
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 Update, Chicago, IL, September 12th – 16th, 2016

DATE: November 28, 2016

The purpose of this memo is to follow-up with Council regarding the activities that took place during the trade and investment mission to the International Manufacturing Technology Show (IMTS) in Chicago, Illinois, from September 12th to September 16th, 2016. The memo will also highlight some early feedback and results from investment and trade mission. The Barrie delegation was led by Mayor Jeff Lehman, and he was accompanied by Zvi Lifshiz, Executive Director Invest Barrie, Stephannie Schlichter, Director, Business Development, and members of the Barrie Business Ambassadors and business community. The following Barrie companies participated in the trade and investment mission:

1. R&M Plastics
2. DV Systems
3. Innovative Automation
4. Linear Transfer Automation
5. Aeroex Technologies
6. Barrie Welding & Machine
7. Napoleon
8. Brotech Precision CNC

With IMTS being one of the largest industrial trade shows in the world, Invest Barrie set out five objectives to guide the trade mission. The five objectives are as follows:

1. Promote and position Barrie as a low-cost investment location for businesses in the manufacturing sector through targeted business meetings at the IMTS show;
2. Participate in targeted recruitment meetings with Chicago-based firms seeking to expand/re-locate their business operations across Barrie's targeted sectors including, health, data/technology and advanced manufacturing;
3. Strengthen 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;
4. Create opportunities for Barrie businesses to network and develop trade relationships leading to jobs and investment;
5. Strengthen 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.

In the months leading up to IMTS and in support of objectives 4 and 5 of the mission, Invest Barrie worked closely with the Consulate General of Canada office in Chicago. The Consulate organized a Chicagoland/Mid-West Market Overview Session for Barrie delegates, and also invited other Canadian companies and government bodies that were in Chicago to attend the IMTS show. The Consulate also promoted Barrie companies in attendance by including them in a "Canada at IMTS" company listing, and arranged one-on-one meetings for Barrie delegates with Boeing for supply chain opportunities. In

addition to the meetings with Boeing, Barrie delegates were provided the opportunity to leverage up to three business-to-business (B2B)/trade meetings in Chicago developed through a lead generation consultant.

To strengthen the awareness of Barrie's competitive advantages and company capabilities, the Trade and Investment Mission provided all participants with the ability to meet with different companies from IMTS and in the general Chicago area. Invest Barrie hosted a "Best of Barrie" reception on the show floor inviting site selectors, Consulate staff, and IMTS attendees. The reception was hosted on the IMTS show floor at DV Systems' booth.

Building on objectives 3 and 5 outlined for the Mission, the Illinois Chamber of Commerce and the International Business Council also hosted a breakfast networking reception with Mayor Lehman as the guest speaker. Introduced by Consul General, Darcee Munroe, Mayor Lehman discussed *Public Health & Innovation: transforming urban economies through public and private partnerships*. The event provided an opportunity to showcase Barrie as a location that welcomes investment in the health sciences and the medical technology sector.

Building on objective 3 of the mission, to strengthen 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, Mayor Lehman and Invest Barrie staff met with four site selectors in Chicago. Site selectors were both from global firms (Avison & Young and Cushman Wakefield) and two local boutique firms. These meetings provided an opportunity to develop relationships with the site selector community in the mid-west, and also to position Barrie as a competitive and strategic location in the Canadian marketplace. The site selectors also provided useful information on how they perceive the Canadian/Ontario marketplace vis-à-vis American locations, which further contributes to the value proposition Invest Barrie prepares for attracting FDI.

Objectives 1 and 2 of the mission focused on promoting and positioning Barrie as a low-cost investment location for businesses in targeted sectors participating in the IMTS Show and companies seeking to expand/re-locate from the Chicago area. Through the lead generation firm, Mayor Lehman, Invest Barrie staff, and in certain cases Barrie Business Ambassadors, attended one-to-one meetings with a combined total of twelve companies at IMTS and in the Chicago-area. As part of the meeting arrangements, a majority of the companies had previously stated that they were considering the Canadian/Ontario market to expand their businesses. As a result of the meetings, Invest Barrie has completed an initial follow-up with the companies and will continue to follow-up to further inform and showcase opportunities to expand into the Canadian marketplace via Barrie.

Highlight of Outcomes:

The below provides some specific outcomes achieved to date as a result of the trade and investment mission for both delegates and Invest Barrie.

Delegates:

- Signing of 2 new sales agents to cover U.S. territories, which resulted in the hiring of 6 new staff members.
- Addition of 3 new USA distributors that will assist in building the brand and sales pipeline.
- Opportunity to bid on new lines of business (bid process still ongoing)

Invest Barrie:

- Working with a life sciences start-up on VC funding opportunities to bring their business to Barrie
- Manufacturer/distributor considering an Ontario location in Q1 2017
- Health Tech firm seeking to expand its market presence in Ontario

- Ongoing information provision to site selectors regarding Barrie marketplace in order ensure that Barrie becomes an investment alternative for clientele looking to relocate/expand.
- For some of the leads, expansion into the Canada and/or Ontario marketplace is a future business consideration in the short term (ie. within 2 years). As such, Invest Barrie continues to engage with all leads generated at the show to provide additional cost comparative tools, information and program opportunities to incite the consideration of Barrie as an investment destination for their Canadian business expansion opportunities.

Overall, the trade and investment mission to Chicago delivered on its objectives. Delegate companies have indicated an overall satisfaction and value in participation and continue to work through their leads to cultivate business opportunities. Business Development staff also continue to follow-up with prospects and monitor outcomes, which will be reported back to Council as via Memorandum as appropriate.


Stephannie Schlichter,
Director – Business Development