



2008-09 GTMA International Marketing Services Review

The City of Toronto and the Greater Toronto Marketing Alliance (GTMA)



Attracting International Business Investment to the GTA





Presentation Outline

1. GTMA Overview
2. MOU Overview
 - a. International Marketing Initiatives Summary: 2008- Q3 2009
 - b. Data and Information
 - c. Complementary Activities
3. Partnership Recruitment
4. 2010 and Beyond: GTMA's International Marketing and Lead Generation Program



GTMA 2007-2010 Corporate Strategic Plan

Vision:

“To contribute to the growth of the economy as a leader in facilitating foreign, direct investment into the Greater Toronto Area”

Mission:

“The GTMA acts as an investment gateway, working collaboratively with its public and private sector partners across the GTA to connect them with international investors”

Value Proposition:

“The GTMA provides value to its partners and stakeholders by showcasing business opportunities and providing the information and support necessary to successfully attract foreign direct investment into the GTA more efficiently and effectively than the partners are able to on their own”

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Overview of 2008-09 International Marketing Initiatives

Activities:

- Business Missions
- Pre-Qualified Meetings
- Intermediaries & Networking

Sectors:

- ICT (iDM)
- Advanced Manufacturing/
Automotive
- Cleantech (EN2)

Markets:

- U.S.A.
- Europe:
 - UK
 - Germany
 - France
 - Italy
 - Scandinavia
- India

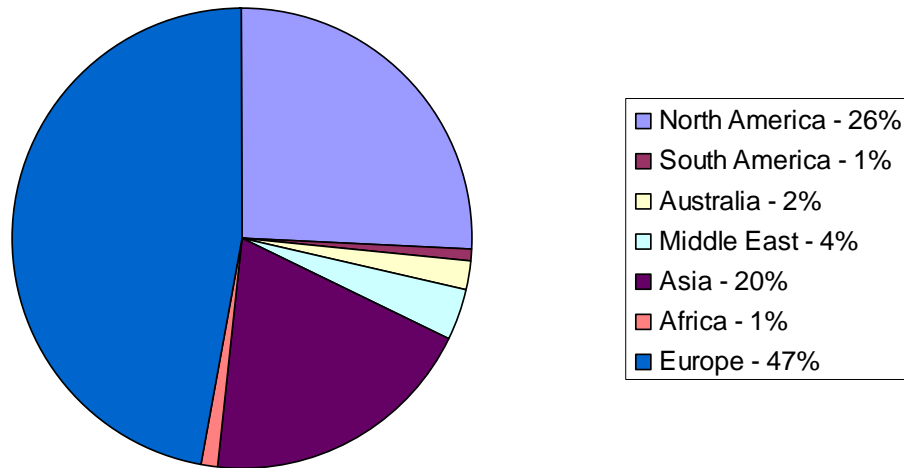


2008 Programming – International Marketing Initiatives

- **Global Automation Initiative** – Advanced Manufacturing, Aerospace
 - MRO Phase II (MRO Americas 2008)
- **Digital Innovation Partnership** – Interactive Digital Media
 - International Game Developers Conference – Paris, France
 - Austin Game Developers Conference
 - Tokyo Game Show
- **Ontario Technology Corridor (OTC)**
 - UK Investment Attraction Program
 - Gartner Outsourcing Conference

2008 Client Activity

2008 LEADS & PROSPECTS BY ORIGIN



In 2008:

- The GTMA dealt with investment inquiries from **104** different entities (leads)
- **29** of those leads were converted into investment prospects
 - ⇒ ***Leads to Prospects conversion rate = 28%***



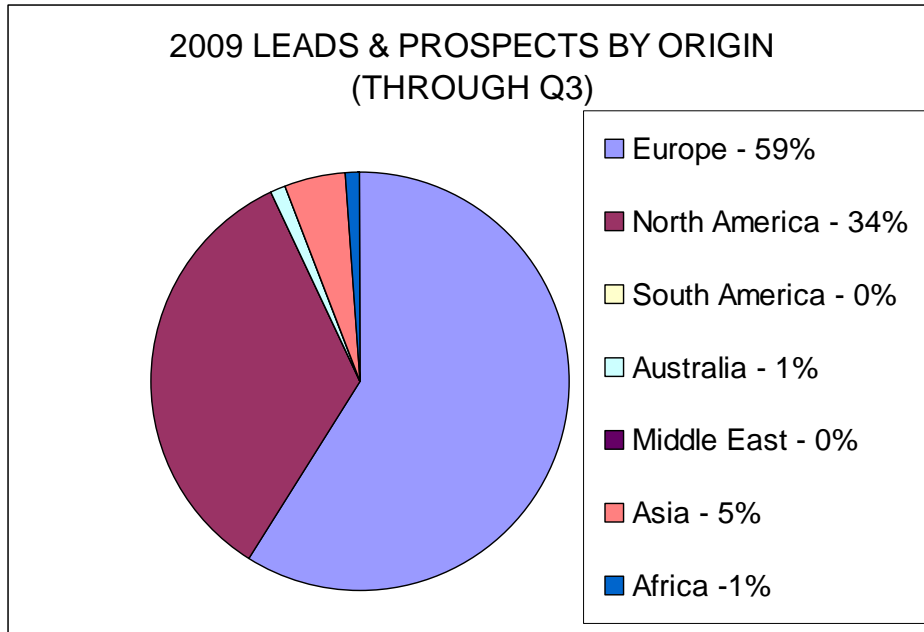
2009 Programming – International Marketing Initiatives

- **Global Automation Initiative (GAIN)** – Advanced Manufacturing, Aerospace
 - MRO Americas 2009, Dallas, TX
 - WINDPOWER 2009, Chicago, IL
 - Clean Tech Initiative, Toronto, Stockholm, Copenhagen, Munich
- **Ontario Technology Corridor (OTC)** – Interactive Digital Media
 - San Francisco Game Developers Conference (OTC)
 - European iDM initiative (Gamescom, Edinburgh Game Festival, and Europe EDC)
 - Italian Videogame Developers Conference, Milan, Italy
 - Ottawa International Animation Festival
 - India Business Sales Trip, Digital Media and Animation
 - NASSCOM: Mumbai, Pune, Hyderabad
 - Lyon Game Connection, Digital Media & Animation

2009 Client Activity (Q1-Q3)



In Q1-Q3 of 2009:



- The GTMA dealt with investment inquiries from **102** different entities (leads)
- **23** of those leads were converted into investment prospects
⇒ ***Leads to Prospects conversion rate = 23%***



GTMA's Network of Investment Leads

The GTMA works with leads from all over the world



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New Investments

From 2008 to Q3 2009, The GTMA has assisted with TEN new investments in the GTA.

Company	Sector	Origin	Municipality
HDR/DTA (Devine Tarbell & Associates)	Business Services	USA	Toronto
Fronius Canada	Manufacturing	Austria	Mississauga
ETAP-ON-LINE	ICT - Software	France	Toronto
Bomatec AG	Manufacturing	Switzerland	Toronto
Irinattech	Import/export	Pakistan	Mississauga
Summer Music Conference	Business Services	UK	Toronto
Mackenzie Keck Construction	Business Services	USA	Toronto
Oakatom Canada Inc.	Business Services	France	Toronto
Tanmoral	Retail	Israel	Toronto
Ubisoft	ICT - iDM	France	Toronto



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Data & Information: 2008 – 2009 (Q1-Q3)

- **Agricultural Foods Study**
 - Initiated a partnership with the Greater Toronto Area Agricultural Action Committee (GTA AAC) to contribute to a regional agricultural economic impact and investment opportunity study.
- **Seneca ICT Study**
 - Partnered with Seneca College and its Business Intelligence Unit on a GTA ICT sector study.
- **GTA Agricultural Study**
 - Updated profile and analysis of opportunities for FDI in the GTA's agricultural industries
- **The Indian Animation and Gaming Market Study**
 - Complimentary study on, "Canada as an investment destination for Indian animation and gaming companies"
- **US Advanced Manufacturing Study**
- **Partner-developed data and information**
 - E.g. PwC presentation, "Perspectives on the Entertainment and Media"



Complimentary Activities

- GTA FDI Publication – VANTAGE
 - Quarterly publication that showcases the opportunities for Foreign Direct Investment (FDI) to the Greater Toronto Region (GTA)
- GTMA Website
 - Review and upgrade of content and design
- Lead Servicing
 - The GTMA continues to coordinate and manage the servicing and tracking of GTMA investment leads and prospects



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2008/2009 Partnership Results to Date

- 8 new private sector partners +
- 8 new educational institution partners +
- 2 new public/other sector partners =
- \$128,000 in new core funding



2010 Proposed Programming – International Marketing Initiatives

- **Advanced Manufacturing Initiative**

- Maintenance, Repair & Overhaul (MRO)/Aerospace
 - MRO Americas 2010, Phoenix, AZ
- Clean-Tech/Greentech
 - Establish a GTMA Energy task force to better understand market opportunities
 - Conferences:
 - New Energy Conference, Husum, Germany
 - Intersolar 2010, Munich, Germany
 - Windpower 2010, Dallas, TX
- Networked Vehicle Program
 - 2010 Conference, San Francisco

- **OTC – iDM**

- Investment Attraction / Lead Generation Activities in US and Europe

- **Financial Services Lead Generation Program**

- Generate new market intelligence on European-based investment prospects

- **New Global Markets**

- Conduct a study to better understand select markets which the GTMA has not previously explored

- **GTA Hot Sectors & Hot Markets Economic Forecast**

- Conduct a study to learn what the next “hot” sectors and markets will be



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GTMA Staff

Seated left-right: Gerald Pisarzowski, Vice-President, Business Development; Lou Milrad, Chair & CEO and Tony Romano, Director, Corporate Affairs.

Standing left-right: Gillian Griffin, Business Development Coordinator; Michelle Cortez, Program Coordinator; Caroline Robertson, Executive Secretary and Pamela Denecky, Vice-President, Partnership Development

Not Pictured: Joe Kevens, Business Development Coordinator

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