

Invest Barrie – International Economic Development

**Presented to: International Relations Committee
September 5th, 2023**

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International Relations Committee & Invest Barrie

IRC Mandate

- To enhance the City of Barrie's relationships with international communities for the benefit of the social, economic, educational and cultural development of our community.

Goal of Invest Barrie

- To attract global investment into the City that supports business and job growth through the development of international economic relationships.

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International Investment

1) Foreign Direct Investment (FDI) – Inbound (Investment Attraction)

The direct investment by foreign companies into Barrie – through existing firms or new projects.

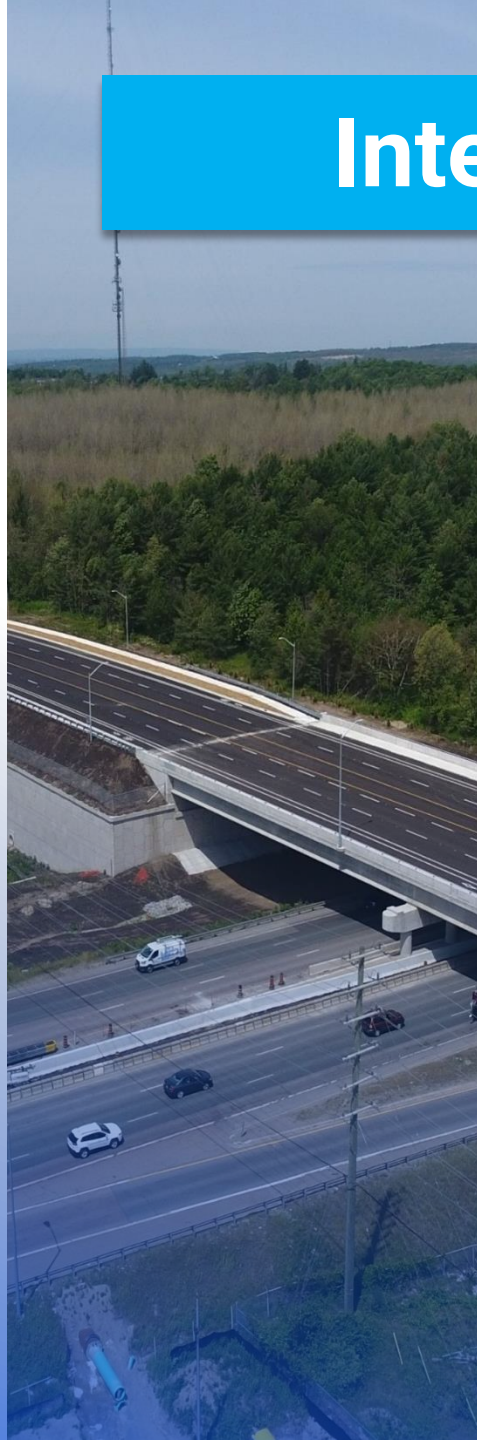
Invest Barrie Role: Promote Barrie as a prime location for foreign companies seeking Canadian presence

2) Canadian Direct Investment Abroad (CDIA) – Outbound (Business Retention & Expansion)

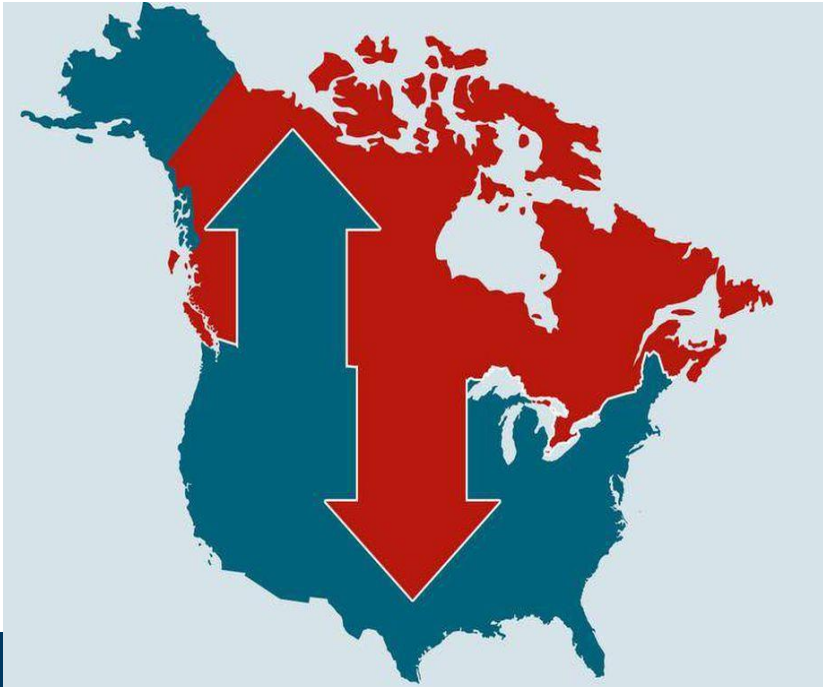
Investment by Barrie-based firms in foreign markets through exporting activities, mergers, acquisitions, partnerships, joint ventures, strategic alliances or new investments that strengthen operations, penetrate new markets, and acquire new technologies, resources and skills.

Invest Barrie Role: Foster relationships with our existing global firms

Support local firms in pursuing foreign markets for exporting and international operations



Foreign Trade Agreements



**The Canada-United States-
Mexico Agreement (CUSMA)**



**Canadian-European Union
Comprehensive Economic &
Trade Agreement (CETA)**

Foreign Direct Investment (FDI) 2024 Countries of Opportunity

- United States of America
- Germany



United States of America

- Trade and investment between Canada and the U.S. supports millions of jobs and is vital to both countries' economic prosperity.
- The U.S.A. is Canada's largest trading partner with \$1.2 trillion in trade.
- Areas of focus for Invest Barrie within the United States will be the State of Michigan and Chicago, Illinois
Ontario-Michigan MOU - increase trade and job creation



Germany

- Largest merchandise export market in the European Union.
- Germany is Canada's fifth-largest trading partner globally with \$30-billion in trade in 2022.
- German investment in Barrie includes companies Hormann and SBS Drivetec.



Trade Show/Mission Activity - 2023

NAME	DATES	LOCATION
CANSEC Defence & Security Show	June 1 & 2, 2023	Ottawa
Collision Conference - global technology show	June 17 - 20, 2023	Toronto
Vehicle, Technology & Mobility Show (VTM)	July 12 & 13, 2023	Novi, Michigan
Canadian Manufacturing Trade Show (CMTS)	September 25 – 28, 2023	Toronto
Potential: Chicago/Michigan Trade Opportunities	To Be Confirmed (2023)	Michigan/Illinois

Proposed 2024 Trade Show/Mission Activities

NAME	DATES	LOCATION
Advanced Technology Manufacturing Show (ATMS)	To Be Confirmed (2024)	Mississauga
Hanover Messe Trade Show	April 22 - 26, 2024	Hanover, Germany
Automate Show & Conference	May 6 - 9, 2024	Chicago, Illinois
CANSEC Defense & Security Show	May 29 & 30, 2024	Ottawa
Battery Show	October 10 & 11, 2024	Detroit, Michigan

Familiarization (FAM) Tours

Invest Barrie coordinates and hosts Familiarization (FAM) Tours to create awareness about the City of Barrie and the existing opportunities for investment, partnership and talent attraction.

Upcoming FAM Tours:

- September 28th Life Sciences Ontario Road Show
- Thursday, October 5th German Delegation
- Wednesday, October 18th Israeli Delegation

Canadian Direct Investment Abroad (CDIA)

Invest Barrie Role

- **Uncovering Local Companies looking to expand into Global Markets.**
- **Learning Opportunities for Businesses**
 - **Market intelligence and Trade Support**
- **Foreign Trade Offices**
 - **Relationship Building**



Thank You.

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