

Committee of the Whole (2) Report

DATE: Tuesday, September 17, 2024

WARD(S): ALL

TITLE: INTERNATIONAL ECONOMIC RELATIONS – ITALY 2024 –
SUMMARY AND NEXT STEPS

FROM:

Nick Spensieri, City Manager

ACTION: DECISION

Purpose

The 2024 Northern and Central Italy Mission provided opportunities to build on the momentum and results of the 2023 mission to Italy. Staff are seeking Council endorsement of continued efforts to expand on both trade and investment opportunities and intergovernmental relations between Vaughan and Italy.

Report Highlights

- Participation in international business missions and conferences are an important opportunity to raise the profile of Vaughan's economy among global audiences and to generate trade opportunities and investment leads across Vaughan's key sectors.
- The City of Vaughan's demographic and economic characteristics give the city a unique opportunity to advance its international economic opportunities through Italy.
- The 2024 mission to Northern and Central Italy raised Vaughan's profile to prospective investors, advanced opportunities in bilateral, and introduced the economic opportunities of our city to vital Italian economic development agencies. The mission also resulted in an opportunity to take advantage of the Federal Trade Commissioners Service (TCS) upcoming foreign direct investment Roadshow program.

Report Highlights continued

- During the mission, intergovernmental international relations were advanced with the cities of Sora, Milan, and Verona, as well as identifying opportunities to deepen engagement with the Directorate General for Italians Abroad.
- Staff continue to engage in activities to build on the momentum for trade, investment, and the relationships established during the mission throughout the remainder of 2024 and beyond in collaboration with regional partners.

Recommendations

1. THAT Council receive the update on the 2024 mission to Italy and endorse staff's ongoing work to engage with opportunities emerging from the mission;
2. THAT Council approve participation for up to two (2) staff from Economic Development in the October 2024 Government of Canada Trade Commissioner Services Europe Investment Roadshow; and
3. THAT staff report the results of the ongoing International Economic Relations work in Italy to a future Committee of the Whole meeting.

Background

To build on the momentum and work undertaken as part of the 2023 mission to Italy, a delegation completed a second mission to Northern and Central Italy in partnership with the Italian Chamber of Commerce Canada – Ontario (ICCO), traveling to Sora, Milan, Verona, and Rome from July 3 to 13, 2024.

Staff use international conferences and missions to identify cross-border trade opportunities with other countries and to attract foreign direct investment (FDI) from other economies. Trade and FDI activities focus on developing Vaughan's growing and emerging sectors, such as Vaughan's agri-food and food processing sector. Target economies include those with which Vaughan has long-standing economic ties.

Economic Development staff leverage international conferences and missions to gain access to leading companies, investment agencies and public sector staff to provide technical briefings on Vaughan's economy. These meetings lay a foundation for future investment, engagement, and partnership focused on identifying opportunities, as well as raise the profile of Vaughan's economy.

Business culture in Italy is built on personal relationships, which take time to form and move investments forward. In-person visits demonstrate a commitment to investing time and effort into building these connections, which is integral for success in supporting trade and attracting investments.¹

¹ Source: <https://www.edc.ca/en/blog/doing-business-in-italy-exporters.html>

Canada-Italy Relations

Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.

The Canada-Italy relationship is an important access point to Europe. The EU is Canada's second largest trading partner and supported by the Comprehensive Economic and Trade Agreement (CETA).

Italy is the world's eighth largest economy, and the third largest European economy. Italy remains Canada's third largest merchandise trading partner in the European Union (EU).² Two-way trade between Canada and Italy continues to grow, increasing nearly 30 per cent from 2022 (\$12 billion) to 2023 (\$15.3 billion). Agri-food products were the leading export from Canada to Italy in 2023, with pharmaceuticals and aircrafts and parts taking the second and third spots.³

Italy was the fourth largest supplier of food in Canada, and the first in European countries in 2022. More than 25 per cent of the value of trade between Canada and Italy was generated by the agri-food sector.⁴

Vaughan-Italy Relations

In 2023, a mission to Germany and Italy advanced opportunities in trade for local firms, introduced Vaughan to prospective investors, and introduced the economic opportunities of our city to important Italian economic development agencies.

From October 7 to 18, the city's delegation joined the federal government, Ontario Food Cluster, and York Region at the Anuga FoodTech Conference in Cologne, Germany, then conducted business and institutional meetings in Milan, Italy with the Italian Chamber of Commerce of Ontario (ICCO), the federal Trade Commissioner Services (TCS), and other local agencies.

During the mission, the delegation engaged with 44 companies and 10 governmental trade, investment, and development agencies. Staff delivered business development packages to companies seeking trade and business relationships with Vaughan-based companies, site selection packages to companies considering establishing new facilities in Vaughan, and economic information packages to trade and investment agencies helping European companies invest in Canada and trade with Canadian companies.

In 2023, of the site selection packages completed for all foreign direct investment leads, 30 per cent were from Italy.

² Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

³ Source: <https://www.international.gc.ca/country-pays/italy-italie/relations.aspx?lang=eng>

⁴ Source: <https://businessmatching.cdp.it/en/dashboard/countries/canada?id=12>

Since the mission staff have followed up with all groups engaged, highlighted by the following:

- Met with Italian company EVWay in the Vaughan Metropolitan Centre (VMC) to support their entry into the Canadian market. The delegation met with EVWay in Milan.
- Been introduced, by the TCS in Milan, to Ludovico Martelli SpA to help them expand their operations in Canada with Vaughan-based companies.
- Supported the investment process of GRAF Industries, including Permanent Residency application (received successfully in June) and connections with Italian-speaking service providers. GRAF Industries Inc. is the North American subsidiary of GRAF Industries SpA, a multi-national corporation headquartered in Modena, Italy, which celebrated its grand opening in Vaughan in April 2024.
- Participated in a webinar with the Rome Chamber of Commerce and the ICCO in March 2024 to highlight Vaughan as a gateway economy into North America and raise the city's profile as a destination for trade and investment.
- Hosted a delegation from Luce in Veneto, a lighting cluster made up of about 50 SMEs in the smart lighting sector based mainly in the Veneto Region looking at Canadian investment opportunities in May 2024 to discuss opportunities in Vaughan.

Vaughan has a longstanding relationship with Sora, Italy focused on social and cultural activities. These activities are evidence of the ongoing importance of Sora as a resident recruitment zone for Vaughan.

Sora, Italy, and the City of Vaughan formalized an international partnership in 1992. The Sora-Vaughan partnership is based on a strong connection through Vaughan's Italian diaspora. Various local clubs and organizations represent Italian-Canadians from the Lazio Region.

The Sora-Vaughan partnership has included a series of activities since inception in 1992. The activities are highlighted by a 2007 mission from Vaughan to Italy. Most recently, Vaughan received a delegation of 17 representatives from Sora in June 2023. The Mayors of Vaughan and Sora reaffirmed the ongoing friendship and committed to ongoing discussions about the modernization of the bilateral relationship.

Economic Opportunities

Vaughan is at the heart of Toronto Region's Food & Beverage sector, the largest in North America, boasting more than 600 companies in the City's own food and beverage supply chain and employing more than 22,000 workers – approximately 10 per cent of Vaughan's employment base.

Vaughan's food industry also comprises a robust business-to-consumer (B2C) element that contributes to the City's vibrancy and diversity, complementing the promotion and

growth of tourism within the City by providing food destinations and amenities attractive to both visitors and residents.

Northern Italy boasts a vibrant food and food-processing cluster, anchored by the Lombardy and Veneto regions.

The Lombardy and Veneto regions offer a variety of trade opportunities for our local economy, notably in agri-food, circular economy solutions, and technology-enabled food processing because of the strength of agri-food processing in this region. Lombardy, centered by Milan, is the largest manufacturing region in Italy. Despite being home to only 17 per cent of the national population, it accounts for more than a fifth of Italian GDP and a fourth of exports and is the largest economy in Italy.⁵ This is a result of both its geographical setting and its dynamic business system, which is home to highly diversified economy. It is also the first Italian region by both volume and value of commercial exchange with foreign markets.⁶

The Lombard agri-food ecosystem is amongst the most important in Italy by production levels, producing 11 per cent of all national food production. This region is home to more than 134,000 companies across the agri-food continuum, employing nearly 600,000 people. Lombardy is also home to nearly one in four (22 per cent) of agri-food start-ups in the country.⁷ The City of Milan also leads the Food System Milan for sustainable food development.

The Veneto Region, located in northeastern Italy, is an industrial powerhouse within the country. Its robust economy is due to increased growth in both tourism and industrial sectors since the 1970s. The region's industrial sectors are formed of local clusters, most often with significant connections to the geographical regions. In Veneto, the clusters include apparel, leather, food, luxury furniture, and steel.⁸

In particular, the province (region) of Verona has a concentration of agro-food industries – notably, wine labels such as Amarone, Bardolino, and Soave come from this region. Confectionery and bakery items are also prevalent in this region, manufacturing products such as panettone, pandoro, and colomba cakes.⁹

As the capital of Italy, Rome is home to many international investment and trade agencies as well as an important centre for companies scaling in a variety of industries. Of particular interest in Rome and the surrounding Lazio Region are strong Information and Communications Technologies (ICT), Life Sciences and creative industries clusters.

⁵ Source: <https://www.assolombarda.it/centro-studi/booklet-italy-lombardy-and-milan-ndeg-12-july-2023>

⁶ Source: <https://www.en.regione.lombardia.it/wps/portal/site/en-regione-lombardia/business>

⁷ Source: <https://www.investinlombardy.com/en/key-sectors/agri-food>

⁸ Source: <https://thebusinessyear.com/article/industrial-clusters-in-northern-italy-veneto/>

⁹ Source: <https://www.veronawineandfood.it/en/agroalimentare/il-settore#:~:text=The%20agri%2Dfood%20sector%20in,culture%20of%20food%20and%20education.>

Opportunities for Vaughan in Rome and Lazio include:

- More than 3,400 agrifood companies that employ 17,000 people and export 550 million euros per year.
- A recognized centre of excellence in cultural heritage and technologies with more than 30,000 culture and tourism companies, 17 universities, and research institutions, and 165 museums.
- Access to a digital industries cluster that produces 7 billion Euros annually and employs more than 90,000 people.
- A life sciences cluster with more than 10,000 researchers working in 26 research centres supported by 300 companies and 22,000 employees. This cluster produces 9 billion Euros annually.¹⁰

Participation in the mission focused on the following key activities:

1. Solidifying the cultural and political ties with Central Italy – an important source of immigration to Vaughan.

Canada is home to one of the largest Italian diasporas in the world, which is an integral part of Canada's identity. Vaughan is home to one of the largest Italian populations in province – nearly one in five (18 per cent) of citizens of Italian origin reside in the city. Vaughan is home to more than 85,000 residents of Italian origin, the largest single cultural or ethnic diaspora within the city.

2. Advancing trade and investment opportunities with Italian agencies and firms, including those first engaged in the 2023 mission to Northern Italy. International economic development is a multi-touch and long-term process that requires ongoing relationship development.

This will be accomplished by continuing to raise the profile of Vaughan's economy as a destination for trade and foreign direct investment in the agri-food sector and explore opportunities for Vaughan-based businesses.

Staff will highlight and develop Vaughan's agri-food and food manufacturing sector, as well as advance other key sectors such as healthcare, health tech and life sciences and creative industries where appropriate. Engagement will include briefings to trade and investment organizations, meetings with leading organizations to identify opportunities for partnership, and lead generation for investment in Vaughan, and individual meetings with companies to talk about opportunities for expansion in Vaughan.

¹⁰ Source: <https://www.lazioinnova.it/reti-cluster-innovazione/>

3. Exploring opportunities and best practices in industry and municipal innovation.

Developing an understanding of best practices for both industry and municipal innovation will yield valuable lessons for the city in support of Vaughan's key strategic agri-food sector.

Learning about global industry best practices provides an understanding of emerging global trends and opportunities, including innovation that can be leveraged for business retention and investment attraction activities.

Learning on municipal innovation and best practices support improving the quality of life for residents and local talent in areas such as mobility, housing, green economy and circular economy.

Previous Reports/Authority

[VAUGHAN ECONOMIC DEVELOPMENT ACTION PLAN, 2024-27](#), Committee of the Whole (Working Session) Report. April 10, 2024.

[INDO-PACIFIC INTERNATIONAL ECONOMIC DEVELOPMENT MISSION – Q1 2025](#), Committee of the Whole (2) Report. June 18, 2024.

[2023 GERMANY AND ITALY MISSION FINAL REPORT AND 2024 ECONOMIC RELATIONS LOOK AHEAD](#), Committee of the Whole (1) Report, January 23, 2024.

[2023 INTERNATIONAL ECONOMIC RELATIONS - AGRI-FOOD CLUSTER MISSION UPDATE](#), Committee of the Whole (2) Report. May 9, 2023.

[2023 INTERNATIONAL ECONOMIC RELATIONS - AGRI-FOOD CLUSTER MISSION](#), Committee of the Whole (2) Report. April 18, 2023.

[WEB SUMMIT 2022 AND INTERNATIONAL ECONOMIC RELATIONS PROGRAM – 2023](#), Committee of the Whole (2) Report. December 12, 2022.

[Inbound and Outbound Delegations Policy](#), May 14, 2019. Reviewed January 31, 2024.

[Cultural and Economic Partnerships Policy](#), May 14, 2019. Reviewed January 31, 2024.

Analysis and Options

The 2024 mission to Northern and Central Italy advanced intergovernmental relations with Sora, Milan, and Verona, and expanded on municipal best practice understanding.

The mission advanced several intergovernmental relationships, with notable with the City of Sora, the City of Milan, and the City of Verona.

1. Partnership with the City of Sora:

First formalized in 1992, the Sora-Vaughan partnership is based on a strong connection through Vaughan's Italian diaspora. Various local clubs and organizations represent Italian-Canadians from the Lazio Region.

The Sora-Vaughan partnership has included a series of activities since its inception, notably highlighted by a 2007 mission from Vaughan to Italy. More recently, Vaughan was the recipient of a 17-person delegation from Sora in June 2023 where the Mayors of Vaughan and Sora reaffirmed the ongoing friendship and committed to ongoing discussions about the modernization of the bilateral relationship.

During the 2024 mission to Sora, the City of Vaughan delegation met with Sora's Mayor and Council and renewed the friendship agreement under-delegated authority from Council to the Deputy Mayor. The delegation solidified the existing partnership and crafted a list of partnership opportunities to further cement the relationship. Partnership opportunities for exploration include:

- A cultural exchange between students from local high schools to attend arts lessons in Italian language, culture and workshops with local artists in Sora. This may also include College/University exchange
- Providing virtual business seminars to Sora companies interested in conducting trade with Vaughan.
- Engaging in tourism cross-promotion through Tourism Vaughan.
- A College and University student exchange program
- An international co-working partnership to provide access for entrepreneurs to co-workspace in Sora and Vaughan.
- A recognition of Academy Award winner Vittorio de Sica at a future Vaughan Film Festival event. Vittorio de Sica was born in Sora, and was an Italian film director, actor, and leading figure in the neorealist movement.

Staff are actively working with the City of Sora to advance these partnership opportunities and formalize next steps.

2. Engagement with the City of Milan:

City of Milan's Urban Food Policy Pact

As part of the trade mission, to explore best practices in urban food development, the delegation met with the City of Milan's Urban Food Policy Pact (MUFPP).

In 2014, the Mayor of Milan launched an international protocol aimed at tackling food-related issues at the urban level, to be adopted by as many world cities as possible. The Milan Urban Food Policy Pact was signed on the 15 October 2015 in Milan by more than 100 cities and it represents one of the most important legacies of Milan EXPO 2015.

The MUFPP's members work to achieve 37 actions that tackles urban food related issues through: improved governance; sustainable diets and nutrition; social and economic equity; food production; food supply and distribution; and reducing food waste.

Cities of more than 100,000 residents can join the MUFPP. Canadian Cities part of the MUFPP include Montreal, Toronto, Guelph and Vancouver.

Staff are assessing the program's benefits and will report back to Council on the City of Vaughan's ability to join the MUFPP, including identifying of leadership opportunities related to urban food issues.

3. City of Verona

While in the City of Verona, staff engaged Verona officials. Verona staff expressed an interest in pursuing a partnership with Vaughan as the two cities share economic characteristics.

Verona is a hub for the economy of northeastern Italy. Local businesses clusters feature strength in agriculture, industry, construction, tourism, trade and services. Furthermore, Verona is the leading province in Italy for wine, fruit, and vegetable exports, with significant contributions to the Italian clusters in the food industry, machinery and heating systems, quarrying and processing natural stone, and fashion.

Verona's geographical position makes it a key goods-movement hub between two fundamental European transport routes: the Stockholm-Palermo route; and the Barcelona-Kiev corridor. The City boasts an important logistics system for Southern Europe, which brings together services and the potential of infrastructures such as Catullo Airport, Cargo Center, Interporto Quadrante Europa, Veronamercato and Veronafiore S.p.A.

In partnership with the ICCO, staff are following up with the City of Verona and will report back in a future Committee of the Whole report.

4. Future engagement with the Directorate General for Italians Abroad:

The delegation took part in a roundtable discussion with the Directorate General for Italians Abroad to discuss talent exchanges through the Italea diaspora tourism initiative.

Italea is a pilot program launched by the Italian foreign affairs department. Its purpose is to increase connection between Italy and the Italian diaspora through cultural, economic, and heritage tourism. To help Vaughan residents gain work experience abroad, staff and the ICCO discussed delivering a joint event and briefing for Italian-Canadians. By focusing on the education and internship opportunities through Italea, the city can support talent development.

In addition, a roundtable discussion was held with Italian Members of Parliament and Senate representing North America to advance talent development and support for Italian Diaspora in Vaughan. The Delegation met with Senator Francesca La Marca, and MPs Christian Di Sanzo and Nicola Care. These members of Italian Parliament represent the North American and Oceanian constituents. The delegation discussed conducting Italian government service seminars in Vaughan as well as the opportunity to work on talent exchanges, trade development, and cross border investment.

Staff will continue to build on this relationship, including communicating information on any upcoming initiatives.

A future staff report outlining next steps and actions related to these intergovernmental relationships will be presented to Council in Q4 2024 for consideration.

The 2024 mission to Northern and Central Italy also advanced opportunities in trade for local firms, introduced Vaughan to prospective investors, and introduced the economic opportunities of our city to important Italian economic development agencies.

Over the mission, the delegation engaged with more than 10 trade, investment, and development organizations, as well as more than 30 companies. Notable organizations engaged with include:

- **Confindustria Lombardia**, the Region of Lombardy's business association representing manufacturing and service companies. It is composed of nine associations that represent more than 13,000 companies, which employ more than 700,000 employees. This represents nearly a quarter of the entire system of Confindustria which have chapter across all of Italy.

- **Rome Chamber of Commerce**, which is the business association of Rome and the Region of Lazio. It supports Rome's business and entrepreneurial community, made up above all of small and medium-sized businesses and artisans, but also of young entrepreneurs and start-ups.
- **Verona Chamber of Commerce**, which promotes and supports the development of the business system and the local economy for the City of Verona and surrounding region. The organization directly supports local Veronese companies through promotion and internationalization projects.

Staff continue to engage with these leads and have provided:

- business development packages to companies seeking trade and business relationships with Vaughan-based companies.
- economic information packages to trade and investment agencies helping European companies invest in Canada and trade with Canadian companies

As part of ongoing engagement with leads, staff will continue to provide these packages as well as complete site selection packages should additional requests be made. Staff are also actively engaging with to offer familiarization tours of Vaughan.

Staff will continue to work with regional partners such as Toronto Global, Global Affairs Canada, and the ICCO to continue the work established through the 2024 mission, including participating additional webinars and business engagement opportunities.

Since meeting the Consul and Trade Commissioners during the October 2023 mission to Germany and Italy, Economic Development staff have worked with trade leads in the automotive and consumer goods industries coming through the Milan office. To continue to build on the relationship, the delegation discussed the consulate's upcoming initiatives.

Upcoming opportunities to work with the Milan-based Canadian Consul and Trade Commissioners include:

- The attractiveness of the development of AI solutions for advanced manufacturing as it pertains to York Region's AI value proposition.
- Opportunities for Italian companies to visit Ontario and Vaughan for the upcoming MedTech conference and the APMA's Canada Automotive Summit.
- Attending an invite-only event for select Economic Development offices to a fall investment matchmaking event (Europe Roadshow 2024).

As a result of the mission's engagement with the Canadian Consul, staff received a direct invitation to participate in the Trade Commissioner Service's Europe Roadshow under Global Affairs Canada. The Roadshows provide opportunity for staff to deliver technical briefings directly to pre-qualified business professionals actively seeking to invest in Canada.

The 2024 Roadshow is taking place from October 28 to November 1 in Milan, Italy and Madrid, Spain. This will result in up to 30 direct meetings with pre-qualified investment leads. The federal government is providing lead generation services through third part vendors estimated at a value of up to \$75,000 CAD.¹¹ The Roadshow is a staff-to-staff technical briefing opportunity.

The Trade Commissioner Service (TCS) leads delegations of staff from select economic development organizations (EDOs) from Canada's cities, provinces and territories, on international missions where foreign companies can meet directly with Canadian economic developers and receive first-hand knowledge about establishing and doing business in Canada. Since 2013, the TCS has led 18 multi-city roadshows globally.

TCS typically undertakes two multi-city investment roadshows per year, in priority foreign direct investment (FDI) markets. Each stop includes:

1. A plenary session featuring keynotes speakers, testimonials, and sectoral panel discussions articulating the benefits of investing in Canada and the advantages of doing business in Canada;
2. An investment matchmaking session where Canadian business development executives meet targeted local companies seeking greenfield, expansion, or partnership opportunities;
3. A side program of market briefings and/or potential meetings with key regional organizations/FDI influencers.

This Europe Roadshow is a strategic opportunity to help fill Vaughan's investment pipeline and connect in-person with investors in Italy and Europe which are key target markets for Vaughan. This will further building Vaughan's reputation as a destination of choice and augment relationships with key international partners, such as Global Affairs Canada and the Trade Commissioner Service.

To continue the momentum of the work undertaken to advance economic opportunities between Vaughan and Italy, it is recommended that Economic Development participate

¹¹ Typically, a municipality can expect to spend \$2,500 to \$3,000 per pre-qualified lead through a lead generation firm.

and Council approve two staff to participate in this opportunity, in alignment with other Ontario jurisdictions.

Staff will continue to work with partners through 2024 and beyond. Key activities include:

- Securing the 12th Edition of the Pentola d’Oro Awards to be hosted in Vaughan in November 2024. The Pentola d’Oro is an annual gala hosted by the ICCO during the International Week of Italian Cuisine, highlight excellent in the food industry. Vaughan Economic Development is a business networking reception sponsor to further engage with industry professionals in the agri-food and food processing sector to highlight Vaughan’s strengths and opportunities.
- Complete two additional webinars with industry organizations or Italian-based chambers such as Confindustria, Verona Chamber of Commerce and the Rome Chamber of Commerce, through Vaughan Economic Development’s partnership with ICCO, to further highlight Vaughan as a destination of choice for trade and investment and deepen engagement with these key organizations.
- Exploration of a B2B matchmaking event between Vaughan and Italian-based companies, leveraging opportunities such as InBuyer.

Financial Impact

There is no new financial impact to advance outcomes and continued work to advance relations between Vaughan and Italy. Funds will be drawn from the Council approved Economic Prosperity fund, the term of Council International Economic Relations fund, and the Economic Development operating budget.

Item (for 2 staff)	Description	Cost (CAD)
Roundtrip economy airfare	Depart October 25; Return November 2	\$5,000
Hotel Accommodation	\$350 CAD/night	\$4,900
Per Diem	Meal Allowances	\$1,300
Ground Travel	Ground transportation	\$800
		Est. Total: \$12,000

The lead generation services, which are absorbed by the Trade Commissioner Services, representing up to \$75,000 in value.

Operational Impact

None. The proposed mission is an accounted for activity in Economic Development's 2024 operational plan and helps to achieve the goals approved by Council in the 2024-27 Economic Development Action Plan.

Broader Regional Impacts/Considerations

Municipalities in York Region are responsible for developing and executing their own International Business Development Programs. Outbound Delegations are within the mandate of Economic Development's Business Plan as a vehicle for promoting Vaughan's advantages, strategic projects, market opportunities and local businesses in global centers.

Vaughan will continue to work in collaboration with regional partners such as York Region, Toronto Global, the Indo-Canadian Chamber of Commerce (ICCC), the Vaughan Chamber of Commerce, and the Canadian Trade Commissioner Service (TCS) to position itself as a destination of choice within York Region, the GTA, Ontario, and internationally, as well as to focus on making valuable connections abroad to enhance trade opportunities for the local business community.

Conclusion

With Council endorsement, staff will continue to advance and build on the work undertaken during the October 2023 mission to Germany and Italy and the July 2024 mission to Italy. With Council's approval, staff will participate in the invite-only Europe Roadshow and will report back on activities to Council with daily memos.

A future staff report outlining next steps and actions related to the intergovernmental relationships outlined in this report for exploration will be presented to Council in Q4 2024.

For more information, please contact: Raphael Costa, Director, Economic Development, ext. 8891.

Attachments

1. Attachment 1: Daily Memos – 2024 Northern and Central Italy Mission.

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