

Greater Toronto Marketing Alliance

The New & Revitalized GTMA Presentation to

Planning Committee



April 30, 2008

Lou Milrad
Chair & CEO



Advancing the Investment & Trade Interests for the Greater Toronto Area

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Corporate Strategic Plan 2007-2010

June 2007 - GTA Global Vantage Conference / Advisory Council

- Executive Roundtable | Consultations | Focus Groups | Meetings with Industry Leaders | Consular Generals | Technology Sector CEO's
- Strategy Plan Steering Committee
- Economic Development Community One-on-One meetings
- MEDT consultations and involvement
- 2 Off-site Board planning sessions – Seneca/Eaton Hall

December 2007 - Board Approval

January 2008 - EDO Community (GTAEDP) Preview

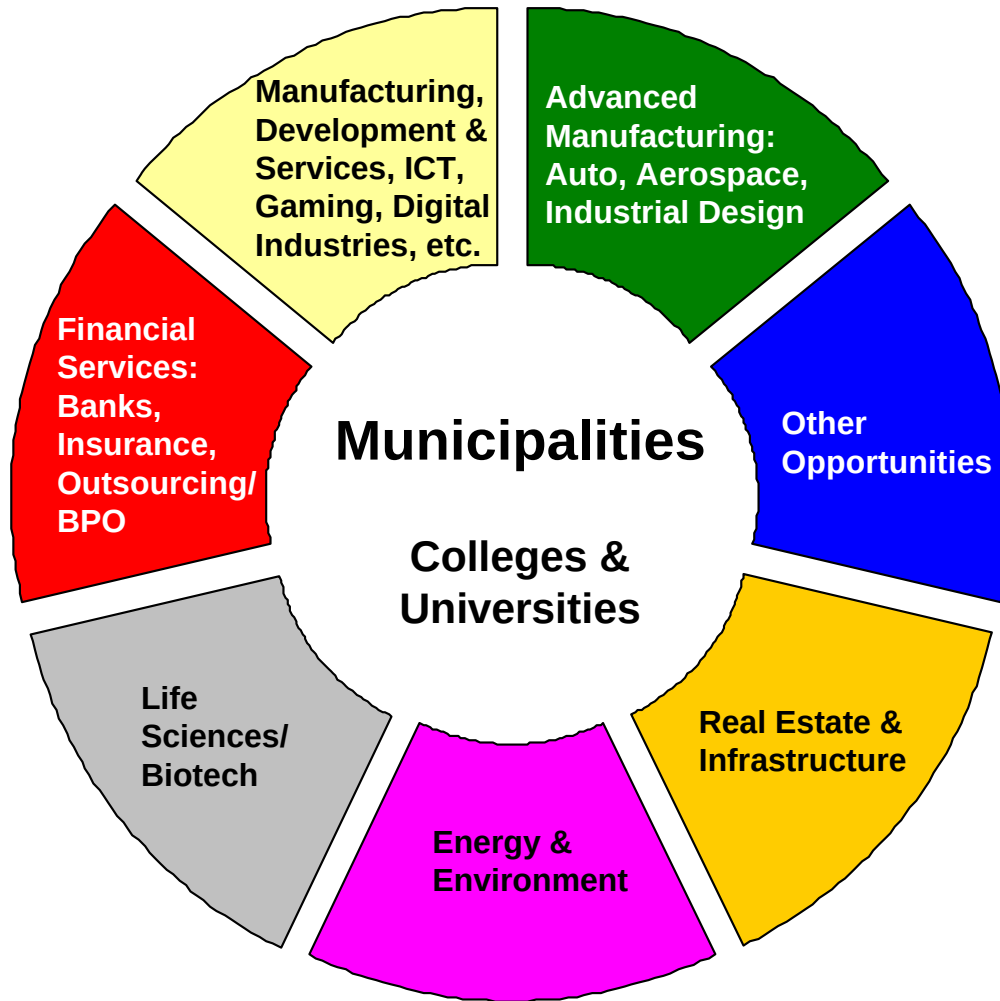
February 2008 - Publicly Launched

Summer 2008 - Business Plan and Action Plan



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Key Stakeholders & Industry Focus



Marketing Partners

GTMA Marketing Partnership

GTA Municipalities	29 (25 plus 4 regions)
Private Sector and Agencies	Air Canada DTZ Barnicke Enbridge Herman Miller Dell Cognizant Ontario Power Generation
Boards of Trade/Chambers of Commerce	
Other Public or Non-profit Agencies	TRRA Synergy Centre Ontario Centres of Excellence
Educational Community	Seneca College UOIT
Senior Levels of Government	MEDT DFAIT
Industry Associations	YTA ITAC TFSA



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Corporate Strategic Plan and GTMA Structure

Vision	To contribute to the growth of the economy as a leader in facilitating foreign direct investment for 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 do on their own.
Structure	• Non-profit Corporation that is also a Public-Private Partnership • 21-member ENGAGED Board of Directors and Staff of Six • Board Composition: 3 Mayors 2 Regional Counsellors 2 EDOs 1 College President & 1 Dean Chair of AGCO representation from GTAA and DFAIT, and Private Sector representatives that include Enbridge, Dell, Timothy's, PWC, H&K, and Fraser Milner.



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Global Vantage 2007 & Core Messages

Global Vantage 2007 Deloitte Report

Deloitte's Five Calls to Action	• Growing the economy • Coordination and collaboration of partners • Cultivating leaders and champions • Promoting and marketing the GTA • Generating sustainable resources
Three Core Messages Under the GTMA Corporate Strategic Plan	• Attract International Business Investment to the GTA • Cultivate Value-added Relationships with and for our public and private sector partners • Deliver Marketing Support and Information that responds to the needs of two key constituencies - our partners and the international investment clients



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The New & Revitalized GTMA

- Reaching Out to our Municipal Stakeholders
 - Regular one-on-one consultations with Mayors/Chairs and their EDO's and GTAEDP
 - Supporting and attending and Regional and local initiatives including the International Leaders Breakfast Club (ILBC) and GTMA Board meetings
- ILBC Launch of International Leaders Breakfast Club
- “Celebration of Communities” golf tournament in September, 2008
- Alliance building with like minded organizations – TRRA | YTA | TFSA | Synergy Centre | Boards of Trade and Chambers of Commerce



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The New & Revitalized GTMA (cont'd)

- Fostering further collaboration with MEDT at Ministerial and Deputy level as well as at the staff level
- Hosting of a May 29th Consultation Event for Consuls General and Trade Commissioners
- Immediate focus on US cross/border opportunities with wide consultation and research on global opportunities and missions
- Working on the development a new revenue model to drive revenues through a variety of initiatives that capitalizes on value-add partner benefits



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York Region's Return on Investment in 2007

- 10 investment opportunities
- 4 trade opportunities
- 3 networking opportunities
- 4 information & research sources

Investment Opportunities		
1.	IBM/Google Prospect Meeting	April
2.	Invitation for GTA Advanced Manufacturing Program 2007-2008	May
3.	Germany company looking for Canadian partners for a wind farm project	July
4.	Food processor looking to relocate from B.C., 100,000 sq. ft. facility	July/August
5.	Biopharmaceutical company - manufacturing facility, 150,000 - 400,000 sq. ft	August
6.	EDCO's "Economies in Transition Initiative" investment readiness – Whitchurch-Stouffville participated	August
7.	Request from DTZ Barnicke on behalf of client for 100 acres	September
8.	Germany company looking for Canadian partner to create new company	October
9.	Bell Canada Site Selection Services looking for 20,000 sq. ft. facility for contact centre	October
10.	Proposal to create a Leads Database for GTA communities	November
Trade Opportunities		
1.	Attended Mission to Holland, Denmark and Sweden	June
2.	Dutch Company identified during June Mission, visited Newmarket for trade	July
3.	Two Netherlands co.'s seeking opportunities with Canadian firms to market/distribute products	August
4.	US Medical Devices company seeking distributors for their products	October
5.	Hungarian ICT company seeking partnerships and clientele to build up N.A. presence	October
Networking Opportunities		
1.	Invitation to attend GTA Design Study Launch	September
2.	Invitation to attend ITnT Show in Vienna, Austria	November
3.	GTMA International Leaders Breakfast Series – monthly seminars	December
Information & Research		
1.	Distributed article regarding positive aspects of rising Canadian dollar	October
2.	Upon request, provided examples of cluster analysis studies & consultants names	October
3.	Upon request, provided contact information for call centre experts	December
4.	Provided a description and contact information for espaceListings Internet tool	December



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