



## BUSINESS DEVELOPMENT MEMORANDUM

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

**FROM: S. SCHLICHTER, DIRECTOR OF BUSINESS DEVELOPMENT**

**NOTED: Z. LIFSHIZ, EXECUTIVE DIRECTOR OF INVEST BARRIE**  
**M. PROWSE, CHIEF ADMINISTRATIVE OFFICER**

**RE: PARTICIPATION IN SOUTHERN ONTARIO AIRPORT NETWORK (SOAN)**  
**DELEGATION TO PARIS AIR SHOW**

**DATE: JUNE 3, 2019**

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The purpose of this memorandum is to advise members of Council of the upcoming participation of Mayor Lehman and the Business Development Department in the Southern Ontario Airport Network Delegation to the Paris Air Show, June 16<sup>th</sup> through June 20<sup>th</sup>, 2019.

The Lake Simcoe Regional Airport is recognized as one of eleven commercially significant airports in Southern Ontario and is a member of the Southern Ontario Airport Network (SOAN), brought together by the Greater Toronto Airport Authority (GTAA) to address the significant volume of growth expected in the region over the next three decades.

SOAN member airports are important commercial centres that enable a range of essential economic functions. SOAN goals are to seize the opportunities and economic benefits as a result of this region being one of the fastest growing regions in North America and enable connectivity for tourism, business connections, and goods movement for area producers and manufacturers with just-in-time delivery commitments.

Given the growth in demand and the expected population increase in Southern Ontario, combined with the capacity, land availability and overall business opportunities within the network, a delegation has been assembled to attend the 2019 International Paris Air Show to represent Southern Ontario aviation assets. Mayor Lehman, along with Mayor Crombie of Mississauga, Howard Eng, President and CEO, Greater Toronto Airports Authority (GTAA) and other municipal leaders, airport operators and representatives of economic development offices are participating.

The Paris Air Show is the largest and longest-running aerospace trade show in the world. Since its launch, the Show has been at the very heart of developments in the global aerospace market. The Show attracts an international audience representing all facets of the aerospace industry, and showcases new innovations. The delegation will showcase the Southern Ontario's airport and aviation assets to an audience of 300 delegations from 100 countries.

Southern Ontario is home to hundreds of firms supplying aerospace programs, internationally, providing significant economic impact. Firms include manufacturing, systems and several other value chain programs. Combined with the dramatic growth projected for Southern Ontario and growth in the aerospace sector, opportunity exists for the City of Barrie to leverage its assets, along with the broader County and the Lake Simcoe Regional Airport to attract industry and employment to the area.

As such, the Director of Business Development and a member of the Economic Development Team from the County of Simcoe will be participating along with other economic development teams in the Southern Ontario Airport Network in the delegation to the Paris Air Show.



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The program schedule with SOAN will include an exhibition booth at the Paris Air Show along with B2B events with the aerospace industry, events with Trade Commissioners, Government official networking reception at the Canadian Embassy, best practice learning with international aerospace clusters, and other opportunities to showcase Southern Ontario as a destination for aviation and aerospace to a global audience of stakeholders that will be in attendance.

In addition to the delegation program, the City of Barrie and County of Simcoe are seeking opportunities to meet with aerospace companies that may have an interest in expanding into the Canadian/Ontario market within a 6 to 24-month timeframe through a lead generation service.

### Objectives for the Trade Mission:

- Participate as a member of the Southern Ontario Airport Network (SOAN) Delegation and positing the area as a premiere location for aerospace businesses to locate, invest and do business;
- Participate in targeted recruitment meetings with Europe-based and global firms and exhibitors whom are seeking to expand/re-locate their business operations in the aerospace sector;
- Position Barrie, Simcoe County and the Lake Simcoe Regional Airport as a low-cost, high talent, connected, strategic business location for business investment with prospects;
- Strengthen awareness of Barrie, Simcoe County and Lake Simcoe Regional Airport's competitive advantages, investment opportunities, as well as industry and company capabilities within the Provincial and Federal trade service teams in Paris;
- Strengthen business links and economic ties between Barrie, Simcoe County, SOAN, and the European market.

Mayor Lehman's travel costs are accommodated through SOAN as part of the delegation. All other costs associated with the participation in the delegation for the Director of Business Development have been accommodated within the Business Development base operating budget for travel and events. The lead generation service is also accommodated within the existing Business Development budget and are cost-shared with the County of Simcoe.

The Business Development Department will report back to Council via memorandum with key outcomes from the show.