



INVEST TORONTO

# 2010

INAUGURAL YEAR REVIEW



# MESSAGE FROM THE PRESIDENT & CEO

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2010 for Invest Toronto was a year of building and accomplishment. We built a company, a team, a brand, a value proposition, a website, and relationships. Starting with three employees in February, we built up a team of energetic professionals who are creating a buzz with clients as Invest becomes known for our customer service and “can do” attitude.

Starting with hosting the world’s media for the G20 and reaching out to clients in key markets we were able to complete the board’s strategic initiatives. Seven key areas were identified for Invest to complete and all were attacked with energy and passion. Not only was Invest able to launch an effective investment promotion attraction agency in short order, but we have already been effective in establishing a reputation among even the most experienced agencies as a fresh and relevant company. Our clients consistently express their satisfaction with the experience of learning about Toronto and understanding the business opportunities.

Our work in 2010, as outlined briefly in the next few pages, presents a solid foundation to get the Toronto business story out to the world. We look forward to taking our existing funnel of clients, growing that funnel and helping our clients conclude that Toronto is a global city that has a unique talent pool, desirable standard of living and a thriving and competitive business centre.

**RENATO DISCENZA**

One often hears the expression in respect of service of **going the extra mile**. This has been our experience of Invest Toronto.

- D&B Facades: United Kingdom

## **OUR MISSION**

We offer one-on-one consultations to organizations making foreign direct investment decisions. We assist decision makers and site selectors while navigating through the transition process.

## **OUR SERVICES**

- Complimentary concierge service for businesses
- Answer all questions and enquires on investment in Toronto
- Facilitate interactions with sector experts and all three levels of government
- Provide guidance on site location and selection
- Facilitate business-to-business linkages
- Provide benchmarking analysis to make the decision process easier
- Connect clients to qualified professional service individuals



## **NEW CORPORATE IDENTITY**

The new corporate identity was soft launched in September. Initial feedback on the new look and messaging have been very positive. The fresh, modern and energetic branding will serve Invest well as the story teller for our vibrant city.

With our new corporate identity came additional changes to the marketing presentations and selling propositions for Toronto. These marketing materials have all been re-worked to tell the Toronto business story.

## **NEW CORPORATE OFFICE**

In August 2010, Invest Toronto, completed the move to our new offices at 225 King Street West. The new space approximately 4,000 square feet is a professional workspace that will serve clients and employees equally.

This space, leased for 5 years, will accommodate the requirements for Invest to its projected full staff complement of 20 employees. The new space includes a professional and gracious entrance, a modern main boardroom, and two meeting rooms.

Modern technology including flexible Voice-Over-Internet-Protocol (VoIP) phone systems, wired and wireless internet, digital screens and multimedia systems are all available for clients use. High speed T1 facilities and mobile devices including Blackberries and iPads allow Invest Toronto to provide 24 hour service to our clients.

## NEW CORPORATE WEBSITE

The website is designed to service international clients, highlight Toronto's competitive advantages and engage Torontonians. Visitors can compile valuable statistics, reports and articles into a custom folder that can be saved, reviewed, and accessed easily using their personal "Investor Toolkit". Invest Toronto can engage website visitors and enhance client research by adding documents to the clients "Investor Toolkit". Our website provides the newest articles on sectors, business costs and business requirements. Any communication that is conducted through the website will be synchronized with the Client Relationship Management (CRM) system. Since November 2010, we have had over 3,000 visitors to the website.

## NEW EMPLOYEES

Eight new jobs were created in 2010 to supplement the original team that included: Terry O'Leary, Executive Vice President, Operations; Nikki Holland, Vice President, Public Affairs; Silvia Pellitteri, Executive Assistant to the President and CEO; Ronnie Sanders, E-Business Analyst. The new jobs were posted on the Invest Toronto website, as well as on the Workopolis, Eluta, Sheridan College, Job Start, Ontario College of Art and Design University (OCAD) and International Association of Business Communicators (IABC) websites.

After reviewing the resumes, a short list of candidates was compiled, and on average 11 interviews for each position was conducted by the EVP, Operations and the VP, Public Affairs. A round of second interviews occurred and final interviews were held with the President. The following are the successful candidates:

- Zvi Lifshiv, Investment Services Manager
- Frances Forrester, Global Markets & Operations
- Sagar Kukreja, Global Markets Researcher
- Melec Abdulazis, Office Receptionist and Manager
- Eldad Gerb, Investment Services
- Jaymie McAmmond, Design and Website Coordinator
- Kevin Samra, Investment Services
- David Axler, Intern Global Markets Researcher



## HOW WE MARKET TORONTO



### FACT SHEETS

Delivers a quick, concise presentation of Toronto's value proposition and ranking amongst other large metropolitan cities.



### BROCHURES

Presents Toronto's value proposition by providing proof points that validate the City's global position. To service our international clients, the brochures are printed in several different languages: English; French; Italian; Portuguese; Spanish; Traditional Chinese and Simplified Chinese



### SOCIAL MEDIA

Invest Toronto currently uses social media to engage local and international business leaders and influencers interested in knowing Toronto's business story. One of the more successful social media tools Invest Toronto has deployed is its twitter account which is updated daily by our President and CEO and currently has 556 followers.

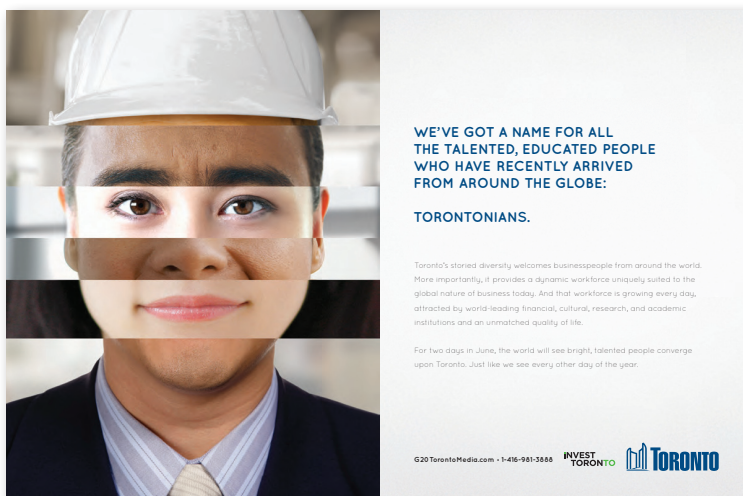
[www.twitter.com/invest\\_toronto](https://www.twitter.com/invest_toronto)





### CUSTOM EVENT FLYERS

These flyers are used as a marketing tool for clients who may have an interest in attending specific seminars, conferences or meetings organized in conjunction with partner organizations.



### ADVERTISING

Invest created a “Diversity” advertisement campaign for the G20 Summit in Toronto, which appeared in the official G20 publication, on the Ricoh Coliseum billboard, on the video screens at Pearson Airport luggage pick up and gate lounges, and on two billboards on the Gardiner Expressway.

#### MEETINGS BY LOCATION

**31** INDIA

**27** ISRAEL

**18** GERMANY

**16** BRAZIL

**14** FRANCE

**12** UK

**12** CHILE

**5** SPAIN

**5** UAE

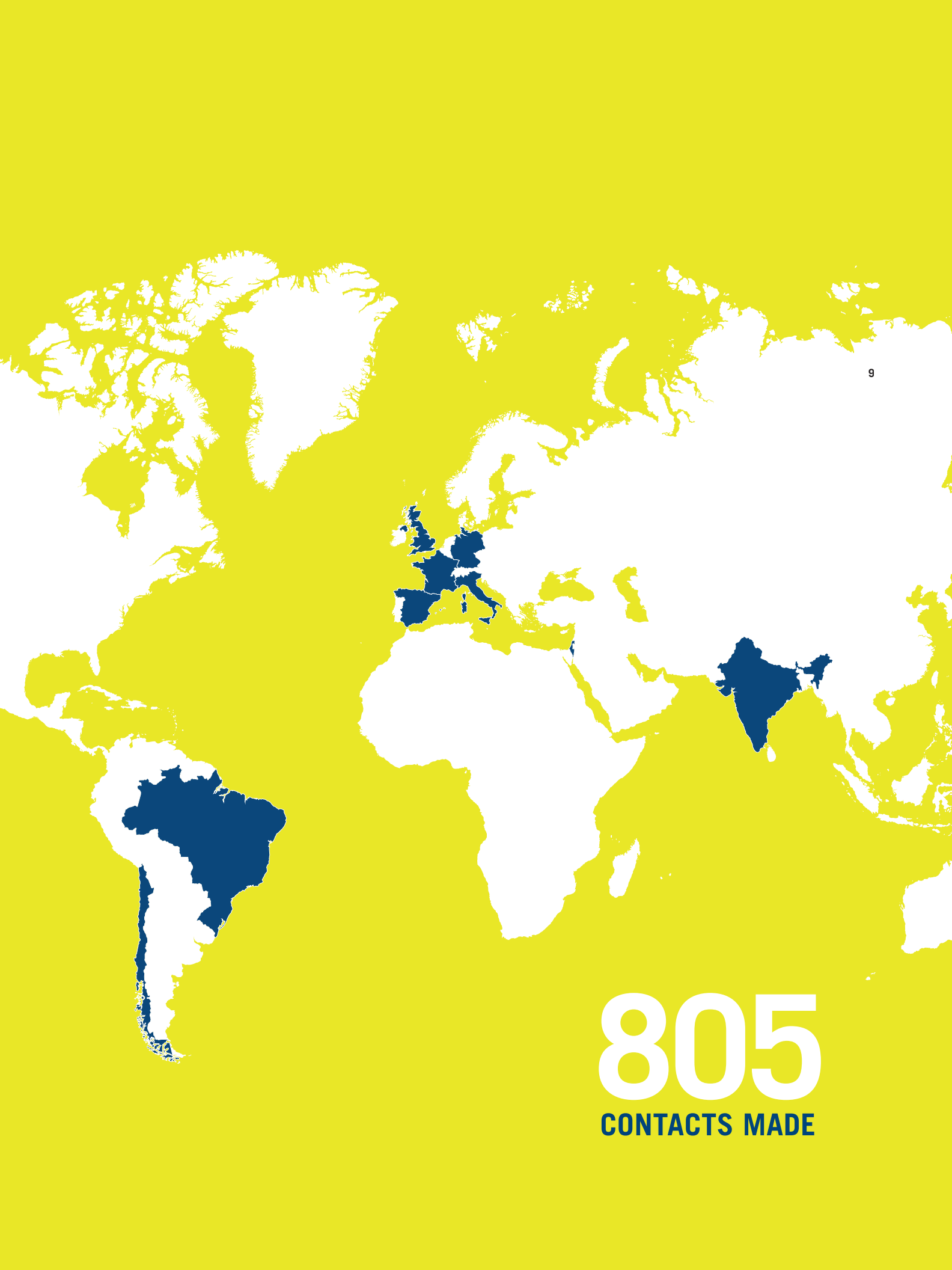
**4** ITALY

#### HOW WE MEET OUR CLIENTS

As part of our overall strategy we have and will continue to conduct targeted B2B meetings in overseas markets. These meetings allow Invest Toronto to engage directly with foreign companies who are interested in opening or expanding their business into North America. Invest also meets with local influential business organizations as well as the Canadian federal and provincial representatives in markets to establish positive working relationships for future investment opportunities in Toronto.

Each trip is preceded by months of lead preparation to ensure success. Invest Toronto staff members meet with the Federal and Provincial officials in Toronto to discuss the best time and location and opportunities for international travel, they communicate with the OIMC and DFAIT offices abroad to ensure that coordination of opportunities and potential meetings are leveraged and they open dialogue with key Toronto business stakeholders to gain insightful information and contacts.

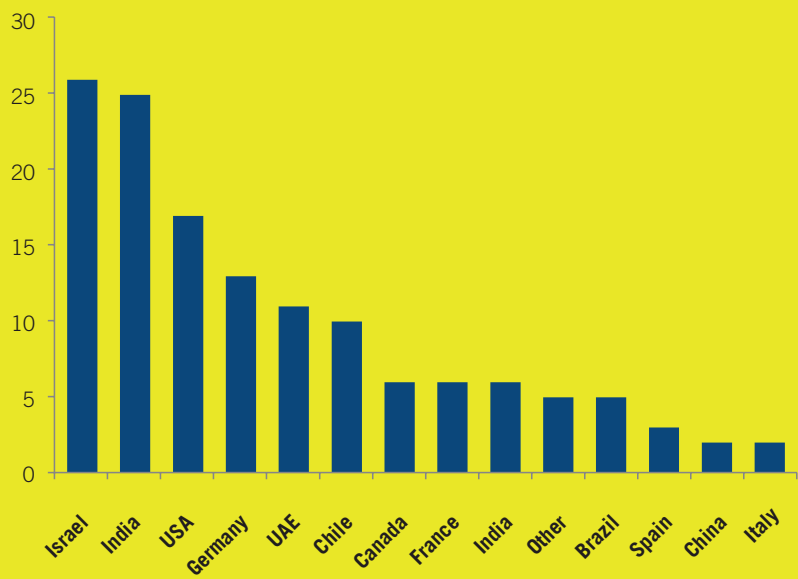
**144**  
TOTAL MEETINGS



**805**  
**CONTACTS MADE**

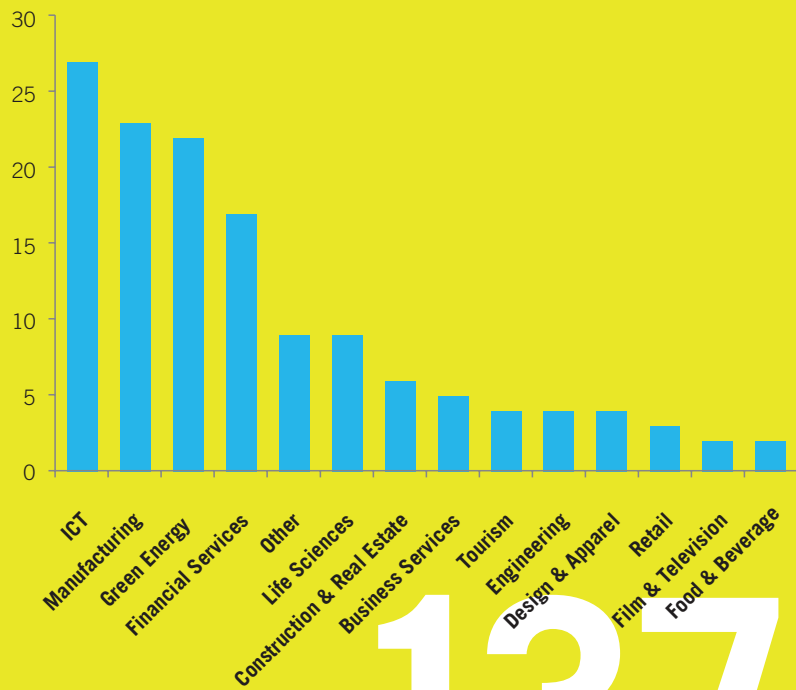
OUR CLIENTS BY LOCATION AND SECTOR

BY LOCATION	
26	ISRAEL
25	INDIA
17	USA
13	GERMANY
11	UAE
10	CHILE
6	CANADA
6	FRANCE
6	UK
5	OTHER
5	BRAZIL
3	SPAIN
2	CHINA
2	ITALY



## BY SECTOR

27	ICT
23	MANUFACTURING
22	GREEN ENERGY
17	FINANCIAL SERVICES
9	OTHER
9	LIFE SCIENCE
6	REAL ESTATE
5	BUSINESS SERVICES
4	TOURISM
4	ENGINEERING
4	DESIGN & APPAREL
3	RETAIL
2	TV & FILM
2	FOOD & BEVERAGE



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CLIENTS BEING SERVICED

## SUCCESS STORIES

### **GROWING TORONTO'S GREEN ECONOMY: ENERGY INNOVATION CORP**

Green energy producer, Energy Innovation Corp (EIC) has announced that it will open a biodiesel plant in Toronto's Port Lands. The first biofuel producer in the history of Toronto, Invest Toronto helped navigate City zoning by-laws and connected EIC with the Toronto Port Lands Company. The production facility will help meet government quotas that will result in a 350 million liter increase in biodiesel production annually in Canada

**"Working with Invest Toronto proved a game changer for EIC. It was the Invest Toronto team that suggested EIC locate in the Toronto port lands. Having introduced us to the Toronto Port Lands Corp, Build Toronto, assisted us during the zoning process, helped EIC executives understand the fundamentals of the cities RFP process and even reached out to prospective customers such as MetroLinx to help arrange introductions...it's fair to say that without Invest Toronto, EIC would be a fundamentally different company, having achieved a fraction of our success to date. As a true testament to the invaluable guidance Invest Toronto has provided, on January 12, 2011, EIC received a 2,000,000 litre biodiesel purchase order from Turtle Island Recycling. This simply would not have happened without Invest Toronto. Small businesses in Canada face far too many obstacles on the road to success; Invest Toronto simply made achieving that success far easier."**

**- Jon Dwyer CEO EICvW**

### **YA YA FOODS CORP.**

Ya Ya Foods Corp. was looking at moving their plant from Mississauga into Toronto. Invest Toronto met with Mr. Abbas and introduced him to the Food & Beverage Sector Specialist at the City, and the relevant personnel at the City of Toronto to facilitate their site selection process. The company had already identified a possible location that would suit their operating needs and are working with the City of Toronto to work through the zoning and hydro/water specifications that need to be finalized to locate in their new expanded facilities. YaYa Foods will be re-locating into the abandoned Goodyear Plant in the City of Toronto. The building will be modified to accommodate their requirements.

### AMERICAN CONTACT CENTRE

Invest Toronto gives full attention to each and every opportunity, notwithstanding our best efforts, not all prospective clients locate in Toronto.

In October of 2010 Invest Toronto was contacted by Invest in Ontario with an exciting opportunity to pitch to telecommunications company. This company provides a complete line of services to support back office functions for the financial services sector.

With a strong foot hold in the Canadian market, this company was encouraged by their customers in Ontario to commence operation in the province. Assisted by a site selection agency, this company had short listed six municipalities in Ontario to open a 400 person contact centre.

This company identified a number of factors including access to labour, cost and the need for a bilingual workforce. During the proposal to this company executives it was made clear that cost represented a major part of the decision criteria. In the end Invest was notified that this company had decided to pursue Sudbury as a future location.

**"A big thank you to the team at Invest Toronto for your presentation. We were most impressed with your due diligence on our company".**

### SMALL BUSINESS INTEGRATION: DOLCE

After creating cupcake towers for a few weddings and birthdays, passionate foodie and Leith's student Lisa Sanguedolce formally launched Le Dolci in September 2009. First cupcake orders were too busy PR offices and newspapers in London, and the Guardian's media desk voted the cupcakes 9/10! Lisa's goal is to bring to market baked goods to the Toronto market that contain only fresh and natural ingredients baked in an old fashioned style.

**"Invest Toronto has been an invaluable resource and a constant line of support for my business' move from the UK to Toronto. I am completely amazed at the advice and key contacts that they have connected me with and have raved to the small business community in the UK about what they are missing. Efficient, friendly and excellent service is all part of the package and I can't thank them enough."**

**-Lisa Sanguedolce: La Dolci Founder**

## SUCCESS STORIES

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### INTERNATIONAL RECOGNITION: D&B FACADES

A design and build overcladding specialist from the UK, D&B Facades transform aging high-rise buildings sustainably and cost-effectively. D&B's focus is on the multi-unit residential sector which is one of the motivating factors for their move to Toronto.

"International business development is a challenge, particularly for businesses known in their home markets but which have little or no international presence. D&B Facades identified an opportunity to address the emerging market for such services in Toronto's fledgling Tower Renewal programme. Invest Toronto enabled us to quickly establish relevant, high-level contacts and facilitated qualified introductions.

The whole experience working with Invest Toronto has been service of the highest order. First impressions matter and we received a fast response to our first tentative contact with Zvi Lifshiz, Investment Manager. What also mattered was working with someone who had substantial commercial experience, used to working with senior executives and able to understand our business plans. Working together, sharing ideas and approaches, key contacts were identified and progress was rapidly made. Invest Toronto was able to use local and personal connections to establish these relationships much faster for us.

One often hears the expression in respect of service of "going the extra mile". This has been our experience of Invest Toronto. A highly professional, customer-centric organization providing a superlative service for businesses like ours looking to build a business in Toronto. Invest Toronto has been a valued and trusted extension to our organizational team sharing common goals."

- Dr.Iain Crowder D&B Facades



### **SUCCESSFUL INTEGRATION: ECLIPSALL ENERGY CORPORATION**

Led by the City of Toronto's Strategic Growth & Sector Development and Business Retention and Expansion groups, Invest Toronto worked to develop the business case to Eclipsall Energy Corporation in their decision to setup a new solar manufacturing facility in Scarborough.

One of Ontario's largest solar manufacturers established in 2009, Eclipsall is dedicated to a more environmentally conscious and greener world. When fully operational in Scarborough, the local economy will benefit from over 90 new jobs.

### **i4PRO**

In November 2010 Nikki Holland, VP Public Affairs, went to Brazil on a GTMA mission which lead to a strong relationship with the federal Government of Canada. It was due to this relationship that DFAIT sent a lead to Invest Toronto. This lead was i4Pro, a growing ICT company that creates customized software for the insurance industry. Based in Sao Paulo, i4Pro currently supplies 20% of the Brazilian insurance market, and has won a number of awards including the Brazil Insurance Award in 2009.

After liaising with Invest Toronto and DFAIT, i4Pro decided to expand their business into Canada. The company felt that the majority of their potential customer base, primarily insurance companies, would be found in Toronto, Canada's financial centre. The company expects their Canadian branch to represent nearly half of their total revenues by 2015. Invest Toronto worked with i4Pro to research the appropriate business structure, review tax considerations and provide internal and external human resource options.

Executives from i4Pro will be arriving in Toronto in mid-February to formally open their new subsidiary.

**"Invest Toronto made us understand what are the advantages and relevant issues that we should consider to open our new company in Toronto, Canada. With detailed, accurate and accessible information, provided by caring and highly professional people, they answered all our questions quickly, enabling us to pursue our business plan."**

**- Mauricio and Marina Ghetler i4Pro**

## WHO WE WORK WITH

### CITY OF TORONTO

**Toronto's Economic Development and Culture Division** provides sector specific information to clients

**The Business Retention and Expansion group**, provides valuable expertise about city zoning, licensing and real estate.

**Build Toronto & The Toronto Port Lands Corporation** engages in the development and expansion of real estate opportunities in the City and provide back office support and funding to Invest Toronto.

#### All Government Partners

Helps with lead generation, international market support, travel assistance and presentation materials.

### PARTNERSHIPS

**Department of Foreign Affairs and International Trade (DFAIT)**

**Ministry of Economic Development and Trade (MEDT)**

**Invest in Canada, Invest in Ontario & City of Toronto**

**Ontario Ministry of Tourism** and other provincial & federal ministries as needed.

### SUPPORTIVE AGENCIES

**The Greater Toronto Marketing Alliance (GTMA)** Member of the board and a variety of committees.

**Toronto Financial Services Alliance (TFSA)** Collaborates to sell Toronto as a global banking and financial centre

**Toronto Regional Research Alliance (TRRA)** Quarterly meetings to align investment activities.

#### Waterfront Toronto

Assists in promoting the 2,000 acres of brownfields to potential clients.

**International Chambers of Commerce and the Consul Generals** located in Toronto and abroad assist with lead generation.

#### Toronto Board of Trade

Invest Toronto actively participates in their networking events and activities.

## WHAT'S NEXT FOR INVEST TORONTO

Invest Toronto is participating in a joint recognition and networking event for real estate developers with Build Toronto and the Economic Development Division in the City in Spring 2011.

We are currently arranging business meetings for our upcoming trip to China from February 21st to March 4th. We will be solidifying leads and meeting with potential investors in Beijing, Chongqing, Shenzhen, and Shanghai.

Invest Toronto will be attending the MIPIM Horizons Trade Show in Cannes, France to showcase Toronto's value proposition to potential investors. Unlike last year, Invest Toronto is partnering with delegates from other Ontario cities in a province wide booth, which will result in large cost savings & bigger presence for the City of Toronto.

We are in the process of working on networking events for top CEO's during their travel to Toronto for the forthcoming International Indian Film Awards and FICCI Business Forum in June 2011.

**"Invest Toronto, thanks for your good work to grow our economy and create jobs. You are building a stronger Toronto for us and our kids"**

**-Dalton McGuinty**

via twitter

