

# Toronto Region Research Alliance: Science-based Investment Attraction

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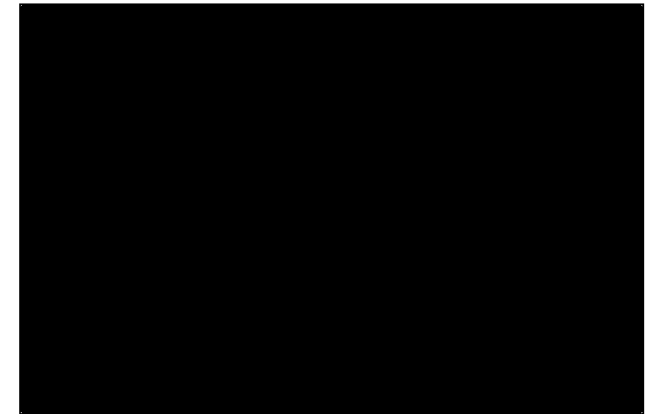


## Agenda

- What is TRRA?
- What does TRRA do?
- Examples of our work
- Conclusion

## What is TRRA?

- Off-shoot of Toronto City Summit Alliance
- Public-private partnership
- Cost-effective collaborative model
- Critical investment in one of Canada's key economic regions
- Nonprofit organization funded by provincial and federal government, and wide range of public and private sector stakeholders
- Toronto Region broadly defined



## What does TRRA do?

- Attract research-intensive investment to the region
- Maximize the economic impact of the region's extraordinary research capacity
- Promote research-intensive investment
- Compile comprehensive information about the region's R&D capacity
- Conduct research about the region's innovation performance (*Annual Toronto Region Innovation Gauge*)

## Example: Lead Generation

- Proactive lead generation trips
  - Sector and region specific trips aligned with government priorities
- **TRRA value-add: In-depth knowledge of region's research assets, sector strengths and potential business opportunities**

## Example: Understanding science and business needs

- Agfa HealthCare
- Medical devices division of diversified MNE
- European biotech company
- Global biopharma company

→ **TRRA value-add: benchmark region and customize the Toronto Region value proposition to potential investors**

## Example: Establish R&D presence in region

- Asian equipment manufacturer wants to locate research operation to treat waste liquids
- **TRRA value-add: Advise on detailed scientific questions that are critical to the decision-making process**

## **Example: Facilitate collaboration and build research capacity**

- Coordinated submission of two major regional Canada Foundation for Innovation grant applications (infrastructure)
- Coordinated Ontario presence at Nano 2009 in Japan
- Working with stakeholders to establish Nano Ontario
- Coordinated industry/academic round table re: pharma and MaRS Innovation
- Facilitating Pharmaceutical Industry Working Group
- Agri-food cluster development: Toronto-Guelph food corridor

**→ TRRA value-add: Act as a neutral convenor**



## Example: Leveraging and connecting

- Sheridan Digital Media Centre for Real-time Production
  - Identified opportunity to leverage NSERC funding through MRI's Ontario Research Fund

→ **TRRA value-add: Strategic advisor to leverage resources and contacts**

## Collaboration with City of Toronto

- Mayor Miller on TRRA Advisory Council
- TRRA received 2 EDSIP grants
- Regularly share information and exchange data
- Link incoming investors to City resources
- Cluster-building activities:
  - Agri-food
  - GTMA Global Automation Initiative Network (GAIN) Committee
  - Networked Vehicle Foundation
- Participated in Toronto Tech Week
- Marketing efforts (e.g., profile in “The Scientist” Magazine)

## Conclusion

- Specialized focus on science and technology investment attraction beneficial
- Collective efforts for the region gaining traction
- Results benefit all stakeholders in the region