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\*\*This form may not be altered in any manner. All mandatory fields must be completed and filled in electronically. Incomplete forms will be returned to the originator for corrections prior to being processed for payment. Hand written forms will not be accepted and will be returned to the division.

Important note: Employees seeking reimbursement and program administration shaff are responsible for blacking out or severing the full credit card numbers and/or non-business phone numbers that may appear on original representations and the formula of the program of the progr for processing.

ASF.0030.02

**EDC FINANCE** 

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#### **REPORT ON BUSINESS TRAVEL**

Employee Name: Laurie Belzak, Sector Development Officer, fashion & design

**Division:** Economic Development & Culture

Date Submitted: April 4, 2019

Name of Business Travel: City Co-sponsored Toronto Fashion Incubator (TFI) UK Trade Mission

Location: Canada House, London, UK

Date(s) Attended: Feb. 11-16, 2019

Describe the benefits from the business travel (including any benefits to you and to the City):

**Personal Development:** I increased my understanding of the London fashion market, and of London fashion's interest in Canada and in Canadian fashion through preparation for the mission, meetings with High Commission of Canada and Global Affairs Canada staff, the London representative of UK Canada Foundation, in-market research and attending several London Fashion Week events. I established working relationship with these individuals and other industry members I met while in London.

**Networking:** In advance of the mission, meetings and e-meetings were held with staff at Canada House, the London pr agency hired to work on the project, and with individuals familiar with TFI and the London fashion market, to prepare for the trip. I was part of the jury choosing lines to be featured, along with a panel of industry exports including former fashion director at the Daily Telegraph, Hilary Alexander. Also participating in the trade mission were the Executive Director of the Toronto Fashion Incubator, and 15 representatives of 8 participating fashion companies. Five of the companies are based in Toronto. In London we met with the representative of the Canada UK Foundation, as well as holding meetings with additional staff at Canada House.

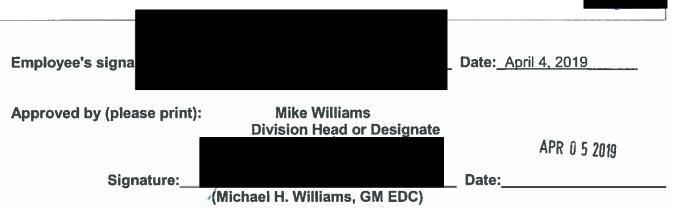
The event at Canada House was included on the official calendar for London Fashion Week. Held on February 14<sup>th</sup>, from 18:30 to 20:30, approximately 180 media, buyers, sales agents, and top industry VIPs attended, along with the Deputy High Commissioner of Canada to the UK, and senior members of staff. An informal fashion presentation was included, along with a step-and-repeat, which resulted in an increase in social media activity. London Fashion Week venues provided free space and refreshments for a networking evening after the event-set-up on Feb. 13<sup>th</sup>, and a post-event networking opportunity for all of the guests on Feb. 14<sup>th</sup>. The event was held over two days again this season. So on February 15<sup>th</sup>, participating companies were able to hold follow-up one-on-one meetings onsite.

Key attendees included buyers from Matches, Amazon, Alibaba, ASOS and Net-a-Porter. UK and international media attending included Vogue, Drapers, Globe and Mail, CTV, BBC, Huffington Post, Forbes and others.

City Benefits (including financial benefits): City co-sponsorship was required in order for the mission to take place, so our funding helped leveraged the financial and in-kind contributions of all the other project partners, and all of the project benefits. The City's support was acknowledged in all marketing materials including the call to enter, 3 media releases, the event program, event signage and the official remarks. In addition to the above market intelligence and relationship building, benefits to the city will flow from increased UK and global awareness of the capabilities of Toronto's, and Canada's, fashion industry, resulting media coverage, and any sales and/or exports which result from the mission, but are not expected until after each company's second or third mission. Retail buyers and agents typically do not pick up new lines the first time they see them, but rather wait to see if they will show consistently in market and how the line evolves by season. A participant survey was undertaken, and results will be monitored over time as we prepare for the next mission in September 2019.

Media coverage: Four media articles have run to date in Forbes, Hello!, FabUK, and Drapers. Ronald Tam was called one of the 'Top Twelve New Womenswear Brands To Watch For at London Fashion Week' by Forbes. Hello! ran a story about the Duchess of York wearing Ron White's shoes, which was a direct result of the event. Once again, Getty images sent a photographer to cover the event and the resulting images are available online. There have been numerous mentions on social media, including posts by Canada House, the Toronto Fashion Incubator, and other mission participants. Additional coverage may follow. 553,539,410 total gross impressions have been received to date, including: 552,000,000 Forbes article; 871,648 LFW FW19 schedule views; 240,729 Social media hits; 209,400 FabUK article; 117,020 #TFILondon hits; 46,800 TFI social media hits; 28,152 Drapers article; 22,743 (3 media releases); 2,318 Invitees, 421 rsvps and 179 attendees.

Sales: Except for one, all of the companies participating this season were new to this initiative. Experience suggests that fashion lines need to show a minimum of 3 times in before expecting to receive an order. However, two designers confirmed UK account orders. One has a trunk show planned with a UK retailer. Participants also reported 5 UK retailers were interested to buy their lines!



Note: Please complete this form within 10 days after attending the conference.





Updated: March 2016

### **Request for Authorization**

Attendance at Conferences/Seminars, Training and Business Travel

any training, business trav The \$3,500 limit does not	vel, and/or attending any	conference/sen	ninar.	•	J	
Conference			Training		•	<b></b> ✓
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Division:		ant P. Cultur				
	Economic Developm		e		**	
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identify other potential	international collabora	ations for firm	is in Toronto	s ciuster.		
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Division Head or	Mike Williams					JAN 1 5 2019
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Deputy City Manager:						JAN 2 1 2019
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City Manager/Mayor:	Chris Murray					<u> </u>
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Committee & Report No	. (if applicable)					atal



#### Passenger: 1 Ticket number 014 2106 844396

Date of issue	24-Jan 2019
Fare Amount in Canadian dollars:	331.00
(including <u>navigational &amp; other charges</u> ) Taxes, Fees & Charges	
Air Travellers Security Charge (CA) Canada Harmonized Sales Tax (GST/HST #10009-2287 RT0001) (RC) Combined Taxes *see fare calculation below (XT)	25.91 3.25 639.60
Total Fare in Canadian dollars:	999.76

Ticket particularities: VLD AC TRANSATLANTIC ONLY -REFUNDABLE/CXLFEE/CHGFEE -BG:AC \*Fare calculation:

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Canadian tax registration numbers:

XG Canada Goods and Services Tax (GST/HST #10009-2287 RT0001) RC Canada Harmonized Sales Tax (GST/HST #10009-2287 RT0001) XQ Canada Quebec Sales Tax (QST #1000-043-172 TQ1991)

#### Fare Rules Summary

Voluntary changes to your itinerary may require the payment of additional fees and fare upgrades.

If you are travelling on a non-refundable ticket, Air Canada will be unable to make exceptions in the event of an unexpected trip cancellation or medical emergency. We recommend the purchase of travel insurance. Tickets are non transferable.

- Seat selection charges are per passenger and apply to each individual one-way flight segment in your itinerary. Flight segments are identified by a change in flight number, with each new flight number representing a flight segment. Taxes are not included.
- Please note that you may be moved from your selected seat without notice in the event of an involuntary schedule or airport change (e.g. flight disruption, cancellation), to accommodate a passenger with a disability, or for any other reason that requires Air Canada to move you prior to departure or during the flight. If you are moved from your seat for one of these reasons, you may request a refund for your seat charges. We invite you to read additional terms and conditions related to seat selection

Please read important information and notices regarding Air Canada's general conditions of carriage.

#### **Baggage Information**

Please see below for details on the bags you plan on checking at the baggage counter.



## Itinerary / Receipt

Your booking is confirmed. Thank you for choosing Air Canada. Please bring your itinerary-receipt to the airport.

#### Main Contact Information

Booking reference: S2AWSM

Name:

Ms Laurie Belzak

E-mail:

LAURIE.BELZAK@TORONTO.CA

Payment: CC CAXXXXXXXXXXXX1816

**Customer Care** Air Canada Reservations 1-888-247-2262

Air Canada Flight Information 1-888-422-7533

**International Reservations** 

Alert me of flight changes Flight notification

#### Flight Itinerary

Flight	From	То	Aircraft	Cabin (Booking class)	Status
AC858	Toronto Pearson (YYZ)	London Heathrow (GB) (LHR)	789	Economy (K)	Confirmed
	Mon 11-Feb 2019	Tue 12-Feb 2019			
	23:55 - TERMINAL T1 INTL	11:50 - TERMINAL 2			
AC859	London Heathrow (GB) (LHR)	Toronto Pearson (YYZ)	789	Economy (T)	Confirmed
	Sat 16-Feb 2019	Sat 16-Feb 2019			
	18:00 - TERMINAL 2	20:55 - TERMINAL T1 INTL			

#### **Passenger Information**

Passenger: 1

Ms Laurie Belzak

Ticket number:

014 2106 844396

#### **Purchase Summary**

#### Laurie Belzak

From:

reservations@strandpalacehotel.co.uk

Sent:

January 25, 2019 5:14 PM

To:

Laurie Belzak

Cc:

reservations@strandpalacehotel.co.uk

Subject:

Reservation Confirmation 1041530 For Ms. Laurie Belzak at Strand Palace Hotel

# Strand Palace Hotel

#### RESERVATION CONFIRMATION

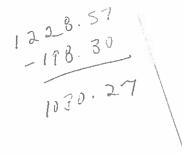
Confirmation No: 1041530

Dear Ms. Laurie Belzak,

Thank you for choosing Strand Palace Hotel. We are delighted to confirm your reservation as

Hotel	Strand Palace Hotel
Guest name	Ms. Laurie Belzak
Occupants	1 Adult(s), 0 Children,0 Infants)
Arrival date	Tue 12 Feb 2019
Departure date	Sat 16 Feb 2019
Check in	14:00
Check out	12:00

C4=++ 4.4= C=++= 4.4= 20					
Stay 4 to Save More with Breakfast					
Superior Cosy Double					
CAD 939.33					
CAD 13.04					
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CAD 198.30					
CAD 1189.82					
GBP 684.00					
Your reservation has been guaranteed to your MasterCard credit card ending with:XXXXXXXXXXXXXX1816					



Cancellation

This reservation is non-

cancellable, full amount will be charged

BECK TAXI
1 CREDIT UNION DR
Toronto ON, M4A 2S6
www.becktaxi.com
(416)751-5555

#### SALE

MID: 4340699 TID: A4340699

REF#: 00000003

Batch #: 028 02/11/19 SEQ: 028001001003 2134:59

APPR CODE: 213459 MASTERCARD \*\*\*\*\*\*\*\*\*\*1816C

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**AMOUNT** 

\$57.00

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MasterCard AID: A0000000041010 TVR: 00 00 00 80 00 TSI: E8 00

> Thank You for Choosing Beck Taxi 3 Ways to Order PHONE-WEB-APP

> > BK CAB 1981

CUSTOMER COPY

Taxi from home ( Lester B. Pearson 2 rpoA

-Or

Or resale. This side up. Not for resale. Issued subject to conditions – see over.

NOT FOR TRAVEL SALE 635.00

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Batch #: 624 SEQ: 001624007
02/16/19 21:43:50
Invoice #: 7
APPR CODE: 214940
MASTERCARD Chip

**AMOUNT** 

\$54.00

APPROVED

MasterCard AID: A0000000041010 TVR: 00 00 00 80 00 TSI: E8 00

> DT ENTERING A VERIFIED PIN CARDHOLDER AGREES TO PAT ISSUER SUCH TOTAL IN ACCORDANCE RITH ISSUER'S AGREEMENT HITH CARDHOLDER

Thank You Please Come Again

CUSTOMER COPY

Taxi from Lester B. Pearson airport home to

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