

**DATE:** October 7, 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: Germany + Italy Mission 2023 – Day 1**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

The Council mission to advance the local food sector focuses on:

1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.
- The delegation is joined by a Canadian contingent led by the federal government and including York Region and the Ontario Food Cluster.
- By the end of Day 1 the delegation had:
  - Published an article in *Food in Canada* to raise the profile of the city's local sector
  - Met with the Saleri group to learn about their plans for Canadian expansion
  - Been highlighted by the *Camera di Commercio Dell'Emilia* in advance of a scheduled briefing and working session on October 16.

## **Background**

***Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.***

In 2019, nearly 170,000 industry representatives from more than 200 countries attended. In 2021, during the global pandemic, Anuga attracted nearly 70,000 visitors from more than 160 countries. The conference takes place in Cologne, Germany and is happening this year from October 7 to 11, 2023 at the Koelnmesse, Fair Grounds in Cologne which encompass more than 2.1 million sq. ft.

***The theme for Anuga 2023 is 'Sustainable Growth'.***

The worldwide food industry is facing major challenges: with a growing population of around 10 billion people by 2050, there is also rising demand for food, particularly for protein. At the same time, the threat of global climate change, water and energy shortages and the loss of biological diversity are putting pressure on the agriculture and food industry.

Economic and humanitarian effects, such as disrupted supply chains because of the Ukrainian/Russian conflict as well as increasing energy and food costs are aggravating the situation further. The need for product innovations and solutions that will sustainably improve the worldwide food system, is greater than ever.

Sustainable Growth refers to ecological and economic growth, which can be maintained permanently without limiting natural resources and endangering future generations. Environmental and social resources are to be utilised sustainably, an ecological balance found and responsibility is to be taken vis-à-vis society and future generations.

***The delegation is joined by a Canadian contingent led by the federal government, including York Region and the Ontario Food Cluster.***

## **Day 1 Highlights**

***To further raise the profile of Vaughan's established agri-food and food processing cluster in conjunction with the City of Vaughan's participation at Anuga 2023, staff facilitated an advertorial highlighting the sector in Food in Canada.***

The [sponsored piece](#) in Food in Canada went live on October 4, and highlights Vaughan as a destination for trade and investment in its agri-food and food processing cluster with an emphasis on the global connections that the City offers.

The article will reach Food in Canada's 7,994 print subscribers, 19,165 total print readership and 30,000 average monthly national online page viewers, and is supplemented with additional advertising to reach the outlet's 9,163 social media followers, 10,425 e-blast subscribers and 11,548 e-newsletters.

The food and beverage processing industry is the second-largest manufacturing industry in Canada and a key focus for the Economic Development department's participation at [Anuga 2023](#) – the world's largest food and beverage fair – from October 7 to 11 in Cologne, Germany.

***Ahead of the delegation departing, Economic Development staff met with Italian-headquartered Saleri Group, a leading company in the design, development and production of water pumps and cooling systems for the automotive industry.***

This meeting was attended by staff as well as members of the Italian Chamber of Commerce of Ontario Canada (ICCO), who have collaborated on the agenda for the Italian portion of the mission.

With approximately \$240 million CAD in revenue and a global workforce of 600 employees, Saleri Group's major clients include VW, Audi, Porsche, BMW, and many others. In recent years, the company has expanded its global presence, establishing operations in Germany, China, India, and Mexico, alongside its headquarters in Italy.

The company is exploring expansion in North America. This would involve opening a product development centre in Canada to complement their Mexican production plant and Detroit-based sales office. The new center will focus on pioneering technologies and products for the automotive sector, while also exploring opportunities in non-automotive industries.

Saleri Group has engaged with several Canadian cities including Windsor, Kitchener, London, and Vaughan to explore potential locations. Staff will be following up to provide information on R&D related funding programs and a list of available co-working spaces in Vaughan, and are exploring a follow-up meeting during the delegation's presence while in Italy.

***To attract Northern Italian companies to an information session delivered by staff and Councillor DeFrancesca on October 16, the Camera di Commercio Dell'Emilia published an [online article](#) about the delegation's visit.***

The Delegation is scheduled to present to companies in the Parma region on October 16 about Vaughan and its economy. The goal of the session is to increase awareness of Vaughan as a gateway to North America's economy, and to establish a relationship with the local chamber to advance future trade activities.

### **Look Ahead**

***On October 8th, the delegation will attend Anuga 2023 to engage with companies and prospective partner organizations.***

The delegation will continue to work with York Region and the Ontario Food Cluster to support meetings with companies hoping to trade with local companies.

***The Delegation's October 8 Anuga participation will involve learning sessions to identify emerging trends in the agri-food and food processing industries.***

Highlighted session topics on October 8 include innovative solutions to reducing food waste and incorporating sustainability opportunities for food retailers, as well as establishing support for food and beverage start-ups through collaboration to increase competitiveness.

***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).

**DATE:** October 8, 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: Germany + Italy Mission 2023 – Day 2**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

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1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.
- The delegation is joined by a Canadian contingent led by the federal government and including York Region and the Ontario Food Cluster.
- By the end of Day 2 the delegation had:
  - Connected with various companies for both direct investment and trade as a way to soft-land in North America; and,
  - Attended learning sessions on sustainable food industry practices.

## **Background**

***Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.***

In 2019, nearly 170,000 industry representatives from more than 200 countries attended. In 2021, during the global pandemic, Anuga attracted nearly 70,000 visitors from more than 160 countries. The conference takes place in Cologne, Germany and is happening this year from October 7 to 11, 2023 at the Koelnmesse, Fair Grounds in Cologne which encompass more than 2.1 million sq. ft.

***The theme for Anuga 2023 is 'Sustainable Growth'.***

The worldwide food industry is facing major challenges: with a growing population of around 10 billion people by 2050, there is also rising demand for food, particularly for protein. At the same time, the threat of global climate change, water and energy shortages and the loss of biological diversity are putting pressure on the agriculture and food industry.

Economic and humanitarian effects, such as disrupted supply chains because of the Ukrainian/Russian conflict as well as increasing energy and food costs are aggravating the situation further. The need for product innovations and solutions that will sustainably improve the worldwide food system, is greater than ever.

Sustainable Growth refers to ecological and economic growth, which can be maintained permanently without limiting natural resources and endangering future generations. Environmental and social resources are to be utilised sustainably, an ecological balance found and responsibility is to be taken vis-à-vis society and future generations.

***The delegation is joined by a Canadian contingent led by the federal government, including York Region and the Ontario Food Cluster.***

## **Day 2 Highlights**

***The delegation met with a variety of companies that expressed interest in trade with Vaughan companies or expansion into Vaughan, either through direct investment or new market development.***

The delegation engaged with companies across the entire conference, raising Vaughan's profile as a destination for trade and investment. Delegates provided additional information to businesses on Vaughan's agri-food and food processing sector, the logistics, distribution, and e-commerce sector, the Vaughan Enterprise Zone (VEZ), and the Vacant Employment Land Directory.

Staff started the day at the Agriculture and Agri-food Canada Canadian Pavilion. After connect with Regional and provincial staff, the delegation met with several Canadian companies, including three Greater Toronto Area (GTA)-based companies who expressed the need to

expand within the region. Staff committed to providing site selection packages to these companies.

In addition, the delegation developed several leads who have interest in entering the Canadian market as a way to soft-land in North America. Examples include, *Cupffee*, who produce edible hot beverage cups, *Laterie Ragusane S.P.A*, *Lauenstein Confiserie*, and *Francois Paparella*. The delegation will follow up with lists of Vaughan-based distributors and potential partners.

***Anuga includes various programming to highlight best practices and emerging trends in the food industry. On October 8, the delegation attended sessions on:***

***1. Reducing food waste;***

Reducing food waste is the goal of the Danish company, *Too Good to Go*. The app-based company reduces food waste by offering consumers an opportunity to buy end-of-day or near expiring food from restaurants and retailers. For businesses, the app helps them monetize product that would have otherwise been thrown out.

*Too Good to Go* is in 17 countries, including Canada, and serves more than 180,000 companies. Staff met with the presenter and will connect with the company's Canadian office to explore reducing waste in Vaughan.

This is in line with Economic Development's recent *Better your Business* efforts to promote more sustainable models for local businesses.

***2. A unique collaboration model for startups and small businesses in the food industry; and,***

One barrier for scaling small businesses in the food industry is the inability to access economies of scale. A German collaboration focused on supporting companies that provide plant-based products is the *New Meat Co* (NMC). NMC is a collaborative venture between founders of various plant-based companies that share research and development, procurement, and other administrative functions.

Staff will share this model with our partners at YSpace – York University, who support a variety of food startups. Such a model could help YSpace develop while also helping companies grow in York Region.

***3. Urban agriculture.***

Urban agriculture can help growing cities become more sustainable. Not only does it reduce costs for businesses through a shortened logistics network, but it also presents an opportunity to use under-utilized space, and implement circular economy solutions that reduce waste.

This session used a Cologne urban mushroom farm to demonstrate the advantages of urban farming. These included: reducing waste by using local kitchen garbage as fertilizer; using less

than 9,000 square feet to produce 700 kg of food per week with just 10 staff; and, eliminating the need for delivery vehicles by focusing on the local restaurant market.

Vaughan's recent zoning bylaw allows for urban farming. Staff have been actively exploring urban and vertical farming companies for potential local investments.

***To further raise the profile of Vaughan's established agri-food and food processing cluster in conjunction with the City of Vaughan's participation at Anuga 2023, delegation members were approached by an Italian media outlet and participated in an interview with Italian Agriculture Industry officials.***

To leverage this earned media opportunity, staff will monitor for publication and share with Corporate and Strategic Communications (CSC). If appropriate, staff will provide a media advisory.

### **Look Ahead**

***On October 9<sup>th</sup>, the delegation will attend Anuga 2023 to engage with companies and prospective partner organizations.***

The delegation will continue to work with York Region and the Ontario Food Cluster to support meetings with companies hoping to trade with local companies.

***The Delegation's October 9<sup>th</sup> Anuga participation will involve learning sessions to identify emerging trends in the agri-food and food processing industries.***

Highlighted session topics on October 9th include insights into market trends, innovations, and consumer values related to sustainability; leveraging data to improve sustainability performance; insights about ethical and sustainable innovations and what brands can do to master both sustainable and commercial growth; as well as effectively utilizing immersive tech to improve customer experience and drive sales.

Sessions that the delegation will focus on are:

- *For a better climate: How Arla is driving the green transformation with Bits, Bytes & Incentives*
- *Sustainable Growth*
- *Beyond Buzzwords: Prioritising Sustainability*
- *New Retail - How immersive technologies shape the retail of today and 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).



**DATE:** October 9, 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: Germany + Italy Mission 2023 – Day 3**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

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In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.
- The delegation is joined by a Canadian contingent led by the federal government and including York Region and the Ontario Food Cluster.
- By the end of Day 2 the delegation had:
  - Connected with various companies for both direct investment and trade as a way to soft-land in North America;
  - Met with the German import promotions desk as a model to share with our partners at the provincial and federal trade offices; and,
  - Attended learning sessions on sustainable food industry practices.

- As a result of the delegation's participation in the Anuga Conference, staff expect to deliver 2-4 site selection packages to companies interested in investing in Vaughan, and more than 10 packages to companies hoping to conduct trade with the GTA.

## **Background**

***Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.***

In 2019, nearly 170,000 industry representatives from more than 200 countries attended. In 2021, during the global pandemic, Anuga attracted nearly 70,000 visitors from more than 160 countries. The conference takes place in Cologne, Germany and is happening this year from October 7 to 11, 2023 at the Koelnmesse, Fair Grounds in Cologne which encompass more than 2.1 million sq. ft.

***The theme for Anuga 2023 is 'Sustainable Growth'.***

The worldwide food industry is facing major challenges: with a growing population of around 10 billion people by 2050, there is also rising demand for food, particularly for protein. At the same time, the threat of global climate change, water and energy shortages and the loss of biological diversity are putting pressure on the agriculture and food industry.

Economic and humanitarian effects, such as disrupted supply chains because of the Ukrainian/Russian conflict as well as increasing energy and food costs are aggravating the situation further. The need for product innovations and solutions that will sustainably improve the worldwide food system, is greater than ever.

Sustainable Growth refers to ecological and economic growth, which can be maintained permanently without limiting natural resources and endangering future generations. Environmental and social resources are to be utilized sustainably by balancing the environment and the needs of society and future generations.

***The delegation is joined by a Canadian contingent led by the federal government, including York Region and the Ontario Food Cluster.***

## **Day 2 Highlights**

***The delegation met with a variety of companies that expressed interest in trade with Vaughan companies or expansion into Vaughan, either through direct investment or new market development.***

Delegation members met with a variety of companies in the frozen food pavilion before focusing on the U.S. pavilion in collaboration with regional staff, engaging with companies focused on the organic food sub-sector. The delegation developed several leads who have an interest in entering the Canadian market or expanding their current presence here. The delegation will follow up with lists of Vaughan-based distributors and potential partners.

The delegation also made connections with companies that have a presence in Vaughan: Made Good, the flagship brand of Vaughan-based Riverside Natural Foods which has manufacturing and office operations, and UNFI which operates a distribution centre in Vaughan.

***The delegation met with Germany's import promotion desk, under the Federal Ministry for Economic Cooperation and Development.***

The promotion desk is an interesting model that supports German companies by pre-qualifying foreign raw materials and international partners. Staff will share this model with colleagues at the provincial and federal trade offices in Canada as a means to support Vaughan-based food processors who import.

***Anuga includes various programming to highlight best practices and emerging trends in the food industry. On October 9, the delegation attended sessions on:***

***1. Sustainability;***

Two sessions delivered by *Innova Market Insights* and *Mintel* shared insights into emerging trends in product development in the food industry. Starting with the knowledge that consumers increasingly are conscious of their environmental impact, the presenters discussed how food companies are adapting.

To help attract new customers, sustainable food brands have to:

- Support regenerative farming and circular economy solutions;
- Effectively communicate via packaging and marketing the sustainable solutions the company supports; and,
- Balance environmental sustainability with affordability.

Of note is that agricultural research suggests that if farming practices do not change, the planet's supply of topsoil will be exhausted in 60 years.

***2. How data can support sustainability;***

This session was delivered by Arla Foods, a Danish company whose Canadian operations are headquartered in Vaughan. The company is expanding with a new cold storage facility to open in Ward 1 anticipated to open in late 2024.

Arla Foods is a dairy company that is leveraging data analytics to maximize the use of its resources. The presentation demonstrated how the adoption of data analytics can optimize the use of dairy inputs (fertilizer, protein feed, etc.) to incentivize their supply chain which supports their sustainability targets of carbon neutrality by 2050.

***As a result of the delegation's participation in the Anuga Conference, staff expect to deliver 2-4 site selection packages to companies interested in investing in Vaughan, and more than 10 packages to companies hoping to conduct trade with the GTA.***

**Look Ahead**

***On October 10<sup>th</sup>, the delegation will visit igus, a Cologne manufacturer of technical products who have their Canadian operations in Vaughan. The company is considering expanding its Vaughan operations.***

igus Canada has nearly 4,500 sq. ft. of commercial space just south of Vaughan Mills, where they have been for more than five years. The Vaughan location has 10 employees, but with growing demand, has an opportunity to expand their team.

igus is a German manufacturer and distributor of technical products made of high-performance plastics, including plastic plain bearings, flexible cables, energy chains, connectors, robotic components, 3D-printed products and ball bearings, the company is known as the largest cable management manufacturer in the world. igus serves a wide range of industries including automotive, food processing, construction, robotics, and machinery.

The delegation will tour igus' facility and discuss the company's plans for growth in Canada.

***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).

**DATE:** October 10, 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  
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**RE: Germany + Italy Mission 2023 – Day 4**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

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Staff are providing daily updates on activities.

### **Highlights**

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- Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.
- The delegation is joined by a Canadian contingent led by the federal government and including York Region and the Ontario Food Cluster.
- On Day 4 of the delegation, members visited igus, a Cologne-based manufacturer of technical products who have their Canadian operations in Vaughan. The company is considering expanding its Vaughan operations.
  - As a result of this meeting, members were able to identify further business development connections within Vaughan's ecosystem to support their growth in the Region
  - The company's commitment to innovation presents opportunities for Vaughan-based businesses, start-ups and entrepreneurs.

- As a result of the delegation's participation in the Anuga Conference, staff expect to deliver 2-4 site selection packages to companies interested in investing in Vaughan, and more than 15 packages to companies hoping to conduct trade with the GTA.

## **Background**

***Anuga is the world's largest food and food processing-related industry conference. It is held in Cologne, Germany every two years.***

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Economic and humanitarian effects, such as disrupted supply chains because of the Ukrainian/Russian conflict as well as increasing energy and food costs are aggravating the situation further. The need for product innovations and solutions that will sustainably improve the worldwide food system, is greater than ever.

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***The delegation is joined by a Canadian contingent led by the federal government, including York Region and the Ontario Food Cluster.***

## **Day 4 Highlights**

***The delegation met with igus, a Cologne-based manufacturer of technical products who have their Canadian operations in Vaughan. The company is considering expanding its Vaughan operations.***

igus is a German manufacturer and distributor of technical products made of high-performance plastics, including plastic plain bearings, flexible cables, energy chains, connectors, robotic components, 3D-printed products and ball bearings, the company is known as the largest cable management manufacturer in the world. igus serves a wide range of industries including automotive, food processing, construction, robotics, and machinery. Collectively across their 31

global locations, igus employs nearly 5,000 people and does more than \$1 billion in sales globally.

igus Canada has nearly 4,500 sq. ft. of commercial space just south of Vaughan Mills, where they have been for more than five years. The Vaughan location has 10 employees, but with growing demand, has an opportunity to expand their team.

igus' growth is closely tied to their commitment to sustainability – their products are able to provide customers with parts that require no lubrication, reducing the environmental impact of end products. Approximately 50 per cent of all lubricants sold worldwide end up in the environment, and just one liter of oil can contaminate 1 million liters of drinking water.

igus has achieved 95 per cent carbon neutrality, with plans to meet 100 per cent neutrality by 2030 across all operations worldwide.

Their state-of-the-art manufacturing campus in Cologne is an additional testament to their commitment to sustainability – they have designed their facilities to use the excess heat from their equipment to heat the buildings, and do not need to use natural gas as a result of this design.

The delegation identified connections within Vaughan's business network around smart mobility solutions, including in the construction industry. Staff will make connections where appropriate for further discussions to support igus' growth in the Region.

***The company's commitment to innovation presents opportunities for Vaughan-based businesses, start-ups and entrepreneurs.***

igus highlighted their registered trademark RBTX, a marketplace for low-cost robotics that connects users and suppliers of cost-effective robotic components. End-users can save time and money by sourcing of robotic components that fit their needs with guaranteed compatibility as a result of extensive testing. This B2B marketplace is available to registered businesses, and is a cost-effective solution for start-ups requiring either robotic parts or complete robots.

Other opportunities for Vaughan-based start-ups and entrepreneurs exist via partnering with RBTX, which connects businesses to a network of established partners and technology leaders in the automation world to grow their business. Partners benefits from a scalable digital sales channel and can receive insights from the community about their products and learn about new use cases.

As a next step, staff will share information on RBTX with regional innovation partners, such as ventureLAB and YSpace, as well as other business associations like the Toronto Region Board of Trade and Vaughan Chamber of Commerce.

***As a result of the delegation's participation in the Anuga Conference, staff expect to deliver 2-4 site selection packages to companies interested in investing in Vaughan, and more than 15 packages to companies hoping to conduct trade with the GTA.***

Staff will follow-up with connections made at Anuga to provide additional information and packages to support investment and trade opportunities with the City.

### **Look Ahead**

***On October 11<sup>th</sup>, the delegation will head to Milan, Italy to continue with a robust program of business investment meetings to highlight Vaughan as a destination for trade and investment, and institutional meetings to explore best practices to advance key sectors and community development in Vaughan.***

The delegation will spend October 11<sup>th</sup> in transit between Cologne and Milan, and will resume meetings on October 12<sup>th</sup>. In Milan, the Vaughan delegation will be joined by the Regional Municipality of York as well as the Italian Chamber of Commerce of Ontario (ICCO).

***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).



**DATE:** October 11, 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  
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**RE: Germany + Italy Mission 2023 – Day 5**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

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In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.
- The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.
- On Day 5 of the delegation:
  - Members traveled to Milan to begin the second part of the mission focused on opportunities in Northern Italy to advance the City's agri-food.
  - Staff had an in-person meeting to discuss the upcoming itinerary for the remainder of the mission with the ICCO.
  - Published an article on Vaughan Economic Development's LinkedIn page of key takeaways and insights for Vaughan's food cluster from the mission's participation at Anuga.

## **Background**

***The delegation is visiting Milan in Northern Italy to engage with the Region's food and food processing cluster who are key contributors to the Canada-Italy economic relationship.***

Italy is one of the largest agricultural and food processors in the European Union. In 2022, two-way trade between Canada and Italy totaled \$11.8 billion, making Italy Canada's 9th largest global merchandise trading partner, and Canada's 3rd most important in the European Union. Canada's goods exports to Italy were valued at \$2.8 billion, and goods imports from Italy were valued at \$12.1 billion – farm and intermediate food products as well as consumer goods were among the top three exports from Canada to Italy in 2022. Italy had an agri-food and seafood trade surplus of \$376.2 million with Canada in 2020, and agri-food and seafood imports from Canada increased by a combined annual growth rate of 10.5 per cent from 2016 to 2020, with Italy remaining a net importer of agri-food and seafood products.

***Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.***

The entire region offers trade opportunities for our local economy in agri-food, circular economy solutions, and technology-enabled food processing. Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

***The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.***

## **Day 5 Highlights**

***The delegation traveled to Milan to begin the second part of the mission focused on opportunities in Northern Italy.***

In Milan, the delegation will conduct more than 15 pre-qualified trade and investment meetings with Italian businesses and meet with five regional organizations that will raise Vaughan's profile as a destination for trade and investment.

***Staff met with ICCO to review the itinerary and additional meetings that have been confirmed upon the delegation's arrival in Milan.***

In addition to pre-qualified meetings with businesses interested in expansion or trade opportunities in Ontario, there will also be additional meetings with regional organizations to discuss municipal innovation, best-practices, and explore partnership opportunities that will yield valuable lessons and connections for the City in support of Vaughan's key strategic agri-food sector, automotive, food processing, construction, robotics, and machinery.

***Economic Development summarized relevant key learnings for our local food sector from Anuga in a [Linkedin article](#).***

The article outlines four key learnings:

1. Canada, Ontario and the Greater Toronto Area's (GTA) diversity is globally recognized. Diversity makes the GTA a desirable market for global business investment.
2. Sustainable food is no longer just a trend for consumers; it is a *must* in many cases. Companies need to be transparent about their sustainability efforts.
3. New farming practices are emerging to meet global food demand.
4. New technology is changing the way people shop and the way companies deliver food to consumers.

### **Look Ahead – October 12**

***The delegation will present to 40 businesses and organizations at a briefing hosted by the ICCO.***

This meeting is meant to provide an overview of Vaughan to an audience of businesses that are looking at trade, investment, and expansion opportunities.

Meeting Objectives:

- Promote Vaughan as a destination of choice for trade and investment
  - Highlight opportunities within the City in agri-food and food processing
  - Highlight other sector opportunity areas
- Explore opportunities for trade and Vaughan business growth
- Highlight other supports and organizations available for businesses looking to invest

***Economic Development has five meetings with pre-qualified businesses interested in expanding to Ontario.***

Meetings include:

1. *evway by Route 220 srl SB* was created to provide a complete and innovative service for EV drivers, first created in 2014. The platform is intended to help EV drivers by mapping all charging stations in Italy and Europe and providing useful information, such as location, power, type of socket available, whether a card is required, and so on. The map also provides visibility and promotion for all those facilities that offer, or intend to offer, a charging service for EV drivers.
2. *Contek* is a group of companies that operates restaurant, bars, bowling, entertainment centres and gambling facilities in northwestern Italy. The company is interested in expanding their brand into Canada.

3. *4Chef* creates high-quality ready-made meals, providing simple and quick products ready to serve that are as good as freshly made. The company also has a focus on sustainability and reducing food waste. 4Chef is exploring expanding with a production and distribution facility in Canada.
4. *FTD Food Cold Stores Srl* is part of *Tdservice* and *Fintrade Srl*, companies that operate in the sector of refrigeration systems for food products. FTD has established a company in Canada for the export of Italian food products, creating its own refrigerated warehouse. They already have a logistics base in Vaughan, and their goal is to expand services to include not only import, but also distribution of exported food products.
5. *Stagionello* is an undisputed leader in meat and fish processing and preservation. They design micro-air conditioning systems for traditional food processing with the aim of innovating and improving the catering, processing and preservation sector of typical and indigenous Italian foods, in Italy and abroad.

***The delegation will tour MEET | Digital Cultural Centre to learn best practices in for cultural development and strategies for catalyzing digital culture and creative industries in urban areas.***

MEET is an Italian organization that supports digital culture and creative technology. Designed as a social-oriented institution, MEET collects, promotes and shares creative ideas and innovative projects to reduce the digital cultural divide to drive active participation with an approach centred on meeting and inclusion.

***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).

**DATE:** October 12, 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: Germany + Italy Mission 2023 – Day 6**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

The Council mission to advance the local food sector focuses on:

1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.
- The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.
- On Day 6 of the mission:
  - Members provided a briefing about Vaughan to an audience of 40 individuals
  - Six business meetings took place with pre-qualified investment leads
  - The delegation visited MEET, a creative hub committed to increasing digital literacy through art, science, and technology

## **Background**

***The delegation is visiting Milan in Northern Italy to engage with the Region's food and food processing cluster who are key contributors to the Canada-Italy economic relationship.***

Italy is one of the largest agricultural and food processors in the European Union. In 2022, two-way trade between Canada and Italy totaled \$11.8 billion, making Italy Canada's 9th largest global merchandise trading partner, and Canada's 3rd most important in the European Union. Canada's goods exports to Italy were valued at \$2.8 billion, and goods imports from Italy were valued at \$12.1 billion – farm and intermediate food products as well as consumer goods were among the top three exports from Canada to Italy in 2022. Italy had an agri-food and seafood trade surplus of \$376.2 million with Canada in 2020, and agri-food and seafood imports from Canada increased by a combined annual growth rate of 10.5 per cent from 2016 to 2020, with Italy remaining a net importer of agri-food and seafood products.

***Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.***

The entire region offers trade opportunities for our local economy in agri-food, circular economy solutions, and technology-enabled food processing. Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

***The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.***

## **Day 6 Highlights**

***The delegation briefed 40 attendees from businesses and organizations about Vaughan.***

This briefing kicked off a mini-conference that included business meetings. The delegation provided an overview of Vaughan to an audience of businesses that were looking at trade with, investment, or expansion to Ontario.

Presenting alongside the delegation were a suite of international business support organizations. These organizations actively recruit Italian and Canadian businesses for cross-border trade and investment. Presenting organizations were:

- LCA Legal Services
- Promos Italia – an arm of the Italian Chambers of Commerce network
- The Canadian Consulate
- SACE – financial services for companies expanding abroad
- SIMEST – an organization dedicated to helping Italian companies grow internationally

***Economic Development conducted six meetings with pre-qualified businesses interested in expanding to Ontario.***

The meetings were:

1. *evway by Route 220 srl SB.*
  - The platform is intended to help EV drivers by mapping all charging stations in Italy and Europe.
  - The map also provides visibility and promotion for all those facilities that offer, or intend to offer, a charging service for EV drivers.
  - The company is a medium- to long-term lead for expansion into Vaughan. Next steps include a series of measures to familiarize the company with Ontario and Vaughan, and to help them gain market entry with value-add connections into our city.
  
2. *Contek.*
  - A group of companies that operates restaurant, bars, bowling, entertainment centres and entertainment facilities in northwestern Italy.
  - The company is interested in expanding their brand into Canada.
  - This is a long-term lead that has no market entry plans for Canada beyond an interest in accessing North America.
  
3. *4Chef*
  - This company creates high-quality ready-made meals, providing simple and quick products ready to serve that are as good as freshly made.
  - The company also has a focus on sustainability and reducing food waste.
  - 4Chef is exploring expanding with a production and distribution facility in Canada, with a goal of establishing operations in 2024.
  - Staff will deliver a site selection and investment package identifying potential sites for their requirements, which includes approximately 32,000 sq. ft. of industrial space for processing and warehousing.
  - Staff will also provide additional information about potential federal or provincial incentives, employment supports in place for sourcing of labour, and value-add connections into the City to support their expansion.
  
4. *FTD Food Cold Stores Srl*
  - This company is part of Tdservice and Fintrade Srl, companies that operate in the sector of refrigeration systems for food products.
  - FTD has established a company in Canada for the export of Italian food products, creating its own refrigerated warehouse.
  - They already have a logistics base in Vaughan, and their goal is to expand services to include not only import but also distribution of exported food products. Their goal is to expand their Canadian footprint in 2024.

- Staff will deliver a site selection and investment package identifying potential sites for their requirements, which includes approximately 100,000 sq. ft. of industrial space for food processing of products such as gnocchi, tortellini, cakes, and other ready-made food products as well as expanded space for cold storage.
- Staff will also provide additional information about potential federal or provincial incentives, employment supports in place for sourcing of labour, and value-add connections into the City to support their expansion.
- Staff will invite connections from the company for a follow-up meeting when they visit Canada in November to further explore support needed for their expansion.

#### 5. *Stagionello*

- An undisputed leader in meat and fish processing and preservation, Stagionello designs micro-air conditioning systems for traditional food processing with the aim of innovating and improving the catering, processing and preservation sector of typical and indigenous Italian foods, in Italy and abroad.
- They have already established market penetration in North America, and have additional relationships related to food science, both with the University of Alberta in Edmonton, and the University of Guelph's Centre for Meat Innovation and Technology.
- They are exploring expanding their footprint in Canada, with short-term plans to establish a small facility that includes office, showroom, warehousing and service centre for their products. In the medium-to-long term, they are also looking at partnerships for establishing a potential manufacturing facility in Canada.
- Staff will deliver a site selection and investment package identifying potential sites for their requirements, which includes approximately 5,000 sq. ft. of space for office use such as marketing, for servicing of machines for existing customers, and a potential showroom for their products.
- Staff will also provide additional information about potential federal or provincial incentives and more information on Vaughan's agri-food and food processing value chain.
- Staff will collaborate with ICCO on supporting the company's search for potential partners to expand their operations in the medium-to-long term.

#### 6. *Bauli*

- Bauli is an internationally recognized producer of baked goods with a strong market share in Canada.
- Bauli is a serious medium term prospect for expansion into Ontario. The company's expansion strategy is to acquire an existing baking operation in Canada.
- Next steps include connecting Bauli with succession planning agencies, bakeries in Vaughan who are ready to scale and need a strong investor to do so, and to provide a site package for consideration for a net new facility.



***The delegation toured MEET | Digital Cultural Centre and learned best practices in cultural development and strategies for catalyzing digital culture and creative industries in urban areas.***

MEET is an Italian organization that educates residents about digital culture and creative technology. Designed as a socially-oriented institution, MEET collects, promotes and shares creative ideas and innovative projects, including works of art, to reduce the digital divide.

MEET operates an art gallery, event space, and education centre all focused on digital technology.

Key learnings included:

- Less than three per cent of their funding comes from ticket sales. Instead, they rely on corporate events, government grants, and the provision of educational services.
- Corporate events follow strict guidelines that are in line with MEET's mission to advance digital knowledge.
- MEET has agreed to provide best practices on the acquisition of digital art to help guide a future digital art acquisition policy for the City.

### **Look Ahead – October 13**

***The delegation will meet with the economic development office for the region of Lombardy.***

This meeting is meant to provide an overview of Vaughan to Lombardy's economic development office. In turn, the delegation will review the economic opportunities in the local region.

Meeting Objectives:

- Promote Vaughan as a destination of choice for trade and investment.
- Explore opportunities for trade and Vaughan business growth through joint initiatives like cross-promotion and future trade or investment activities.

***Economic Development has secured a meeting with Eataly.***

Eataly is a major grocery and fine food retailer with a location in Toronto and one opening in Mississauga. Their expansion in Canada represents an opportunity to revisit the Vaughan Metropolitan Centre (VMC) as a site for a future location.

Eataly has, in the past, expressed interest in the VMC as a site for a new store. However, at the time, there was not sufficient population to support a store.

***The delegation will tour MIND Milano, a one million square metre urban innovation district dedicated to the environment, health and well-being, and social inclusion.***

Unique in Europe for model and size, its design is based on sustainability, space-inspired wellness, and integration between nature and functionality. Within the district, in addition to the headquarters of some public interest excellences (Human Technopole, IRCCS Galeazzi, Triulza Foundation, the Science Campus of the University of Milan), there will be research, training, business activities, services and commerce, residential, together with shared spaces and large parks.

This is an opportunity to review best practices in district development and city-building centered on social and community development values.

***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).

**DATE:** October 13, 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: Germany + Italy Mission 2023 – Day 7**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

The Council mission to advance the local food sector focuses on:

1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.
- The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.
- On Day 7 of the mission, the delegation:
  - Provided a technical briefing for Invest Lombardy on Vaughan's key sectors and key opportunity areas to advance opportunities for trade and growth of Vaughan-based businesses.
  - Conducted a meeting to highlight Vaughan as a destination of choice for a future location of Eataly in Canada with key decision-makers.
  - Visited MIND, Milano, a one-million square metre urban innovation district dedicated to the environment, health and well-being, and social inclusion.

## **Background**

***The delegation is visiting Milan in Northern Italy to engage with the Region's food and food processing cluster who are key contributors to the Canada-Italy economic relationship.***

Italy is one of the largest agricultural and food processors in the European Union. In 2022, two-way trade between Canada and Italy totaled \$11.8 billion, making Italy Canada's 9th largest global merchandise trading partner, and Canada's 3rd most important in the European Union. Canada's goods exports to Italy were valued at \$2.8 billion, and goods imports from Italy were valued at \$12.1 billion – farm and intermediate food products as well as consumer goods were among the top three exports from Canada to Italy in 2022. Italy had an agri-food and seafood trade surplus of \$376.2 million with Canada in 2020, and agri-food and seafood imports from Canada increased by a combined annual growth rate of 10.5 per cent from 2016 to 2020, with Italy remaining a net importer of agri-food and seafood products.

***Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.***

The entire region offers trade opportunities for our local economy in agri-food, circular economy solutions, and technology-enabled food processing. Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

***The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.***

## **Day 7 Highlights**

***The delegation met with Invest Lombardy to provide a technical briefing on Vaughan's economy and key opportunity areas to advance opportunities for trade and growth of Vaughan-based businesses.***

The Region of Lombardy is located in Northern Italy in a strategic position, along the main route linking eastern and western Europe. It has a population of nearly 10 million inhabitants, distributed over an area of approximately 24,000 square kilometres. Lombardy is divided into 11 provinces, 1 metropolitan area (Milan) and 1,523 municipalities. Milan is the capital of Lombardy.

To promote Vaughan as a destination of choice for trade and investment, staff provided an overview of key sectors and key opportunity areas to explore opportunities for trade and Vaughan business growth through joint initiatives like cross-promotion and future trade or

investment activities. Potential areas for collaboration around advanced manufacturing, life sciences, creative industries, and agri-food and agri-tech.

Next steps include:

- Sharing additional information around key sectors that provide opportunities for collaboration.
- Connecting further on potential to support any future trade or investment missions in the Greater Toronto Area to host a familiarization tour or meetings in Vaughan

***Economic Development met with the founder and CEO of Eataly to discuss their plans for expansion in the Greater Toronto Area (GTA).***

Eataly is a major grocery and fine food retailer with a location in Toronto and one opening in Mississauga. Their expansion in Canada represents an opportunity to revisit the Vaughan Metropolitan Centre (VMC) as a site for a future location.

Eataly has, in the past, expressed interest in the VMC as a site for a new store. However, at the time, there was not sufficient population to support a store.

The current state of development in the VMC piqued the CEO and owner's interest in revisiting Vaughan.

Next steps include:

- Economic Development preparing a VMC pitch deck for Eataly including current and future populations and developments
- A visit from Eataly to Vaughan in early- or mid- November, to coincide with the company's leadership visiting Canada for the grand opening of the Mississauga store
  - Economic Development will work with relevant stakeholders for a VMC familiarization tour and relevant meetings
  - More details will be shared if the visit materializes

***The delegation toured MIND Milano, a one million square metre urban innovation district dedicated to the environment, health and well-being, and social inclusion.***

The district is a brownfield mixed-use development focused on creating a life sciences business, research, and healthcare delivery hub that includes residential developments. The district is a partnership between various levels of government committed to the redevelopment of the Milan World's Fair 2015 grounds.

Next steps and key learnings include:

- MIND is the brand for the area managed by Arexpo – the public corporation founded to acquire and manage the land for the 2015 Milan World's Fair
- Exploring an economic and/or cultural partnership that includes sharing best practices and opportunities for business development at both MIND and the VHCP

- Hosting a presentation from the staff at MIND to share their governance model at a future Vaughan Healthcare Centre Precinct (VHCP) Task Force
- A public-private partnership was formed through a competitive procurement process conducted by Arexpo. The private partner is an Lendlease, an Australian firm with expertise in area redevelopment and reanimation

**Look Ahead – October 14/15/16**

***The delegation is on unstructured time on Saturday and Sunday.***

There will be no daily updates over the weekend.

***On October 16, the delegation will visit the Parma Region to conduct 9 business meetings and meetings with the Parma Chamber of Commerce.***

Parma's food cluster is a strong match for Vaughan. Meetings include a variety of food processors that have adapted technology to improve processing and agricultural practices.

***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).

**DATE:** October 16, 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: Germany + Italy Mission 2023 – Day 8**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

The Council mission to advance the local food sector focuses on:

1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.
- The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.
- On Day 8 of the mission, the delegation:
  - Provided a technical briefing for the Chambers of Commerce for Emilia in Parma on Vaughan's key sectors and key opportunity areas to advance trade and growth of Vaughan-based businesses.
  - Conducted business meetings with four Parma-based businesses interested in expanding to Canada.

- Visited a Parma-based Olive Oil packaging plant for Coppini Arte Olearia Srl Agricultural Company. The company employs blockchain technology to demonstrate the origin of olives contributing to the final product.

## **Background**

***The delegation is visiting Milan in Northern Italy to engage with the Region's food and food processing cluster who are key contributors to the Canada-Italy economic relationship.***

Italy is one of the largest agricultural and food processors in the European Union. In 2022, two-way trade between Canada and Italy totaled \$11.8 billion, making Italy Canada's 9th largest global merchandise trading partner, and Canada's 3rd most important in the European Union. Canada's goods exports to Italy were valued at \$2.8 billion, and goods imports from Italy were valued at \$12.1 billion – farm and intermediate food products as well as consumer goods were among the top three exports from Canada to Italy in 2022. Italy had an agri-food and seafood trade surplus of \$376.2 million with Canada in 2020, and agri-food and seafood imports from Canada increased by a combined annual growth rate of 10.5 per cent from 2016 to 2020, with Italy remaining a net importer of agri-food and seafood products.

***Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.***

The entire region offers trade opportunities for our local economy in agri-food, circular economy solutions, and technology-enabled food processing. Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

***The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.***

## **Day 8 Highlights**

***The delegation met with the Chambers of Commerce of Emilia to provide an overview of Vaughan to highlight opportunities for trade and investment.***

The Chambers of Commerce of Emilia-Romagna are a regional union of chambers of commerce in the region, inclusive of Bologna, Ferrara, Modena, Parma, Piacenza, Ravenna, Reggio Emilia and Romagna -Forli-Cesena and Rimini. The delegation was hosted at the Chamber of Commerce of Parma, where a technical presentation was provided to attendees providing an overview of Vaughan to an audience of businesses that were looking at trade with, investment, or expansion to Ontario.



Presenting alongside the delegation was Stefano Landi, the first president of the Emilia Chamber of Commerce; Gianluca Borghi, Councilor for Environmental, Energy and Mobility Sustainability of the Municipality of Parma; and Tiziana Tedesco, Deputy Director of the ICCO.

The Emilia Chamber of Commerce covers a geographic area of more than 157,000 businesses employing nearly 570,000 people. These businesses generate an added value of €46.8 billion into the country's gross domestic product and account for close to €30 billion in exports.

The City of Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy.

***The delegation conducted four meetings with Parma-based food businesses hoping to expand to Vaughan.***

The ICCO and the Emilia-Romagna Chamber hosted four business meetings between the Vaughan delegation and local companies. These meetings included:

1. PappaBuona
  - PappaBuona is a small food exporter hoping to establish operations in the Greater Toronto Area (GTA)
  - The company has presence in Asian and European markets
  - Economic Development will provide the company with a site selection package. The ICCO will support partnership development in conjunction with Economic Development
2. Organizzazione Prodotto Allevatori Suni (OPAS)
  - OPAS is a pork processing company that creates ready-made meals. They are the largest pork product organization in the Italian Pork sector.
  - They have been undertaking a discovery process for establishing a Canadian operation in the GTA. This includes working with the ICCO, visiting and meeting with Vaughan in May 2023, and planning a future visit to the GTA.
  - Staff will support via a site selection package and a scan of the local market for a potential strategic partner.
3. Ipotenusa SRL
  - Ipotenusa is actively seeking to import Canadian goods into Italy.
  - Vaughan will provide the company with a list of Vaughan-based food distributors while the ICCO continues to highlight their members to the company.
4. TecnoMax
  - TecnoMax is an Italian food production equipment company that creates custom production lines for specialty food companies.
  - The ICCO is working to highlight their equipment amongst their membership.

- Economic Development will participate in ICCO-led activations and encourage Vaughan-based companies to participate as well.

***The delegation toured Coppini Arte Olearia Srl Agricultural Company, a producer of olive oil in southern Italy with their headquarters, packaging and warehousing located in Parma.***

Coppini's facility is a packaging site for its premium olive oil line. From this facility, they ship across Europe and Asia.

Of interest, is how Coppini uses technology in the olive oil industry. For instance, they use blockchain technology to trace the origins of the olives that contribute to every bottle. Furthermore, Coppini is working to improve quality through production innovation.

### **Look Ahead – October 17**

***On October 17, the delegation will visit with on pre-qualified investment lead interested in expanding into Canada, as well as the recently opened Consulate of Canada in Milan.***

The delegation will meet with Massimo Caffè srl, a coffee roasting and distributing company interested in establishing a roastery in the GTA.

In addition, the delegation will visit the newly opened Canadian Consulate in Milan. This has been opened to help Canada access the northern Italian market with Milan as a gateway.

***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).

**DATE:** October 17, 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: Germany + Italy Mission 2023 – Day 9**

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On Council direction, Economic Development is leading an economic mission to Germany and Italy to advance Vaughan's food processing and agri-food clusters of roughly 500 companies that employ more than 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.

The Council mission to advance the local food sector focuses on:

1. Establish relationships with trade development partners in the German and Italian food clusters;
2. Raise the profile of Vaughan as a destination of choice for food companies to invest in North America; and
3. To conduct best practice learnings in food cluster development and in the latest trends in food processing.

In addition, staff are taking meetings related to the automotive and technology sectors.

Staff are providing daily updates on activities.

### **Highlights**

- Vaughan's food and agri-food clusters account for more than 500 local companies that employ nearly 22,000 people. The cluster is supplemented by 130 grocery and food retailers as well as more than 800 restaurants.
- Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.
- The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.
- On Day 9 of the mission, the delegation:
  - Conducted a business meeting with Massimo Caffè, an Italian coffee roaster with a small distribution partner in Bolton, ON. Massimo Caffè is working to expand in Canada.
  - Provided a technical briefing to trade staff in the Consulate of Canada in Milan on Vaughan's key sectors and opportunity areas to advance trade and growth of Vaughan-based businesses.

## **Background**

***The delegation is visiting Milan in Northern Italy to engage with the Region's food and food processing cluster who are key contributors to the Canada-Italy economic relationship.***

Italy is one of the largest agricultural and food processors in the European Union. In 2022, two-way trade between Canada and Italy totaled \$11.8 billion, making Italy Canada's 9th largest global merchandise trading partner, and Canada's 3rd most important in the European Union. Canada's goods exports to Italy were valued at \$2.8 billion, and goods imports from Italy were valued at \$12.1 billion – farm and intermediate food products as well as consumer goods were among the top three exports from Canada to Italy in 2022. Italy had an agri-food and seafood trade surplus of \$376.2 million with Canada in 2020, and agri-food and seafood imports from Canada increased by a combined annual growth rate of 10.5 per cent from 2016 to 2020, with Italy remaining a net importer of agri-food and seafood products.

***Milan has emerged as the centre of a vibrant food and food-processing cluster including the surrounding areas of Piedmont, Lombardy, and Emilia-Romagna.***

The entire region offers trade opportunities for our local economy in agri-food, circular economy solutions, and technology-enabled food processing. Parma is designated as a UNESCO City of Gastronomy and is the gastronomic centre of the "Italian Food Valley". With 30.5 per cent of the labour force working in the agri-food and gastronomic industry, the sector has forged the city's history and remains the driving forces of the local economy. Parma's vision of food and gastronomy is intrinsically linked to environmental sustainability being based on local production and urban-rural reciprocity.

***The delegation is joined by the Italian Chamber of Commerce Canada – Ontario (ICCO) and York Region.***

## **Day 9 Highlights**

***The delegation met with Massimo Caffè, an Italian coffee roaster with a presence in Ontario through a Bolton distributor.***

Massimo Caffè is a company with presence in Asia and Europe. Their products are eco-friendly and range from coffee pods to whole bean offerings.

Massimo Caffè is serviced by a small distributor in Bolton, ON. The delegation briefed the owner on the opportunities available through larger operations in Vaughan.

Staff will follow up with business development packages while the ICCO will work with Massimo Caffè to include them in networking opportunities with the Italian-Canadian business community.

***The delegation met with trade staff in the Consulate of Canada in Milan to provide an overview of Vaughan and highlight opportunities for trade and investment.***

The working session identified a variety of opportunities for cooperation between Vaughan, the ICCO, and the Canadian trade staff in Milan. These range from support on future missions, to co-marketing, and cross-border education sessions.

Staff provided the consulate with material on Vaughan's economy. Several key sectors align with the Canadian mandate in Italy. In particular, the health and life sciences, and the agri-food sectors are key opportunities.

Immediate next steps include co-marketing opportunities with an opportunity to work with the consulate on a potential 2024 mission centred on Sora, Italy.

### **Look Ahead – October 18**

***On October 18, the delegation travels to Canada.***

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