

# memorandum

**DATE:** May 30, 2023

**TO:** Mayor and Members of Council  
cc. SLT-E

**FROM:** Raphael Costa, Director, Economic Development  
cc. Nick Spensieri, City Manager  
cc. Michael Genova, Chief, Communications and Economic Development  
cc. Office of Communications and Economic Development

**RE:** **Philippines Mission 2023 – Day 5**

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On Council direction, Economic Development is leading an economic and cultural mission to its partner, Baguio City, Philippines. The Council mission to the Philippines focuses on activities to achieve the following goals:

1. Enter a Memorandum of Understanding (MOU) with officials from Baguio to initiate negotiations for a renewed partnership; and
2. Consult with Philippine organizations while on the mission that can support a renewed partnership to position Baguio, Philippines as a gateway to the ASEAN region.

Staff are providing daily updates on activities.

## Key Messages

- Vaughan has a thriving and engaged Filipino community with more than 9,000 residents, many actively involved with the Filipino Canadian Association of Vaughan (FCAV).
- The City of Vaughan has had a formal partnership with Baguio City, Philippines since 1997.
- The Philippines is a strong candidate as a gateway to the Association of Southeast Asian Nations (ASEAN) economic territory: Baguio City can be a gateway economy partner with Vaughan.
- On Day 5 Regional Councillor Rosati led meetings with:
  - Mayor Benjamin Magalong
  - The University of Baguio to advance the NiagaraU agreement

## Day 5 Meetings

***Mayor Magalong met with the Delegation and discussed some of the major challenges facing Baguio.***

In particular, Baguio's infrastructure is strained. Although the city is home to more than 350,000 people and welcomes more than 3 million visitors per year, the city was designed for a population of 35,000 people. Baguio is deploying a long-term smart city strategy to help the city adapt. This involves the installation of smart infrastructure and increased densification.

***On May 30<sup>th</sup>, the delegation met with the University of Baguio, who are advancing a Memorandum of Understanding (MOU) with NiagaraU to exchange students and faculty in Criminology and Business.***

The exchange program being discussed by NiagaraU and UBaguio and be expanded to include tourism and hospitality studies. UBaguio exchange students could take part in Vaughan's tourism development programming.

Staff will explore a four-member exchange between UBaguio, NiagaraU, the City of Vaughan, and Baguio City.

### **Look Ahead**

***The Delegation will depart the Philippines tomorrow.***

***Corporate and Strategic Communications will provide social media content as appropriate.***

For more information, please contact Raphael Costa at [Raphael.Costa@vaughan.ca](mailto:Raphael.Costa@vaughan.ca).