

# 2015 Annual Report

## Economic Development Office

This is an interactive PDF and can only be viewed with compatible programs  
*(May not function properly within built-in browsers)*

### Strategic Direction

#### Core Initiatives

Business Attraction, Retention & Expansion

Global Business Investment Program

Business Solutions

Small Business Development

Partnerships

Research, Information & Statistics

Marketing Support

#### Key Sectors



## Our Vision for the Future

Mississauga will inspire the world as a dynamic and beautiful global city for creativity and innovation, with vibrant, safe and connected communities; where we celebrate the rich diversity of our cultures, our historic villages, Lake Ontario and the Credit River valley.

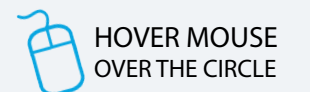
A place where people choose to be.

# STRATEGIC DIRECTION

To realize its vision for Mississauga to be a global hub of creative and innovative activity where talent and business thrive, the City of Mississauga adopted a 10-year Economic Development Strategy in 2010. It identifies actions for fostering a prosperous and sustainable economy that develops and attracts talent and key knowledge-based companies, which will contribute to Mississauga's diverse business community and global profile.

As the 10-year Economic Development Strategy hits the mid-point mark in 2015, the City of Mississauga is optimistic as it focuses on existing strengths and seeks new opportunities that help the local economy continue to grow and prosper.

The Strategy is structured by these three high level goals that will help to align the City's Economic Development Office's (EDO) strategic initiatives and actions:



## BECOME A GLOBAL BUSINESS MAGNET

Target opportunities in high growth sectors

Ensure a supportive business environment

Provide a compelling brand to attract business, investment & jobs

## EMBRACE A CULTURE OF INNOVATION

Develop our local assets to create a high quality urban environment

Position downtown as a unique creative employment & cultural centre

Leverage post-secondary institutions, centres of excellence & research institutes

## BUILD A KNOWLEDGE ECONOMY

Capitalize on our diversity of people & cultures

Leverage our international workforce

Strengthen relationships between business & education



# CORE INITIATIVES

— BUSINESS ATTRACTION, RETENTION & EXPANSION  
RECENT INVESTMENTS



CLICK TO OPEN

— GLOBAL BUSINESS INVESTMENT PROGRAM

— BUSINESS SOLUTIONS

— SMALL BUSINESS DEVELOPMENT  
BUILDING COMMUNITY CONNECTIONS

— PARTNERSHIPS

— RESEARCH, INFORMATION & STATISTICS

— MARKETING SUPPORT



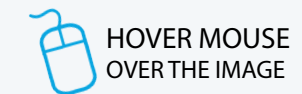


# BUSINESS

## ATTRACTION, RETENTION & EXPANSION

City of Mississauga Economic Development Office (EDO) implemented a new Business Retention & Expansion (BR&E) program.

The purpose of this program is to: encourage business retention and expansion that leads to sustainable job growth; recognize the contributions and value of Mississauga's existing business community; enhance Mississauga's position as an ideal location to establish and operate a business; identify sub-sector specific and general trends/barriers in order to help business overcome these challenges and further support growth and development; and improve the local business climate and capacity through assisting local businesses in gaining awareness of available resources and developing/facilitating collaborative working relationships.



### STATISTICS



### RECENT INVESTMENTS

Click the map to view the full list.





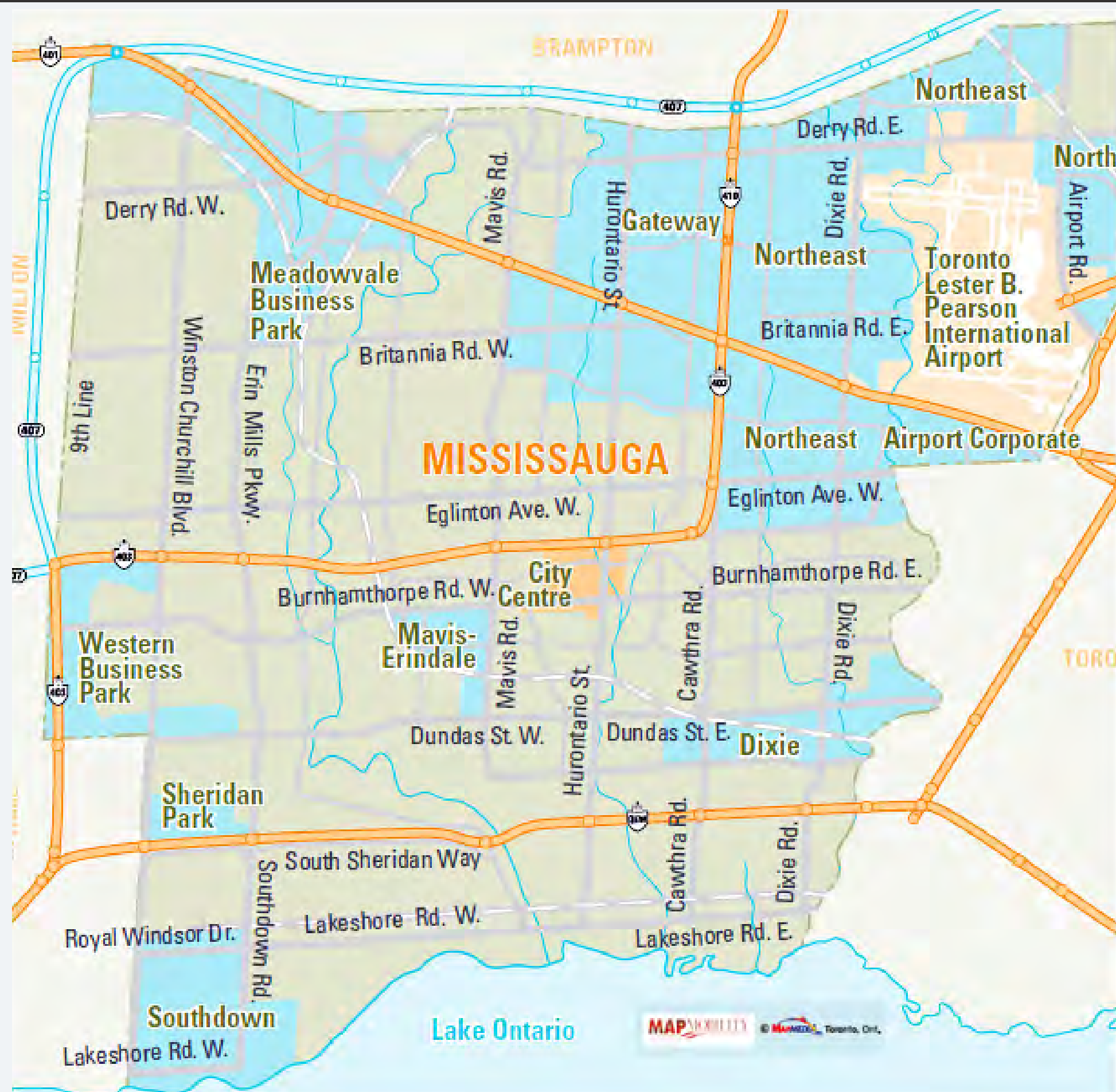
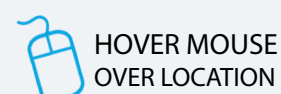
# RECENT INVESTMENTS

The following map details some key recent new businesses, strategic investments and retained/expanded businesses in Mississauga in 2015. This list may include opportunities that the City of Mississauga Economic Development Office (EDO) did not directly support.

## LEGEND:

- |  |                        |   |                               |
|--|------------------------|---|-------------------------------|
|    | Accommodation          |    | Financial Services            |
|    | Advanced Manufacturing |    | Food & Beverage               |
|    | Aerospace              |    | Information & Com. Technology |
|  | Cleantech              |  | Life Sciences                 |
|  | Clothing & Apparel     |  | Logistics                     |
|  | Construction & Mining  |   |                               |

## BUSINESS:

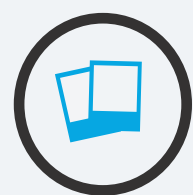




# GLOBAL BUSINESS INVESTMENT PROGRAM

## Mississauga International Partnership Program

Mayor Crombie, and the Mississauga Economic Development Advisory Board (EDAB) launched a new subcommittee, Mississauga International Partnership Program (MIPP) that focuses on creating new and existing connections with cultural groups to help attract foreign direct investment and improve the City's international competitiveness.



PHOTOS



BLOG



HOVER MOUSE  
OVER THE IMAGE



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## Chicago Sweets and Snacks Expo

As a partner of the Greater Toronto Marketing Alliance, the City of Mississauga and the Ontario Food Cluster travelled to Chicago to participate in the Chicago Sweets and Snacks Expo. The Expo allowed opportunities for Mississauga to showcase its local F&B sector to companies looking to expand in Ontario and learn of opportunities and trends in the key sweets and snacks food sub-sector.



PHOTOS



BLOG

## Brazil, Chile and Colombia Mission

The Director of Economic Development joined Mayor Bonnie Crombie on a Greater Toronto Marketing Alliance investment mission to Brazil, Chile and Colombia. Over the 2 week mission, the delegates participated in 50 meetings positioning Mississauga and the Greater Toronto Area as the choice location for entry into the North American market.



PHOTOS



BLOG

## Japan Investment Missions

The Manager of Business Investment and Client Services went to Japan on two investment missions to conduct a series of prequalified investment meetings and to reconnect with companies from 2014 Foreign Direct Investment missions to Japan. To date, Mississauga has over 100 Japanese based companies.



PHOTOS



BLOG



# BUSINESS SOLUTIONS

The Economic Development Office (EDO) provides information and services to help businesses grow and prosper in Mississauga. From site selectors, real estate professionals to direct client contacts, EDO helps facilitate business development and expedite the site selection process.

## EDO Services Include:

- Business and community contacts
- Business problem-solving
- Government approval assistance
- Industry and business networks
- Information and statistics
- Site location assistance
- Small business startup

Whether a business is starting out, expanding, consolidating or relocating, businesses can rely on a team of professionals to help make decisions easier, faster and more effective.

Please [click here](#) to contact EDO today.

## Business Outreach Program

Throughout the year, the Economic Development Team meets with senior executives of Mississauga companies to discuss current operations, future plans and assistance needed to do business in Mississauga. Often times, Mayor Crombie and members of council accompany EDO on company visits and openings.

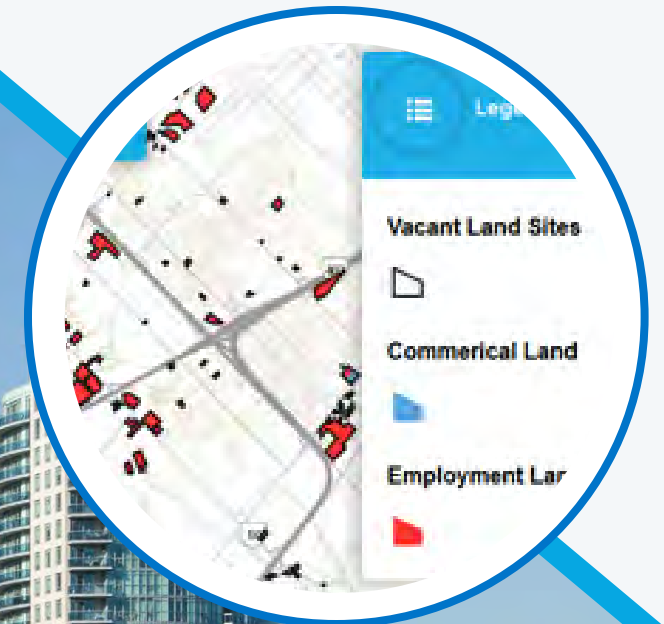


STATISTICS



HOVER MOUSE  
OVER THE IMAGE

## NEW Vacant Employment Land Map





# MISSISSAUGA BUSINESS ENTERPRISE CENTRE

## Supporting Small Business Startup & Development

The Mississauga Business Enterprise Centre (MBEC) offers small business information and resources, business consultations, seminars, online training, and guidance to small businesses and entrepreneurs. These initiatives facilitate a supportive business environment to assist entrepreneurs to start-up businesses, expand existing small businesses, and the creation of jobs in Mississauga.



STATISTICS



FEEDBACK

## Supporting Youth Entrepreneurship

In support of youth and entrepreneurship, Mississauga Business Enterprise Centre (MBEC) offers the Summer Company and Starter Company programs which provides students with the opportunity to turn their ideas into business opportunities while developing professional skills. These programs are delivered in partnership with the Province of Ontario and provides hands on coaching, mentoring and financial support to help young entrepreneurs start and operate a business.



STATISTICS



SUCCESS STORY

## Training Entrepreneurs

MBEC delivered over 70 business seminars and workshops to support over 1000 entrepreneurs and business owners including young entrepreneurs.

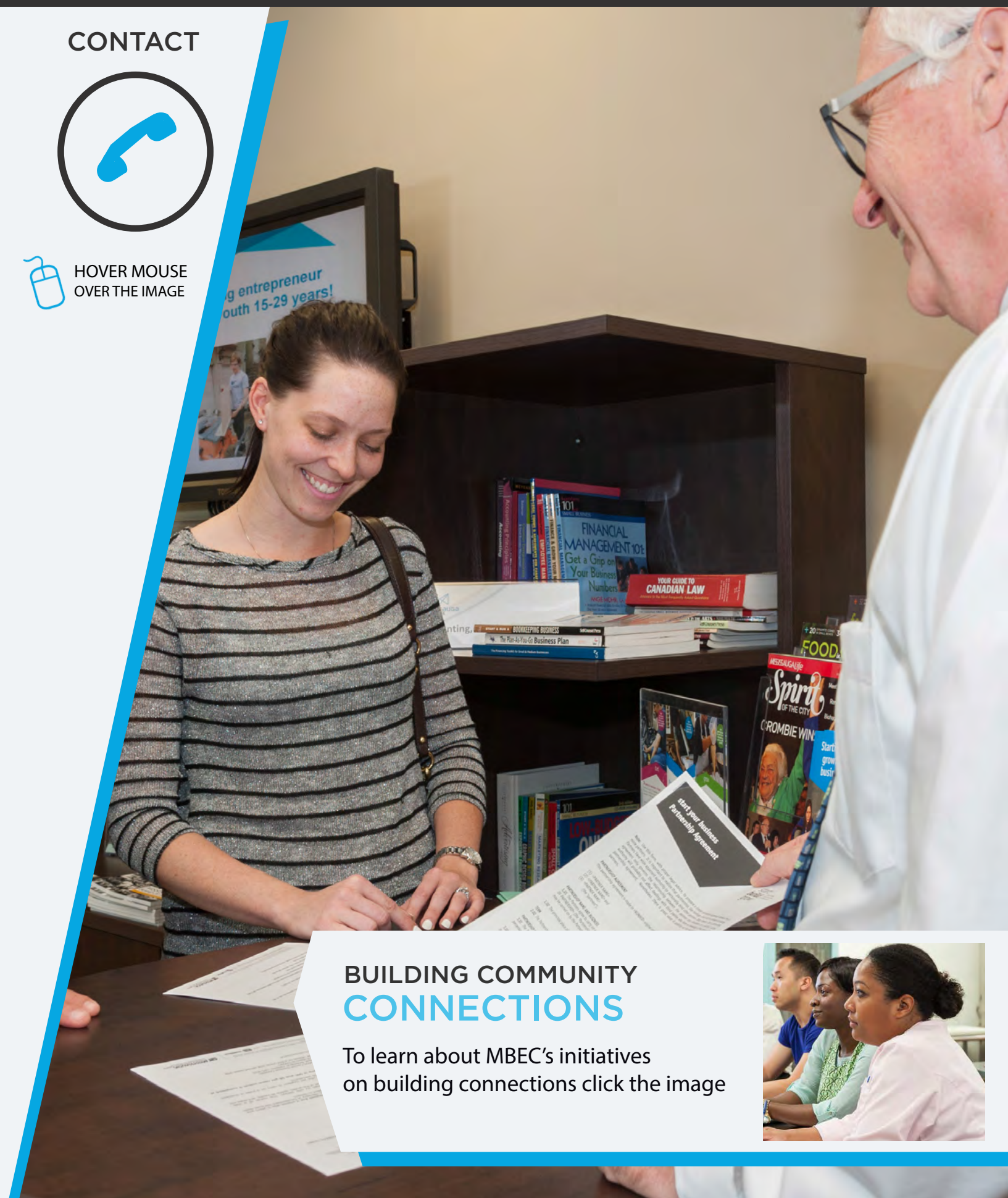


STATISTICS



FEEDBACK

CONTACT


HOVER MOUSE  
OVER THE IMAGE


## BUILDING COMMUNITY CONNECTIONS

To learn about MBEC's initiatives on building connections click the image





# BUILDING COMMUNITY CONNECTIONS

## Conducting Community Outreach

Mississauga Business Enterprise Centre (MBEC) continues to build connections and partnerships with local community organizations. To help broaden its local community connections, MBEC participated in 25 community events and built over 1000 community connections.



### STATISTICS

## Supporting Workforce Development

The Mississauga Business Enterprise Centre (MBEC) supports workforce development initiatives through the participation in various committees and events, including hosting a youth employment and entrepreneurship forum, which led to a successful blog series.



### HIGHLIGHTS



### BLOG SERIES



HOVER MOUSE  
OVER THE IMAGE





# ECONOMIC DEVELOPMENT PARTNERSHIPS

## Building Community Partnerships

To advance Economic Development Office's (EDO) strategic objectives, EDO have worked with a variety of community partners to deliver and support programming that facilitates business growth. We would like to thank our community stakeholders for their ongoing support.

EDUCATION

BUSINESS

INDUSTRY  
PARTNERS

TRANSPORTATION

GOVERNMENT  
AGENCIES

ECONOMIC  
AFFILIATIONS



HOVER MOUSE  
OVER THE CIRCLE



# RESEARCH

## INFORMATION & STATISTICS

### Sector Development

Under the Business Development and Economic Partnerships team, the Economic Development Office (EDO) has undertaken a strategic focus to understand Mississauga's key sectors (Life Sciences, Financial Services, Advanced Manufacturing, and Information and Communications Technology) in order to address challenges and opportunities to support a healthy business environment where local businesses grow and thrive. This sector-based approach is in alignment with the Province of Ontario's Partnerships for Jobs and Growth Act. The following highlights key sector development initiatives undertaken by EDO in 2015.

**62,300**

TOTAL NUMBER OF BUSINESSES

**757,000**

TOTAL POPULATION

**420,500**

TOTAL EMPLOYMENT

**383,485**

TOTAL EMPLOYED RESIDENT LABOUR FORCE

STATISTICS

HOVER MOUSE  
OVER THE IMAGE

### Food & Beverage Sector Assessment

As part of our advanced manufacturing sector, EDO has explored the significance of our local food and beverage (F&B) cluster in order to facilitate further growth and development through business investment attraction, retention and expansion of our local F&B companies. In July 2015, EDO hired Synthesis Agri-Food Network in association with 4DM Inc. to complete the food and beverage sector assessment.

### New Life Sciences Business Consultant

EDO hired a Life Sciences Business Consultant to develop and implement initiatives to advance the city's life sciences sector. The new consultant will continue to build upon our existing community, and sustain an on-going dialogue among leaders in academia, industry and healthcare.

### Life Sciences Cluster Strategy

EDO is currently undertaking the development of a 5-year life sciences cluster strategy to grow and strengthen the sector for the City of Mississauga. Under the management of the life sciences business consultant, the strategy will: serve as a building block to position Mississauga's life sciences cluster as the number one life sciences cluster in Canada; address ways to enhance Mississauga's innovation economy and innovation support systems for the life sciences cluster; and be used as a tool to support other innovation approaches. The strategy is scheduled to be launched/completed in 2016.

**7.1%**UNEMPLOYMENT RATE  
Toronto CMA

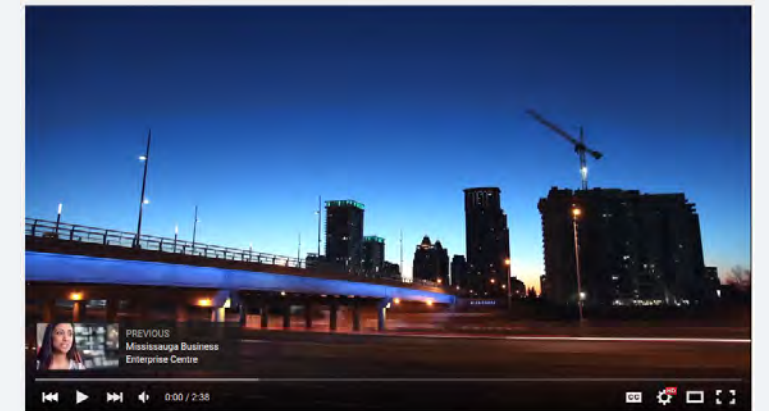


# MARKETING SUPPORT



## Awards & Recognition

- Mississauga is a city of the future according to fDi Magazine who ranked Mississauga as a top 10 overall Large American City of the Future 2015/2016. The City of Mississauga also ranked third for connectivity and fourth for business friendliness and fifth for FDI Strategy. This recognition will reinforce Mississauga's value proposition for return on investment and help to build Mississauga's profile as a global business destination.
- Mississauga's Economic Development Office received honourable mention as a Top Canadian Local Economic Development group in Site Selection Magazine's, "Canada's Best Locations 2015" feature.
- Economic Developers Association of Canada presented Mississauga with a top marketing award for the business attraction and investment videos.
- International Economic Development Council awarded the City of Mississauga Gold standing for WinTheHumanRace.ca microsite.
- International Economic Development Council awarded the City of Mississauga Silver standing for business videos catered to small business and business attraction.



Mississauga: A Global Business Destination for Industry Leaders



Mississauga Business Enterprise Centre (MBEC)



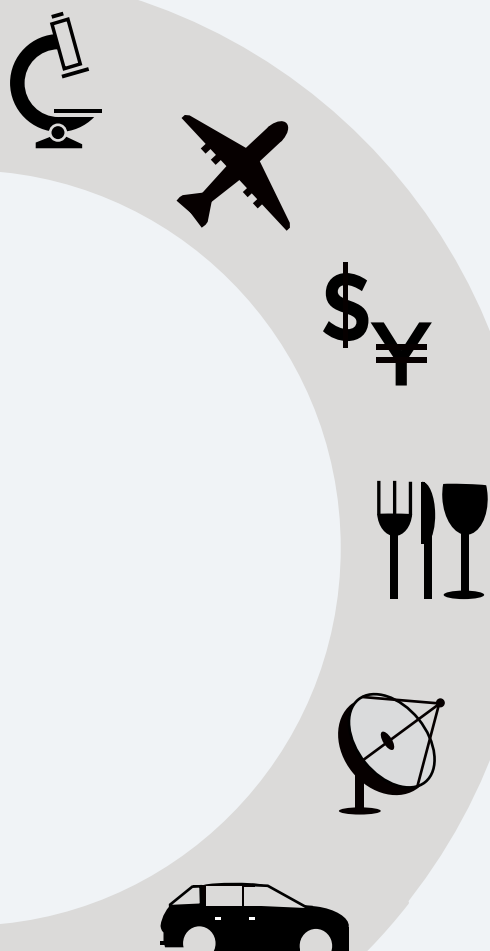
CLICK TO OPEN

## Key Sector Profiles



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# KEY SECTORS

The City of Mississauga’s economic development history has been one of great success. Since its creation, the city has grown to become an example of positive economic growth and cultural diversity, and is a major contributor to our growing and emerging key sectors.

These sectors will continue to be a major focus for the city’s development and will be significant in achieving our goals and objectives.





# Economic Development Office



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