

# HALTON

# HILLS

# FDI

# LIFE

# CYCLE





Staff market community to global businesses, focused on organizations that express interest in expanding operations to North America. Includes targeting businesses that may not express explicit interest but may consider Halton Hills as an investment destination given close alignment between their global business signals and the local investment value proposition. Companies are identified through internal research, provincial and federal government partners, lead generation services, past client referrals, private sector partners, and via website and networking.

1

A target list of companies developed, sourced through various channels, both proactively and reactively. This list has not been pre-qualified but has been filtered for having the right profile for FDI targeting.

2

At this stage, companies are provided with high-level information about Halton Hills' investment value proposition, sector-specific profiles, and a detailed understanding of the services and targeted value proposition that Invest Halton Hills can offer.

Town assigns resources to better understand company needs/goals, investment parameters, propensity/ability to make investment, timelines, and investment decision-making process. This is an opportunity for the Town and client to align mutual expectations. The Town can showcase specific resources/tools that the company can leverage to optimize its search for a winning global expansion opportunity. A leads list/pipeline is developed, comprised of target companies with identified interest in expanding to North America within 5 years and will consider Halton Hills. At least 1 of the Town's FDI pre-qualifiers is met.

3

This stage can be short or long. A client may not have immediate investment plans, but if staff know expansion to Halton Hills is a possible outcome, the company will remain in the pipeline as a lead. Maintaining communication/rapport with clients at this stage is crucially important. Regular contact with the client is required, via phone/video calls, emails that contain news and articles of interest, social media and face-to-face meetings where possible (i.e. during trips in-market). Halton Hills must remain top-of-mind for the Town to effectively compete in the globally competitive FDI environment.

Company has expressed interest in learning specifics about Halton Hills and is actively engaged with staff. Prospect is considered to have a specific, qualified investment opportunity. This does not mean that other locations are not being considered, but that Halton Hills is at least one of the locations being evaluated.

4

Proposed project is typically 18 months from completion. Staff provide company with customized services and introduce them to private/public sector partners for expertise and better understanding of doing business in Canada. Staff maintain and grow the relationship with the client, based on respect and trust. The more comfortable a company feels with the value-added services and partnership the Town provides, the easier it is to view Halton Hills as the ideal location for their business.

Staff encourage prospects to schedule a Site Visit and Familiarization Tour to provide a better understanding of the business environment and local opportunities. Tours may also be organized for incoming delegations from foreign partners.

5

This level of servicing not only enables the client to make an investment more easily, but also showcases Halton Hills' open for business approach. This stage can take time, as companies gain a detailed understanding of the regulatory and operational environments, as well as the market opportunities. Additionally, the client will typically evaluate multiple locations, which can further add to the length of this stage.

The client signals the seriousness of their investment by starting the process of incorporation, initiating recruitment and/or finalizing site selection. At this stage the company has gained a detailed understanding of the regulatory and operational environments (i.e. human resources, tax, cost, supply chain, logistics, etc.), as well as market opportunities.

6

The Town's FDI efforts culminate in the foreign investor making a final decision about their expansion plans to Halton Hills. While the ideal situation is that the company decides to initiate an investment in Halton Hills, even after a best effort on the part of the Town, the company may ultimately choose to locate in a different community.

7

An investment in Halton Hills is considered "Closed-Won" when Investment Attraction staff begin to support the set-up process by facilitating introductions to local service providers and relevant municipal, provincial, federal partners that can help facilitate the expansion. Successful FDI wins will then be introduced to the staff from the Town's Business Retention & Expansion Program.

