



TOWN OF  
**HALTON HILLS**  
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## MEMORANDUM

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**TO:** Mayor Bonnette and Members of Council

**FROM:** Graham Lowe, Senior Economic Development Officer

**DATE:** September 12, 2022

**MEMO NO.:** BEC-2022-0002

**SUBJECT:** Foreign Direct Investment (FDI) - Trade Mission Update

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### PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to provide Council with an update on the implementation of a business-focused FDI Trade Mission to the target markets of Germany and Netherlands in November 2022, that will help showcase Halton Hills as a prime investment destination.

### BACKGROUND:

In March 2020, Halton Hills' first [FDI Attraction Strategy](#) was approved by Council. Halton Hills' FDI Attraction Strategy is focused on the target markets of Germany and the Netherlands, and the sectors of Advanced Manufacturing, Food and Beverage Processing, Agri-Business, and Clean Technology/Renewable Energy. Among other things, the FDI Attraction Strategy leverages the Town's leadership in climate change action.

Through the development of a focused and impactful workplan, the Town's capacity to attract and retain FDI has improved significantly over the past two years. This has included the development of four sector-specific Investment Business Cases, a new Halton Hills' Community Profile, a Halton Hills FDI Pitchdeck, planning of an in-market business and investment-focused trade mission, developing an investment lead pipeline of over 100 companies, and successfully applying for external funding.

FDI is part of the Town's comprehensive economic development workplan, and part of the Town's broader Economic Development and Tourism Strategy. FDI activities can benefit local businesses, help create quality local jobs, increase non-residential assessment and attract net new jobs.

## COMMENTS:

### 1. Trade Mission Overview

Through report [ADMIN-2022-0007](#) (dated February 9, 2022), Council approved that:

AND FURTHER THAT, in order to continue to showcase Halton Hills as a prime investment destination, Council direct staff to proceed with 2022 Foreign Direct Investment (FDI) implementation, as outlined in this report, including the implementation of a business-based trade mission in Fall 2022 to Germany and Netherlands.

Work to-date, as outlined in [ADMIN-2022-0007](#), has built a solid foundation from which to execute a successful FDI Trade Mission in Fall 2022. Accordingly, staff are implementing a 13-day Trade Mission to Germany and Netherlands. It is planned to take place from October 31 to November 12, 2022.

The purpose of the Trade Mission is to showcase Halton Hills and attract new investments from abroad by conducting in-person meetings with pre-qualified companies and investment intermediaries. Related goals include:

- Enhancing Halton Hills' presence in the global marketplace;
- Ensuring economic competitiveness;
- Increasing the flow of international investment into Halton Hills;
- Growing local jobs and increasing economic diversification;
- Creating a more balanced assessment ratio; and
- Developing international partnerships with key stakeholders that will strengthen the Town's investment readiness and economy.

The Trade Mission is based on a robust schedule. It will focus on pre-qualified, face-to-face meetings with investors who have expressed interest in potential investment opportunities that have been identified in Halton Hills. The strategy is to attract businesses to Halton Hills that are about 2-3 years out from potential expansion.

Complementing the pre-qualified meetings, will be targeted meetings with key intermediaries and investment decision influencers in Halton Hills' priority sectors. Staff are in the process of finalizing the Trade Mission schedule, which will combine both Germany and the Netherlands, with a delegation size of two Town representatives. The mission will include a minimum of five and a maximum of ten pre-qualified meetings with businesses in each market, along with meetings with Trade Commissioners in each market, and attendance at the Smart Product Solutions (SPS) Drives Advanced Manufacturing Tradeshow in Nuremberg, Germany.

Partial funding for the Trade Mission has been obtained from external grant funding. The remainder will come from an existing budget. No additional funding is required.

## **2. In-Market Meeting Planning and Logistics:**

Lead outreach is currently ongoing, via both external consultants and by Town staff. The in-market meeting schedule will be finalized by early October.

Lead outreach is being amplified by a LinkedIn marketing campaign targeted at executives in the advanced manufacturing industry in both Germany and Netherlands. Additionally, Town staff have met with the following organizations and are coordinating the Trade Mission logistics with each, as appropriate:

- Trade Commissioners at both The Hague (Netherlands) and Berlin (Germany) consulates;
- International Trade Mission division of the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT);
- Toronto Global's European Investment Attraction team;
- Invest Ontario/Ontario's Trade and Investment Office in Munich;
- Netherlands-Canada Chamber of Commerce; and
- Canadian German Chamber of Industry and Commerce.

Logistics planning is now underway, including booking accommodations, flights, trade show attendance and in-market transportation. A robust itinerary has been drafted and will be finalized by early October.

To be successful, FDI attraction requires sustained effort and a long-term commitment to identify, service and realize investment opportunities. Recognizing this, the Fall 2022 Trade Mission is anticipated to be the first of such missions. While the first mission will be business-focused and lay the foundation for future investments and solidify international relationships, subsequent missions will likely be needed to sustain momentum, continue to elevate Halton Hills' profile as a prime investment destination, and to help ensure that investment leads translate into actual investments. Future missions may also include political representation, with the additional goal to explore potential broader community-to-community partnerships.

**CONCLUSION:**

Successful implementation of the Town's FDI Attraction Strategy will help elevate Halton Hills' economic competitiveness and attract new non-residential investments and jobs. It will also support the objectives of the Town's Low Carbon Transition Strategy by including a focus on attracting companies in the Clean Technology/Renewable Energy sector.

Upon completion of the Trade Mission, staff will provide Council with a post-mission report outlining successes, objectives achieved, key lessons for future missions and next steps.

Reviewed and approved by,

Tony Boutassis, Manager of Investment Attraction

Damian Szybalski, Commissioner of Business, Environment & Culture

Chris Mills, Chief Administrative Officer