

# 2019 Annual Report

City of Mississauga, Economic Development Office

## A Year in Review



Looking back at 2019, I am reminded of how proud I am of my team and the many accomplishments the City's Economic Development Office (EDO) achieved, including Council's adoption of a new, five-year Economic Development Strategy that creates a path for Mississauga's continuous growth, inclusivity, and economic sustainability.

The Strategy reveals Mississauga's growth potential by nurturing more new business start-ups, embedding innovation in its companies, and attracting investment for its established larger businesses and its smaller enterprises. The vision for the Strategy is to build a city with a balanced economy that supports globally minded businesses; creates distinctive places; and delivers durable infrastructure. As we begin to implement the strategy in 2020, EDO will work in collaboration with its many internal and external partners to make this vision a reality.

The City experienced continued strong employment and business growth in 2019. We witnessed significant investments across all our key sectors, with the most notable being Bombardier's announcement to build a Global Manufacturing Centre for its global business jet. Mississauga's economic outlook continues to look bright for 2020 as we continue to be a top choice for business investment.

I hope you will find this Report informative as you learn more about the work and initiatives that EDO does to support business and help position Mississauga for continuous economic growth.

**Bonnie Brown,**  
Director, Economic Development



## Strategic Initiatives

### Mississauga's Economic Development Strategy 2020-2025:

With the help of a consultant team from Hatch, EDO created a new five year Economic Development Strategy. Through extensive research and engagement with Mississauga residents and key stakeholders including entrepreneurs, business leaders, educational representatives, members of City Council and across City departments, the Strategy identified three economic priorities for EDO.

#### Core Economic Priorities:

- Support Globally Minded Businesses
- Develop Distinctive Places
- Deliver Durable Infrastructure

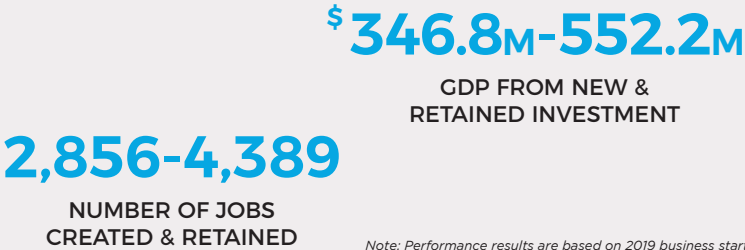
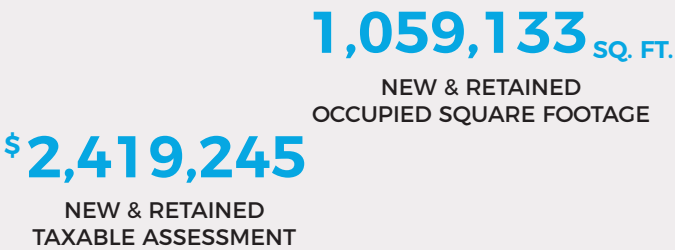
### Entrepreneurship & Innovation Study:

In partnership with consultants from the Canadian Urban Institute, the University of Toronto's Impact Centre and Cash & Associates, EDO conducted a study of Mississauga's innovation ecosystem, assessing strengths, opportunities and challenges for local entrepreneurs and established companies to start, innovate and scale into globally competitive businesses. The study recommendations challenge EDO to take a leadership role in coordinating innovation programming and space within Mississauga, strengthening scale up support for high growth companies and building Mississauga's identity as a place for innovation.



## Performance Results

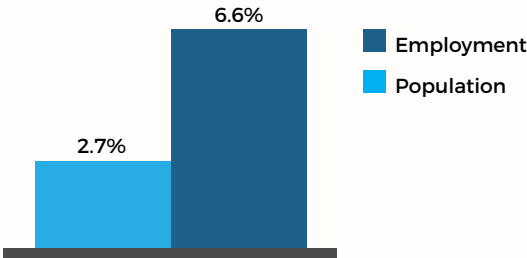
The Economic Development Office's support of business start ups, expansion, attraction and retention has a measureable impact upon Mississauga's economy and municipal revenues.



Note: Performance results are based on 2019 business starts, new openings, expansions and retentions for which EDO had a measureable influence upon. Does not include investments supported by MBEC unit.

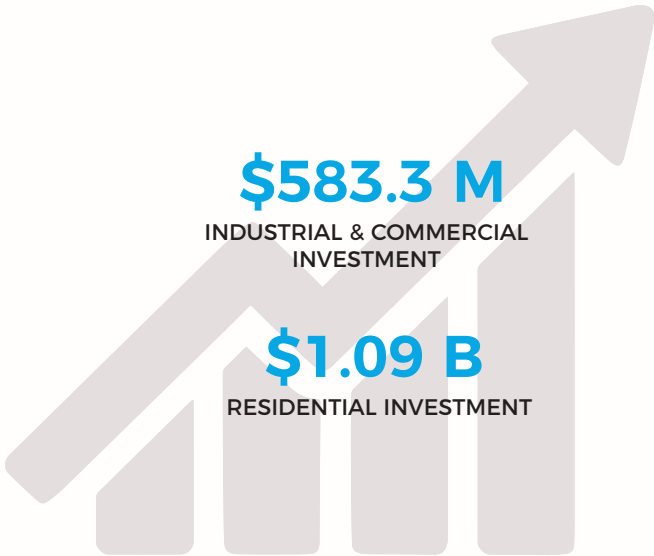
## Economic Snapshot

Mississauga's employment has grown twice as fast as our population over the past 5 years.



MISSISSAUGA

Source: City of Mississauga, Employment Profile, 2014-2019



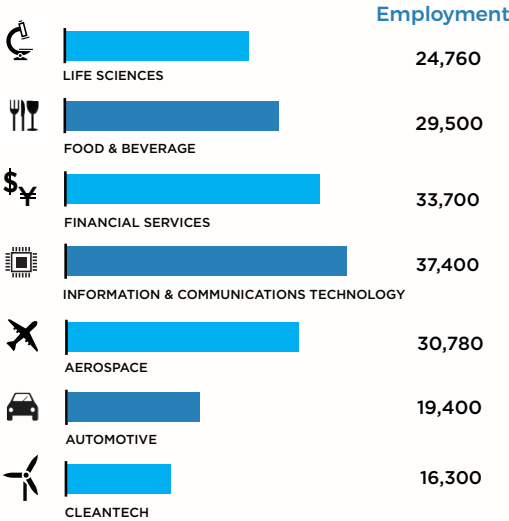
Source: City of Mississauga, Building Permit Values, 2019

## A VIBRANT BUSINESS COMMUNITY



Source: Statistics Canada, Business Counts by Location, June 2019.  
City of Mississauga, Employment Profile

## KEY SECTORS



Source: City of Mississauga, Economic Development Office

## Business Investments

The following non-comprehensive list details some key recent new businesses, strategic investments and retained/expanded businesses in Mississauga in 2019.

Please note that this list does not include any retail or franchise opportunities and may include opportunities that EDO did not directly support.

**AML Rightsource**  
Industry: High Value Business Services  
Opened a 10,000 sq. ft. office

**Bombardier Inc.**  
Industry: Aerospace  
Announced a new Global Manufacturing Centre for Global business jets

**BROOD Refreshments Co. Ltd**  
Industry: Food & Beverage  
Opened a head office

**Five Dimensions**  
Industry: Advanced Manufacturing  
Opened a 14,000 sq. ft facility

**FMC Canada**  
Industry: Food & Beverage  
Opened a new corporate head office

**Hilti Canada**  
Industry: Advanced Manufacturing, Transportation  
Opened a new 60,000 sq. ft. distribution centre

**KIOTI Tractor**  
Industry: Advanced Manufacturing, Transportation  
Opened a new 60,000+ sf distribution centre

**Kistler**  
Industry: Aerospace, Automotive  
Opened a new sales centre

**Magellan Aerospace**  
Industry: Aerospace  
Relocated into a new 236,000 sq.ft. facility

**Medical Mart**  
Industry: Life Sciences  
Opened a 40,000 sq. ft. facility

**Microbix**  
Industry: Life Sciences  
Announced facility investment and expansion with support from FedDev Ontario

**Minnovare**  
Industry: Advanced Manufacturing, Technology  
Opened a new 1,000 sq.ft. office

**NORCAT**  
Industry: Construction  
Opened new skills training centre

**Pittsburgh Steel Group**  
Industry: Advanced Manufacturing  
Announced facility investment with support from FedDev Ontario

**Pilz Canada**  
Industry: Advanced Manufacturing, Automotive  
Opened a new facility and Canadian headquarters

**SCI**  
Industry: Logistics, Life Sciences  
Opened a new healthcare-dedicated logistics facility

**SodaStream**  
Industry: Food & Beverage  
Opened their first Canadian CO2 refilling centre

**St Helen's Meat Packers Ltd**  
Industry: Food & Beverage  
Opened a new processing facility

**Walmart Canada**  
Industry: Logistics  
Opened a new distribution centre

**White Studios Inc.**  
Industry: Media Production  
Opened a 150,000+ sq.ft. production space

## Small Business & Entrepreneurship

### Mississauga Business Enterprise Centre (MBEC)

MBEC is a business unit of EDO, located on the 4th floor of the Central Library. MBEC is a central source for information, guidance, and resources to assist small business owners and entrepreneurs to start-up new businesses, expand existing small business, and create jobs in Mississauga.



**3,593**  
GENERAL  
INQUIRIES



**180**  
BUSINESS  
CONSULTATIONS



**114**  
BUSINESSES STARTED  
AND EXPANDED



**181**  
JOBS CREATED



**75**  
EVENTS/SEMINARS/  
WORKSHOPS



**1,093**  
EVENT  
ATTENDEES

### Digital Marketing+ Conference

In celebration of Small Business Month, the Mississauga Business Enterprise Centre (MBEC) hosted a free Digital Marketing+ Conference. Over 50 attendees had the opportunity to learn from digital marketing experts on how to leverage digital tools, strategies, and techniques to build their online brand and engage with their audiences. Topics included digital marketing, social media, e-commerce, and more.



### Digital Main Street

The City of Mississauga received funding from the Ontario Business Improvement Area Association to deliver the Digital Main Street program to support main street businesses in Mississauga's business improvement areas: Clarkson, Malton, Port Credit, Streetsville, and the Cooksville area. MBEC's Digital Service Squad, digital technology specialists, conducted consultations with over 200 main street businesses providing one-on-one support to business owners. Businesses benefited from the guidance of Mississauga's Digital Service Squad, which included support with conducting digital assessments and adopting digital technologies to enhance the business' promotion, selling of goods and services, and support in using resources and tools to help the digital transformation of their business.



### Women's Entrepreneur Conference

MBEC hosted a Women's Entrepreneur Conference, "Turn Your Passion into Profits" in partnership with FedDev Ontario Small Business Services. Over 80 women entrepreneurs received the opportunity to learn and be inspired by some of Canada's top female entrepreneurs on how to develop and build their business through the art of networking, overcoming obstacles, access to capital, work life balance, and the importance of mentorship and building networks. The event would not be possible without the generous support of its event partner, sponsors and supporters.



"I consider myself fortunate to have enrolled in the Starter Company Plus Program and to have received a grant. I learned a lot about running my own business because as an artist and creative it can be hard sometimes for me to understand the logistics. It is a wonderful program that has given me many opportunities and the confidence to open my own business."

- Raheel P.  
Holy Cow Studios

## Investment Promotion

### Japan Mission:

EDO strengthened strategic relationships with key stakeholders and established new contacts to support investment opportunity generation. Investment activities on this year's mission were focused on the Information & Communication Technology sector.



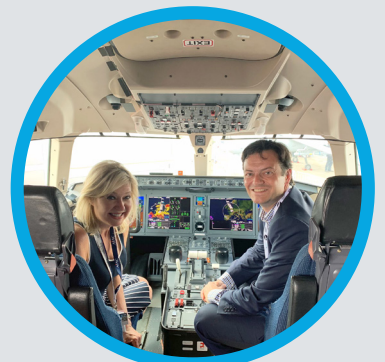
### Canada-Germany Aerospace Mission to Hamburg:

As part of an investment mission with Federal and Provincial governments, EDO's Advanced Manufacturing Integrator promoted Mississauga's aerospace sector to industry and government representatives in Germany, including leading global aerospace manufacturer, Airbus. Business connections made during this mission resulted in a reciprocal visit to Mississauga by the Manager of International Affairs for Hamburg Aviation, an aerospace cluster organization.



### Paris Airshow:

Mayor Bonnie Crombie and EDO staff attended the 53rd annual International Paris Airshow. The Airshow featured more than 300 exhibitors from 98 countries, making it the largest aerospace event in the world. Nearly a dozen Mississauga aerospace companies were in attendance. As part of the Southern Ontario Airport Network (SOAN) delegation, Mayor Crombie and EDO staff met with international aerospace companies to promote Mississauga, as Canada's largest aerospace cluster.





## Marketing

## Awards



### FDI Magazine's American Cities of the Future

"1st for Mid-Size City of the Future"

"1st for Mid-Size Business Friendliness"

"3rd for Mid-Size Connectivity"

"4th for Mid-Size Economic Potential"

"Top 10 for Mid-Size FDI Strategy"



### Site Selection Magazine

"Top 10 for 2019's Canada's Best Locations"

### IEDC Silver Award:

EDO received the Silver Award for Key Sector Brochures by the International Economic Development Council (IEDC) for demonstrating excellence in communicating information about Mississauga's geographical attributes and market area prospects. The award was presented to the EDO at the 2019 IEDC Annual Conference in Indianapolis, Indiana. IEDC's Excellence in Economic Development Awards recognize the world's best economic development programs and partnerships, marketing materials and most influential leaders.



## Sector Development Initiatives

### Mississauga Life Sciences Focus on Talent:

In response to the City's Life Sciences Consortium call for increased collaboration to address skill gaps within the sector, EDO hosted a "Focus on Talent" Life Sciences event which included over 100 attendees, 21 businesses and 11 universities and colleges. The event initiated a dynamic and interactive discussion on talent challenges within the life sciences industry and explored opportunities and solutions to build a stronger talent pipeline.

### Continuous Improvements Sessions:

In partnership with private sector partner, High Performance Solutions Consortium, EDO held two continuous improvement sessions for Mississauga manufacturers. The first session, held at Matcor Metal Fabrication, included six companies and was focused on Standardizing Problem Solving. The second session, held at Utex Scientific, included seven companies and focused on Self-Organizing Teams.



### Mississauga CNC Community Breakfast Meeting:

EDO organized the first ever meeting of Mississauga's CNC business community that included five manufacturers, five vendors, three post-secondary training institutions, and one industry association. EDO created a working group from this meeting that will develop initiatives to increase the talent pipeline for CNC-related positions.

### Life Sciences Consortium Meetings:

EDO held two Life Science Consortium meetings with industry leaders to guide initiatives that support the growth of Mississauga's Life Sciences industry. New members joined the Consortium, establishing a more diverse representation from Mississauga's cluster. At the second meeting, EDO briefed Minister Vic Fedeli on the economic impact and contributions made by the Life Sciences industry in Ontario.

### Advanced Manufacturing Sector Council Meetings:

EDO organized two sector council meetings. The first meeting, held at Utex Scientific, included eight companies and special guests MP Omar Alghabra (Parliamentary Secretary for International Trade Diversification) and representatives from Next Generation Manufacturing Canada and Global Affairs Canada. The second meeting, held at Mississauga City Hall, included 11 companies and the Senior Policy Advisor from the Ontario Ministry of Economic Development, Job Creation and Trade. Through these meetings, Mississauga companies were given the opportunity to learn about new funding opportunities and connect with key government representatives.

### City of Mississauga, Economic Development Office

300 City Centre Drive, 3rd Floor  
Mississauga ON L5B 3C1

1-800-456-2181  
EDO@mississauga.ca

thefutureisunlimited.ca



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