

TO: MAYOR J. LEHMAN AND MEMBERS OF COUNCIL

FROM: S. Schlichter, Director Business Development

NOTED: C. Ladd, CAO, Z. Lifshiz, Executive Director Invest Barrie

RE: Trade Delegation to International Manufacturing Technology Show, Chicago, IL, September 12th – 16th, 2016

DATE: Thursday, August 25th, 2016



The purpose of this memo is to apprise Council of the Barrie delegation that will be participating in a trade and investment mission to the International Manufacturing Technology Show (IMTS) in Chicago, Illinois, from September 12 to September 16, 2016. The Barrie delegation will be led by Mayor Jeff Lehman, who will be accompanied by Zvi Lifshiz, Executive Director Invest Barrie, Stephannie Schlichter, Director Business Development, and members of the Barrie Business Ambassadors and business community. Specifically the following Barrie companies will be participating as delegates:

- Napoleon
- R&M Plastics
- DV Systems
- Innovative Automation
- Brotech Precision
- Linear Transfer Automation
- Aeroex Technologies
- Barrie Welding & Machine

IMTS is one of the largest industrial trade shows in the world, featuring more than 2,000 exhibiting companies and 114,147 registrants, representing over 112 countries. The event is held every two years in September at McCormick Place, Chicago. The 2016 show will focus on five areas - process innovations, alternative manufacturing, plant operations, automation and quality in addition to five co-located shows – Industrial Automation North America, Motion, Drive & Automation North America, Surface Technology North America, ComVac North America, Industrial Supply North America.

The purpose of the trade and investment mission is threefold:

1. provide local business owners with opportunities to engage with the North American and international manufacturing sector, in order to develop trade opportunities.
2. provide the City of Barrie with an opportunity to generate business leads with companies that may be interested in expanding into the Canadian/Ontario market,
3. promote Barrie and develop new contacts amongst key investment influencers, including site selectors and the Illinois Chamber of Commerce.

The City of Barrie's Objectives for the Trade Mission include:

- promoting and positioning Barrie as a low-cost, high value investment location for businesses in the manufacturing sector through targeted business meetings at the IMTS show;
- participating in targeted attraction meetings with Chicago-based firms that are seeking to expand/re-locate their business operations. ;
- strengthening awareness of Barrie's competitive advantages, investment opportunities, as well as industry and company capabilities within the site selection community to attract future opportunities to Barrie;
- creating opportunities for Barrie businesses to network and develop trade relationships, leading to jobs and investment;

- strengthening business links and economic ties between Barrie and Chicago through identifying additional opportunities to increase investment and trade between Barrie and Chicago/U.S. Midwest.

Supporting local companies in developing trade opportunities, through initiatives such as a trade mission, can enhance the economic vitality of the City of Barrie. As local businesses develop new trade partnerships, the resulting impact can lead to both job growth and new capital investment in the City. To enable maximum benefit, delegate businesses participating in the trade mission will have the opportunity to:

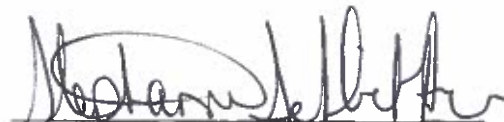
- participate in the IMTS show to meet industrial manufacturers from all over the world;
- utilize the services of a lead generation firm, which will organize business-to-business (B2B) meetings with targeted business prospects.
- attend a Barrie networking reception at McCormick Place with their suppliers and prospects;
- engage with the Canadian Consulate in Chicago to strengthen business relationships and identify further trade opportunities; and
- attend networking events at the show, as well as training and development opportunities;

In support of business attraction and building upon the City's thriving advanced manufacturing sector and other key industrial sectors, Mayor Lehman and Invest Barrie staff will be engaging in a variety of business-to-business (B2B) meetings with pre-qualified companies to promote Barrie as a key destination for business growth and expansion in the Canadian/Ontario marketplace. Specifically, City Staff will be participating the following over the course of the mission:

- B2B meetings with the City of Barrie and pre-qualified businesses from IMTS show exhibitors (pre-qualified businesses are ready to move/expand into Canadian/Ontario market in the next 6 to 24 months);
- B2B Meetings for City of Barrie with relevant pre-qualified businesses from the Chicago area who are in Barrie's targeted business sectors including technology, data centres, medical devices, and business/financial services (including back office software maintenance);
- hosting a Barrie networking reception at the DV Systems booth at the IMTS show for delegates, their prospects and the City's prospects;
- meetings for the City of Barrie with site selection firms operating in Chicago to promote the strategic advantages of locating in Barrie to increase opportunities for Barrie to be included in Ontario/Canada site selection opportunities;
- engagement with the Canadian Consulate in Chicago to strengthen economic ties with the mid-west and business development opportunities;
- showcasing Barrie and opportunities in the health and health tech sector through a presentation by Mayor Lehman on *Public Health & Innovation: transforming urban economies through public and private entrepreneurship*. The event is being delivered through the Illinois Chamber of Commerce and the International Business Council and will include a trade mission brief and networking event.

Delegates are responsible for their travel and accommodation for the duration of the mission. All other costs associated with the Trade Mission have been accommodated within the Business Development base operating budget for travel, events and lead generation services.

The Business Development Department will report back to Council via memorandum with outcomes of the IMTS show.



**Stephannie Schlichter,
Director – Business Development**