



**ECONOMIC AND CREATIVE DEVELOPMENT
MEMORANDUM**

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TO: MAYOR A. NUTTALL AND MEMBERS OF COUNCIL

FROM: N. GAVARRE, BUSINESS DEVELOPMENT OFFICER, X4431

NOTED: D. BROOKE-BISSCHOP, MANAGER, BUSINESS DEVELOPMENT
S. SCHLICHTER, DIRECTOR, ECONOMIC AND CREATIVE DEVELOPMENT
B. ARANIYASUNDARAN, P. ENG, PMP, GENERAL MANAGER OF
INFRASTRUCTURE AND GROWTH MANAGEMENT

RE: VTM – INTERNATIONAL BUSINESS CONVENTION FOR AUTOMOTIVE AND
VEHICLE INNOVATION

DATE: SEPTEMBER 13, 2023

The purpose of this Memorandum is to provide information to members of Council regarding the participation of the Economic and Creative Development (ECD) Department in the recent VTM Vehicle and Transportation Technology Innovation Meetings conference and trade show held between July 12, 2023 to July 13, 2023 in Novi, Michigan. This trade show was attended in partnership with the County of Simcoe Economic Development Office (EDO) and was supported through funding received by the County through the Rural Economic Development (RED) Fund to advance regional investment attraction initiatives.

VTM is a mobility technology event that brings together the vehicle and transportation industry. The Michigan event is a spin-off of a successful forum hosted in Turin, Italy, and featured a full program of technical and technology presentations, including key challenges and opportunities for the future of mobility and new vehicle technologies. The event also featured a business to business (B2B) program for attendees to secure pre-arranged meetings with vehicle makers, suppliers, and technology entrepreneurs. The event attracted over 110 companies from over 10 countries.

The City of Barrie and the County of Simcoe attended the two-day conference and trade show along with a delegation of three area companies, including Molded Precision Components (MPC), Weber Manufacturing, and Baytech Plastics.

The delegation collectively exhibited at the show to promote the area's automotive manufacturing strengths and opportunities. As part of the delegation, City of Barrie and County of Simcoe staff undertook 15 meetings with companies and government agencies. The companies also participated in B2B meetings with prospective customers and had on average of 12 meetings with potential vendors. All participating employers indicated that they made valuable connections through the B2B meetings and would participate in this event in the future. They found particular value in the pre-arranged meetings made available through the B2B platform. Representatives from the businesses in the delegation expressed that the quality of the meetings undertaken were positive, with many making meaningful contacts.

ECD's participation in the delegation supports the Department's investment attraction and business retention and expansion initiatives and showcased the region's strengths in the sector while providing local companies the opportunity to explore opportunities for business growth. VTM closely aligns with automotive manufacturing, a key sector of strength and employment for both the City of Barrie and County of Simcoe, with many opportunities for continued growth.