



2009 International Investment Attraction Program

Presentation to Planning and Economic Development Committee

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2005 Economic Strategy

Plans include:

- The promotion of a balanced approach to economic development
- Enhancing quality of life, environmental sustainability and economic vitality
- Developing a marketing and communications plan to promote York Region and it's natural and cultural attributes

2007 Marketing & Communications Strategy

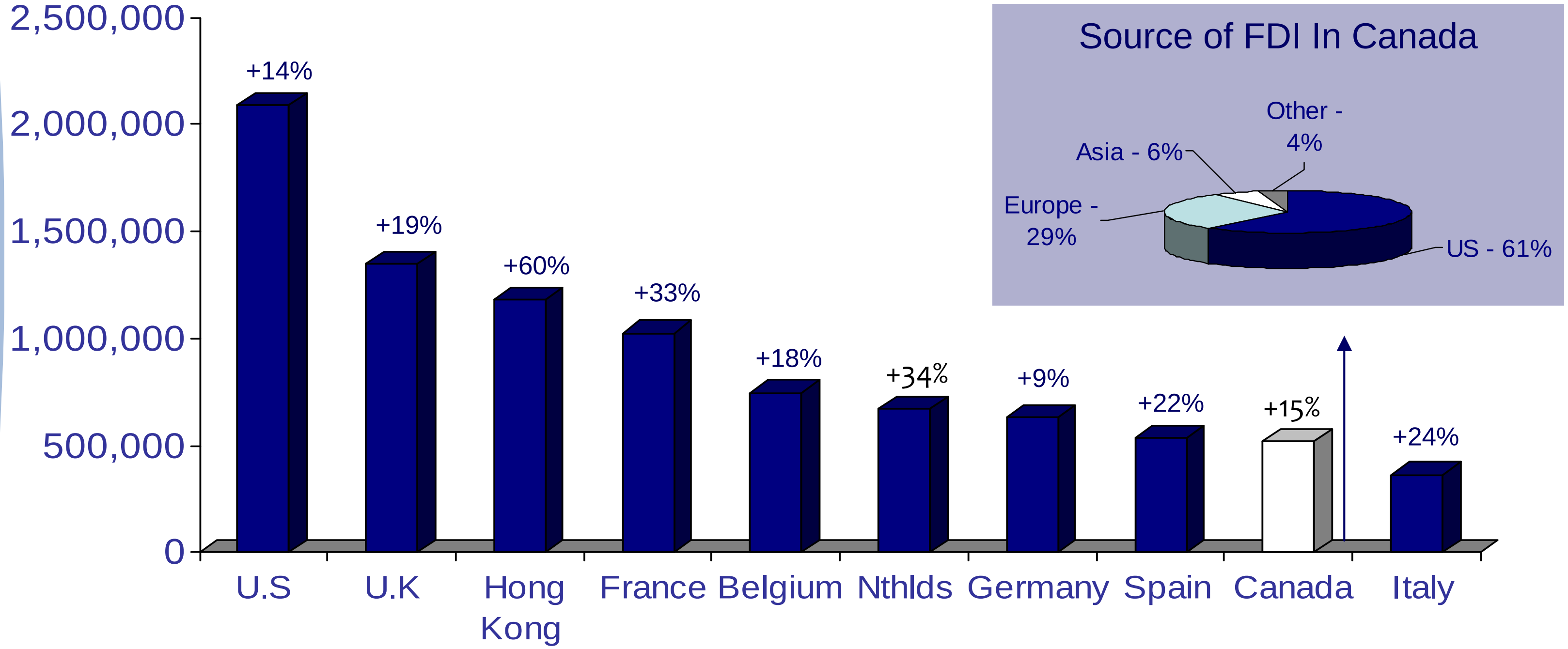
3 Key Priorities:

- Persuade foreign corporations that embrace environmental sustainability to locate in York Region
- Encourage local businesses to adopt sustainable business practices
- Develop programs to expand the Region's environmental technology sector

Foreign Direct Investment Trends

2007 FDI Estimates

Top 10 Countries (Millions of USD vs. 2006)



Source: United Nations Conference on Trade and Development

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Opportunities & Challenges

- York Region employment forecasts are for 330,000 new jobs by 2031
- Current economic conditions will negatively affect short / near term job growth
- Foreign companies investing in Canada:
  - Generate 2/3rd of productivity growth
  - Pay higher wages
  - Contribute more to R&D spending

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Key Themes of the Program

- Highly targeted program that leverages existing initiatives
- Attracting business innovators and a highly skilled workforce
- Showcasing the Region's unique attributes
- Collaborative economic development alliance

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Program Outline

Enterprise York

Collaborative alliance:
- York Region
- Local municipalities
- Local businesses
- Academia

Target

Sustainable U.S companies in key York Region sectors:
- Information Technology
- Transportation
- Professional & Scientific
- Construction
- Environmental / Green

Program Components
- Ads in sustainable business media
- Promotional & PR material
- Targeted direct mail campaigns
- Green trade shows & conferences
- Business delegations
- Regional investment tours
- Superior customer service
- Economic alliances

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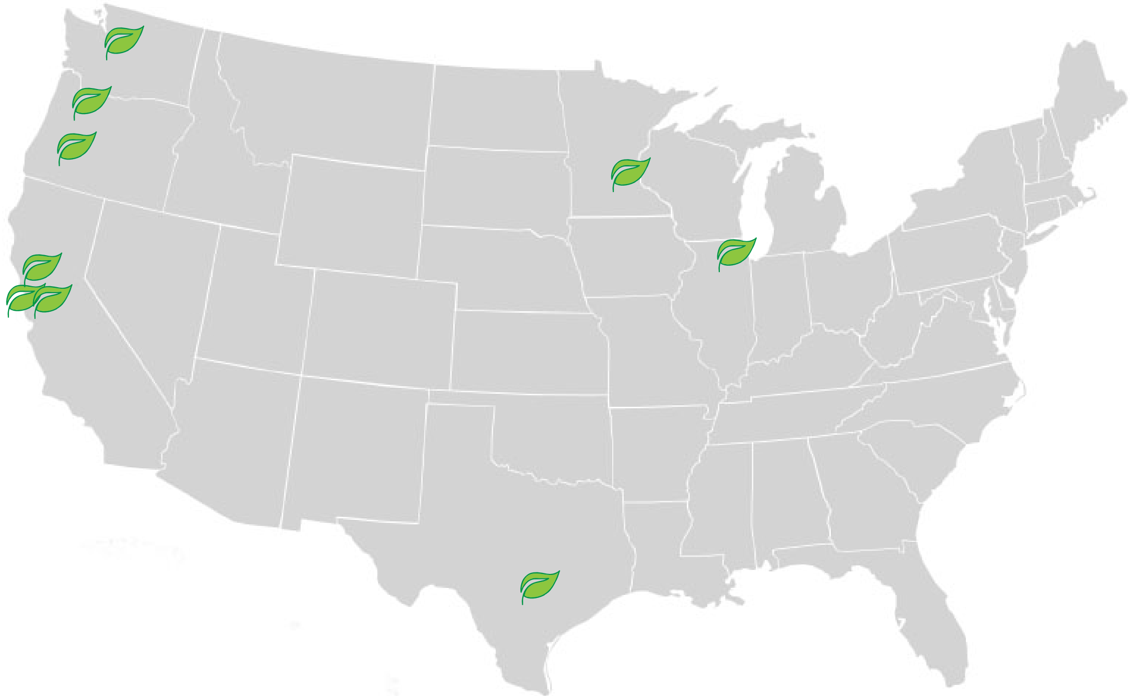
Strategic U.S. Targets

- Austin, TX
- Chicago, IL
- Eugene, OR
- Oakland, CA
- Portland, OR
- San Francisco, CA
- Santa Rosa, CA
- Seattle, WA
- St. Paul, MN



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Conclusion

- The York Region International Investment Attraction Program demonstrates a commitment to the principles of environmental sustainability

- The Program is aimed at attracting new investment opportunities from sustainable companies that are leaders in their industries