquarters of County of Simcoe/City of Barrie based businesses as part of business retention and expansion efforts;
- learning activities through organizational knowledge exchange and best practices in the areas of skilled trades and entrepreneurship/start-up development.



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Two staff from Invest Barrie will be participating in the Trade and Investment Mission (Stephannie Schlichter and Mislal Balogun) in addition to Mayor Lehman. The County of Simcoe and County of Simcoe have contributed to lead generation contracts, with the County leading the lead generation for the City/County and the City leading the B2B meetings for participating delegate companies.

Delegates are responsible for their travel and accommodation for the duration of the mission. All other costs associated with the Trade Mission have been accommodated within the Business Development base operating budget for travel, events and B2B meeting services.

The Business Development Department will report back to City Council via memorandum with outcomes of the Trade and Investment Mission.