



"Team Toronto" Mayor's London Mission, March 2020

Date: July 6, 2020

To: Economic and Community Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

From March 9th to 11th, Mayor John Tory led a delegation, deemed "Team Toronto", to London, UK, with support and participation from corporate partners and agencies including Toronto Global, Tourism Toronto, Toronto Finance International, Toronto Region Board of Trade (TRBOT)/World Trade Centre-Toronto (WTC), and Exhibition Place. The delegation also included the General Manager of Economic Development and Culture Division (EDC). Toronto Finance International supported the planning of, but did not attend, the mission.

The purpose of the Team Toronto mission was to engage with industry leaders to advance foreign direct investment (FDI) opportunities; promote Toronto as a tourist, convention and business travel destination; and engage key Canadian business leaders in London to activate them as Toronto ambassadors. One element, a trip to Dublin to visit with the organizers of the Collision Conference, was cancelled due to the growing concern with COVID-19.

The purpose of this report is to provide a summary of the Mayor's Team Toronto mission to London.

RECOMMENDATIONS

The General Manager, Economic Development and Culture recommends that:

1. The Economic and Community Development Committee receive this report for information.

FINANCIAL IMPACT

Net costs of the trade mission to the City of approximately \$21,700 were included in EDC's 2020 Approved Operating Budget, under Business Services' International Alliances activity.

Travel and Ground Transportation	\$7,800
Accommodation and Daily Expenses	\$6,900
Business Networking Receptions	\$7,000

Non-City members of Team Toronto paid for their own travel, accommodations, and expenses.

The Chief Financial Officer and Treasurer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY

The Economic Development Strategy, Collaborating for Competitiveness, adopted by City Council in February 2013 presents specific recommendations and actions to accelerate economic growth and job creation in Toronto. A key pillar to the strategy focuses on leveraging the City's international relationship and bi-lateral business associations to establish cross border business oriented partnerships, develop new markets and trade alliances, and act as a catalyst for new investment, as well as business, educational and cultural exchanges.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.ED19.4>

The international trade funding report adopted by City Council in February 2017 directs the General Manager, Economic Development and Culture to report to Economic and Community Development Committee on the results of all politically led outbound missions within three months of the mission.

<http://www.toronto.ca/legdocs/mmis/2017/bu/bgrd/backgroundfile-100375.pdf>

At its meeting of October 16, 2019, the Economic and Community Development Committee requested the General Manager, Economic Development and Culture to investigate the potential to become a Formula E host city and long-term strategic partner to promote our region's automobile industry, stimulate the latest in 21st century e-vehicle design and research.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2019.EC8.19>

COMMENTS

The Mayor's Team Toronto mission was developed collaboratively with cooperation from corporate partners and agencies from Toronto organizing and coordinating a series of concurrent and consecutive daily itinerary options and meetings for the Mayor

to attend. The focus of Mayor Tory's mission to London helped to engage with industry leaders to explore opportunities between the City of Toronto and London and build upon the corporate relationships and connections Team Toronto partners developed in advance of the mission.

Mission Objectives

- To promote the City of Toronto as a competitive global business centre.
- To promote the City of Toronto as a global centre for research and knowledge development.
- To promote the City of Toronto and financial services sector to London/UK corporations.
- Deepen relationships with key Canadian business leaders in London and activate them as Toronto ambassadors.
- To promote the Greater Toronto region as a remarkable destination for tourists, convention delegates and business travellers.
- Real opportunities to pitch the Toronto advantage to specific companies looking toward Toronto and support FDI leads recognizing potential impact of Brexit.
- One element, a trip to Dublin to visit with the organizers of the Collision Conference, was cancelled due to the growing concern with COVID.

Mission Highlights

Tuesday March 10th

- Mayor Tory, accompanied by staff from TRBOT and WTC, met with a global leader in digital skills training about expansion in Toronto.
- Mayor Tory, along with staff from TRBOT and WTC, met with a high-tech company serving autonomous fleets and autonomous R&D regarding a potential investment in Toronto.
- Mayor Tory and staff from Toronto Global met a global retailer to share Toronto's story as a global city filled with opportunity and to consider Toronto as a destination to expand operations into North America.
- Mayor Tory and staff from Toronto Global met with a global pharmaceutical company to advance on-going discussions for a possible FDI in Toronto.
- WTC organized a meeting with FIA Formula E. Staff from WTC and TRBOT were accompanied by representatives from EDC and Tourism Toronto. The purpose of the meeting was to explore interest, from the organizers of the Formula E series, in adding a future Toronto date to their annual race schedule.
- Mayor Tory and Team Toronto attended a courtesy call with Canadian High Commissioner.
- Mayor Tory and staff from Toronto Global met a global property and construction consultancy company, to discuss business opportunities and promote the robust and diverse pipeline of infrastructure projects across Toronto and Ontario.
- Mayor Tory and staff from Toronto Global met with a Fintech company interested in Toronto.

- Mayor Tory and Team Toronto attended a networking reception organized by Global Affairs Canada with the Canada-UK Chamber of Commerce. The reception provided an opportunity to deepen relationships with key Canadian business leaders in London and activate them as Toronto ambassadors.

Wednesday March 11th

- Mayor Tory and staff from Toronto Global met with a high tech distribution company interested in expanding in Canada
- Mayor Tory and Team Toronto attended a networking breakfast organized by Tourism Toronto with key in-market partners and representatives for Toronto, Ontario and Canada.
- Mayor Tory and Team Toronto members met with the Deputy Mayor of London for Business and executives from London and Partners (L&P), the Mayor of London's promotional agency for attracting international trade to London, to gain insights on how they have effectively aligned London's story and in-market activity across tourism and FDI.
- Team Toronto delegates met with a major event organizer, drawing around 38,000 people. They are looking to establish a North American event beginning in 2021.
- Team Toronto members met with the World Energy Council, the world's leading member-based energy network. The World Energy Council is focused on sustainable energy transition (not strictly sustainable sources but a holistic view of energy including traditional and newer sources and how we manage the transition based on technology and sensitivity to human and environmental implications).
- Team Toronto delegates met with a Member of Parliament to discuss the post-Brexit economic and investment climate and gain insights into opportunities for Toronto from regions of U.K. outside London.
- Team Toronto members attended a networking reception organized by Tourism Toronto to promote prospects for Business Events in Toronto, and a pre-reception to "Come From Away", including two guests from Gander.

Mission Outcomes

- Mayor Tory and staff from Toronto Global met with six FDI leads in the fintech, AI, biopharmaceutical, retail and real estate sectors. The meetings advanced FDI opportunities being developed by Toronto Global.
- Three of the FDI leads are actively considering opening new locations in Toronto.
- Two FDI leads are considering establishing global R&D facilities in Toronto.
- Team Toronto received a better understanding of Formula E's interest in expanding to Toronto and clarified next steps.
- Mayor Tory and Team Toronto members promoted Toronto as a destination for business travel and major international conventions and events.
- Mayor Tory reconnected with Canadian business leaders located in London and encouraged them to act as Toronto ambassadors and boosters.

Next Steps

- EDC, Toronto Global and Destination Toronto (the new name for Tourism Toronto) will review the outcomes of the March mission in light of current circumstances and set priorities accordingly with a view to which leads can be pursued this year and which will have to wait.

Conclusion

The Mayor's Team Toronto London Mission achieved most of its objectives. The developing COVID-19 crisis impacted the mission; an FDI meeting was cancelled and the attendance at the networking events was lower than anticipated. However, in spite of the impacts of COVID-19, there was significant progress made on several FDI leads.

The Team Toronto approach to the mission proved to be very successful and should be considered for the development of future missions as a collaborative and impactful model to help support and deepen economic development, culture and tourism opportunities for the future, when such missions again make sense.

CONTACT

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SIGNATURE

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