

**DATE:** July 4, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE: Northern and Central Italy Mission 2024 – Day 1**

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Economic Development is supporting a Council-led 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. This mission is primarily focused on advancing Vaughan’s agri-food cluster which accounts for roughly 10% of Vaughan’s employment base.

Highlights:

- Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.
- 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.
- 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.
- Day 1 highlights include:
  - Meeting with the Mayor of Sora and select Council members to prepare for the two day schedule in the town.

**Background**

***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 taking 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).<sup>1</sup> Two-

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<sup>1</sup> Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

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.<sup>2</sup>

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.<sup>3</sup>

***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.

Over the course of the mission, the delegation engaged 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.

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 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 to discuss opportunities in Vaughan.

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***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.

### **Mission Objectives**

Participation in the mission focuses on the following key activities:

**1. Solidify 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. Advance 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.

**3. Explore 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.

Staff will work with partners to coordinate meetings with municipal officials, and industry and cultural organizations to learn more on innovation policies, practices, and projects.

### Delegation Overview

The members of the delegation include:

- Linda Jackson, Deputy Mayor
- Mario Ferri, Regional Councillor
- Michael Genova, Chief, Communications and Economic Development
- Raphael Costa, Director, Economic Development
- Lindsay Davidson, Manager, Economic Development
- Natalie McBoyle, Executive Aide to the Deputy Mayor

The Vaughan delegation will be joined by the Italian Chamber of Commerce Canada – Ontario (ICCO).

Staff from ICCO include:

- Tiziana Tedesco, Deputy Director
- Alessandro Bossi, Business Development Manager

### Day 1 Summary

***The delegation arrived in Sora and joined the Mayor of Sora and select members of Council for an informal meal and discuss the days ahead.***

The meeting allowed the delegation to adjust the schedule over the coming days and allow for additional speaking opportunities for the delegation.

### Day 2 Look Ahead

***In the morning, the delegation will meet with Sora's Mayor and Council to renew the friendship MOU under-delegated authority from Council to the Deputy Mayor with Sora.***

The City of Vaughan and Sora have expressed mutual interest in continuing its formal friendship. The goals of the friendship are to:

- Leverage the Sora diaspora in Vaughan to explore youth exchange opportunities and encourage a cross border talent pipeline.

- Advance cultural and related activities.
- Explore trade and investment opportunities.

The delegation's goal is to have one Sora staff or Council member designated as the point of contact and lead for the Vaughan-Sora partnership. Staff will then work with delegated Sora representatives to plan a multi-year program.

***In the afternoon, the delegation will meet with the Frosinone Chamber of Commerce, local businesses, schools, and associations.***

The meetings' objectives include:

- learning more about the economy, key sectors, and opportunities in Sora and surrounding regions
- understanding the activities and membership of the Frosinone Chamber of Commerce and opportunities for trade, investments and Vaughan business growth
- exploring talent development and diaspora support
- Promoting Vaughan as a destination of choice for trade and investment

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

**DATE:** July 5, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE: Northern and Central Italy Mission 2024 – Day 2**

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**Highlights:**

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- 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.
- 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.
- Day 2 highlights include:
  - Renewing the friendship agreement between the City of Vaughan and Sora.
  - Taking part in a stakeholder roundtable to identify future opportunities for international collaboration.
  - Visiting a co-working space with the ICCO.

**Background**

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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.<sup>6</sup>

***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.***

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Over the course of the mission, the delegation engaged 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.

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

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- 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 to highlight Vaughan as a gateway economy into North America and raise the city's profile as a destination for trade and investment.

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- 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 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.***

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### **Mission Objectives**

Participation in the mission focuses on the following key activities:

#### **4. Solidify the cultural and political ties with Central Italy – an important source of immigration to Vaughan.**

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#### **5. Advance 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.

#### **6. Explore 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.

Staff will work with partners to coordinate meetings with municipal officials, and industry and cultural organizations to learn more on innovation policies, practices, and projects.

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- Leverage the Sora diaspora in Vaughan to explore youth exchange opportunities and encourage a cross border talent pipeline.
- Advance cultural and related activities.
- Explore trade and investment opportunities.

***In the afternoon, the delegation met with the Frosinone Chamber of Commerce, local businesses, schools, and associations.***

At the meeting, staff presented on Vaughan and heard various stakeholder presentations that outlined opportunities for collaboration. Proposed opportunities included:

- Celebrating the contribution of Oscar winner and Sora native, the late Vittorio de Sica with Vaughan's film festival.
- Working with local school boards on a youth exchange program that could include a cross-border working group of youth that work on a civic challenge.
- Providing virtual business seminars to Sora companies interested in conducting trade with Vaughan.
- Engaging in tourism cross-promotion through Tourism Vaughan.
- Working with a local school of art on an art installation in Vaughan, potentially in the ArtonBoxes program.
- Having Sora's art school provide virtual training to youth in Vaughan.
- Supporting an emerging partnership between Arcadia Music and a Sora music school.

***Staff had the opportunity to visit a Sora-run, regionally funded co-working space in Sora's library.***

Following the roundtable with Sora stakeholders, economic development and the ICCO visited the co-working centre in the local library and resident services centre. The space provides entrepreneurs and professionals with a space to work, learn, and collaborate. Users of the space have access to a suite of media tools, desks, meeting and conference spaces.

In future, Vaughan and the ICCO can work with Sora to use the space as a bridge for entrepreneurs interested in doing business in Canada.

### **Day 3 Look Ahead**

***The delegation will be given a tour of Sora by city staff in the morning.***

The tour will review significant cultural and social buildings and programs.

***In the afternoon, the delegation will visit various surrounding municipalities including a meeting with the Mayor of Pescosolido.***

Various villages will be visited with stops at regional tourism assets.

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

**DATE:** July 6, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE: Northern and Central Italy Mission 2024 – Day 3**

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- 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.
- Day 3 highlights include:
  - Learning how Sora is leveraging its cultural and faith assets to take advantage of national and regional campaigns to attract Italian diaspora tourists.

**Background**

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### **Mission Objectives**

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#### **7. Solidify the cultural and political ties with Central Italy – an important source of immigration to Vaughan.**

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### Day 3 Summary

***The delegation visited various Sora run cultural and tourism assets in the morning.***

Sora's city museum and archives, as well as its cathedral and main square church are destinations in faith-based and historical tourism. Sora representatives explained how they are working to leverage various national and regional tourism campaigns to attract Italian-diaspora visitors back to Italy. Sora's assets are key product that is marketed to these visitors.

***In the afternoon, the delegation visited various surrounding municipalities including a meeting with the Mayor of Pescosolido.***

Pescosolido is the site of a church that was refurbished with support from Vaughan residents. Vaughan is prominently profiled as a key contributor.

### Day 4/5 Look Ahead

***Day 4 is a travel day. No memo will be provided.***

***Day 5 is the delegation's first day in Milan with a variety of business meetings to take place.***

Highlights of meetings include:

- A roundtable discussion with Confindustria Lombardia, a regional industrial association.
- Meeting with Comune di Milano and Milan Urban Food Policy.
- Meeting with Eataly.
- Roundtable discussion with LCA Studio Legale.
- Collaboration and partnership discussion with MEET | Digital Cultural Centre.

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

**DATE:** July 8, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

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- Day 5 highlights include:
  - An introductory meeting with Confindustria Lombardia.
  - A meeting with the Milan Urban Food Policy Pact.
  - Discussions with Eataty about future Toronto Area expansion.
  - A briefing with LCA Studio Legale.
  - A partnership discussion with MEET Digital Art Centre.
  - A visit to Tatuus research and development and race car manufacturing facility.

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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.<sup>12</sup>

***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.

Over the course of the mission, the delegation engaged 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.

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 to highlight Vaughan as a gateway economy into North America and raise the city's profile as a destination for trade and investment.

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<sup>10</sup> Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

<sup>11</sup> Source: <https://www.international.gc.ca/country-pays/italy-italie/relations.aspx?lang=eng>

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

- 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 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.

### **Mission Objectives**

Participation in the mission focuses on the following key activities:

#### **10. Solidify 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.

#### **11. Advance 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.

#### **12. Explore 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.

Staff will work with partners to coordinate meetings with municipal officials, and industry and cultural organizations to learn more on innovation policies, practices, and projects.

### Delegation Overview

The members of the delegation include:

- Linda Jackson, Deputy Mayor
- Mario Ferri, Regional Councillor
- Michael Genova, Chief, Communications and Economic Development
- Raphael Costa, Director, Economic Development
- Lindsay Davidson, Manager, Economic Development
- Natalie McBoyle, Executive Aide to the Deputy Mayor

The Vaughan delegation will be joined by the Italian Chamber of Commerce Canada – Ontario (ICCO).

Staff from ICCO include:

- Tiziana Tedesco, Deputy Director
- Alessandro Bossi, Business Development Manager

### Day 3 Summary

***The delegation provided a technical briefing to Confindustria Lombardia on Vaughan's economy and the city's opportunities for trade and investment.***

Confindustria is the main business association representing manufacturing and service companies in Italy, with a voluntary membership of more than 150,000 companies of all sizes, employing nearly 5.4 million people. This organization has 213 local and trade associations that represent their own geographic industry clusters.

As of 2023, Canada has emerged as a top prospect country for the members of Confindustria Lombardia to develop relationships with for internationalization of their business and is one of only three top 10 prospect countries in North and South America.

Confindustria identified interest in connecting to advance their automotive and food industry sectors. Staff will continue to explore next steps.

***To explore best practices in urban food development, the delegation met with the City of Milan's Urban Food Policy Pact (MUFPP).***

The MUFPP is an association of global cities committed to advancing food security and sustainability. Formed as a legacy of the Milan Expo 2015, the MUFPP's members work to achieve 37 actions that tackle 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 are free to join the MUFPP. Staff will assess the benefits of the program and report to Council as part of the fall 2024 mission report.

***Following a visit in October 2023, the delegation revisited Eataly and met with the CEO to discuss future opportunities for expansion into Vaughan.***

The delegation provided in-depth information on upcoming Vaughan Metropolitan Centre (VMC) developments and the status and future projects associated with the Vaughan Mills area. As a next step, the CEO expressed interest in having a team assess the market in Vaughan with an eye to post 2027 expansion in Vaughan.

***To prepare for meetings with government officials, the delegation met with a partner at LCA Studio Legale. LCA is a key partner for the ICCO in Italy and supported securing meetings with Italian government officials in Milan and Rome, and Canada's trade commissioners.***

LCA is a full-service legal firm with more than 300 lawyers. Nearly half of their business is supporting companies as they invest in Italy. LCA's partner working with the ICCO will join the delegation as an ICCO representative at various government meetings.

***The delegation toured MEET Digital Culture Centre.***

To follow up on a visit in October 2023, the delegation met with MEET's founder and President. Staff will continue to work with MEET to understand best practices in digital art acquisition and curation, on how to use digital art to bridge the digital divide for all ages, and to explore a future MEET exhibit in Vaughan.

***Through the ICCO, the delegation was invited to tour Tatuus, a race car development company.***

Tatuus is a research and design firm that develops and manufactures FIA approved race cars for F3, F4, and the FIA academy. They provide services to North American teams and are interested in engaging Ontario's auto sector. Staff and the ICCO committed to engaging partners like the Auto Parts Manufacturing Association (APMA) as a way to raise profile.

**Day 6 Look Ahead**

***Day 6 will see the delegation visit Verona, its companies, and industrial associations.***

Highlights of meetings include:

- A roundtable meeting with the Verona Chamber of Commerce, VenicePromex, and other regional business associations.
- A technical briefing to more than 25 companies.
- Business development meetings with: Alumec, Zuegg, and Moibilclan.
- A meeting with Bauli to discuss possible expansion into Vaughan.
- A Visit & Tour of Borghetti Agricultural Company at Corte Fornaledo to discuss their trade and distribution footprint in Canada.

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

**DATE:** July 9, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE: Northern and Central Italy Mission 2024 – Day 6**

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Economic Development is supporting a Council-led 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. This mission is primarily focused on advancing Vaughan’s agri-food cluster which accounts for roughly 10% of Vaughan’s employment base.

Highlights:

- Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.
- 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.
- 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.
- Day 6 highlights include:
  - Provided a briefing on economic opportunities in Vaughan to more than 40 individuals from across the Veneto Region.
  - Reconnecting with Bauil.
  - Meeting Borghetti Agricultural Company.
  - Learning about Eleven-X’s innovative parking monitoring and enforcement solution.

**Background**

***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).<sup>13</sup> 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.<sup>14</sup>

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.<sup>15</sup>

***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.

Over the course of the mission, the delegation engaged 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.

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 to highlight Vaughan as a gateway economy into North America and raise the city's profile as a destination for trade and investment.

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<sup>13</sup> Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

<sup>14</sup> Source: <https://www.international.gc.ca/country-pays/italy-italie/relations.aspx?lang=eng>

<sup>15</sup> Source: <https://businessmatching.cdp.it/en/dashboard/countries/canada?id=12>

- 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 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.

### **Mission Objectives**

Participation in the mission focuses on the following key activities:

#### **13. Solidify 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.

#### **14. Advance 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.

#### **15. Explore 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.

Staff will work with partners to coordinate meetings with municipal officials, and industry and cultural organizations to learn more on innovation policies, practices, and projects.

### Delegation Overview

The members of the delegation include:

- Linda Jackson, Deputy Mayor
- Mario Ferri, Regional Councillor
- Michael Genova, Chief, Communications and Economic Development
- Raphael Costa, Director, Economic Development
- Lindsay Davidson, Manager, Economic Development
- Natalie McBoyle, Executive Aide to the Deputy Mayor

The Vaughan delegation will be joined by the Italian Chamber of Commerce Canada – Ontario (ICCO).

Staff from ICCO include:

- Tiziana Tedesco, Deputy Director
- Alessandro Bossi, Business Development Manager

### Day 6 Summary

***The delegation provided a briefing to more than 40 individuals on Vaughan's economy and the city's opportunities for trade and investment.***

The delegation provided an overview of Vaughan to an audience of businesses that were looking at trade with Vaughan businesses, investment, or expansion to Ontario. This included highlighting Vaughan's advanced manufacturing sectors, notably agri-food and food processing and automotive parts manufacturing, as well as opportunities in the construction and building materials production industries. Presenting alongside the delegation were the Verona Chamber of Commerce, as well as the ICCO.

The Verona Chamber of Commerce promotes and supports the development of the business system and the local economy. The organization directly supports local Veronese companies through promotion and internationalization projects.

Next steps include providing several companies with business development packages to help them engage Vaughan companies in trade. In addition, staff from the city of Verona's international partnership office expressed an interest in exploring future collaboration with the city of Vaughan.

***The delegation met with Bauli to follow up on a meeting in the October 2023 mission.***

The delegation toured Bauli's lead Italian production facility and met with their North American business team. Bauli is rolling out a new branding strategy that will see them simplify their North American offerings for the 2025 holiday season.

Next steps include a commitment from staff to explore further business development opportunities by providing them with a list of Vaughan-based distribution companies with access to stores that Bauli are not in. This can represent a growth opportunity for a local company.

***With the ICCO, the delegation visited Borghetti Agricultural Company at Corte Fornalado to discuss their trade and distribution footprint in Canada.***

Corte Fornalado has a small distribution network in Ontario. Staff will work with the ICCO to explore enhanced distribution opportunities in partnership with a Vaughan company.

***Staff met with an innovative parking monitoring company, Eleven-X, which provides sensors to track parking uses.***

Eleven-X works with municipalities and institutions across North America to provide data on parking usage, and support pay-parking and regulation enforcement. Staff will further explore the company with a Smart City and mobility innovation lens.

**Day 7 Look Ahead**

***Day 7 will see the delegation travel to Rome after meeting the Milan-based Canadian Consul-General and Trade Commissioners.***

Highlights of meetings include:

- Meeting the Canadian Consul-General and Trade Commissioners in Milan.
- Traveling to Rome.

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

**DATE:** July 10, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE:** **Northern and Central Italy Mission 2024 – Day 7**

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Economic Development is supporting a Council-led 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. This mission is primarily focused on advancing Vaughan’s agri-food cluster which accounts for roughly 10% of Vaughan’s employment base.

Highlights:

- Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.
- 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.
- 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.
- Day 7 highlights include:
  - Reconnecting with the Consul of Canada in Milan and the Canadian Trade Commissioners service.

**Background**

***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 taking 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).<sup>16</sup> Two-

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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.<sup>17</sup>

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- Participated in a webinar with the Rome Chamber of Commerce and the ICCO to highlight Vaughan as a gateway economy into North America and raise the city's profile as a destination for trade and investment.
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### **Mission Objectives**

Participation in the mission focuses on the following key activities:

#### **16. Solidify the cultural and political ties with Central Italy – an important source of immigration to Vaughan.**

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#### **18. Explore opportunities and best practices in industry and municipal innovation.**

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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.

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The members of the delegation include:

- Linda Jackson, Deputy Mayor
- Mario Ferri, Regional Councillor
- Michael Genova, Chief, Communications and Economic Development
- Raphael Costa, Director, Economic Development
- Lindsay Davidson, Manager, Economic Development
- Natalie McBoyle, Executive Aide to the Deputy Mayor

The Vaughan delegation will be joined by the Italian Chamber of Commerce Canada – Ontario (ICCO).

Staff from ICCO include:

- Tiziana Tedesco, Deputy Director
- Alessandro Bossi, Business Development Manager

### Day 7 Summary

#### ***The delegation reconnected with the Canadian Consul in Milan and the Trade Commissioners Service.***

Since meeting the 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 Vaughn for the upcoming MedTech conference and the APMA's Canadian Automotive Summit.
- Attending an invite only event for select Ontario Economic Development offices to a fall investment matchmaking event hosted by Invest Canada.

### **Day 8 Look Ahead**

***Day 8 is the delegation's first full day in Rome.***

Highlights of meetings include:

- A roundtable discussion with the Directorate General for Italians Abroad, ICCO, and City of Vaughan
- Meeting with the Rome Chamber of Commerce.
- Meetings with businesses interested in expanding to North America.
- A roundtable discussion with Italian Members of Parliament and Senate representing North America to advance talent development and support for Italian Diaspora in Vaughan.
- A networking event with Canadian stakeholders hosted by the ICCO and Air Canada.

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

**DATE:** July 11, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE: Northern and Central Italy Mission 2024 – Day 8**

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Economic Development is supporting a Council-led 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. This mission is primarily focused on advancing Vaughan’s agri-food cluster which accounts for roughly 10% of Vaughan’s employment base.

Highlights:

- Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.
- 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.
- 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.
- Day 8 highlights include:
  - A roundtable discussion with the Directorate General for Italians Abroad, ICCO, and City of Vaughan
  - Meeting with the Rome Chamber of Commerce.
  - Meetings with businesses interested in expanding to North America.
  - A roundtable discussion with Italian Members of Parliament and Senate representing North America to advance talent development and support for Italian Diaspora in Vaughan.
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**Background**

***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).<sup>19</sup> 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.<sup>20</sup>

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.<sup>21</sup>

***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.***

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Over the course of the mission, the delegation engaged 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.

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.

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<sup>19</sup> Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

<sup>20</sup> Source: <https://www.international.gc.ca/country-pays/italy-italie/relations.aspx?lang=eng>

<sup>21</sup> Source: <https://businessmatching.cdp.it/en/dashboard/countries/canada?id=12>

- Participated in a webinar with the Rome Chamber of Commerce and the ICCO 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 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.

### **Mission Objectives**

Participation in the mission focuses on the following key activities:

#### **19. Solidify 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.

#### **20. Advance 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.

#### **21. Explore 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.

Staff will work with partners to coordinate meetings with municipal officials, and industry and cultural organizations to learn more on innovation policies, practices, and projects.

### Delegation Overview

The members of the delegation include:

- Linda Jackson, Deputy Mayor
- Mario Ferri, Regional Councillor
- Michael Genova, Chief, Communications and Economic Development
- Raphael Costa, Director, Economic Development
- Lindsay Davidson, Manager, Economic Development
- Natalie McBoyle, Executive Aide to the Deputy Mayor

The Vaughan delegation will be joined by the Italian Chamber of Commerce Canada – Ontario (ICCO).

Staff from ICCO include:

- Tiziana Tedesco, Deputy Director
- Alessandro Bossi, Business Development Manager

### Day 8 Summary

***The City's delegation took part in a roundtable discussion with the Directorate General for Italians Abroad, the ICCO, and City of Vaughan 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.

***The delegation met with the Rome Chamber of Commerce to understand key priority sectors and identify future opportunities for collaboration.***

Having delivered joint webinars with the ICCO and the Rome Chamber in the past, staff met with the Rome Chamber to discuss next steps. Focusing on automotive, food-processing, and life Sciences, the Rome Chamber supports business across the Lazio region.

In partnership with the ICCO, Vaughan staff will continue to explore opportunities to brief and engage Roman companies in trade development.

***Economic Development met with two companies seeking support to expand to Ontario.***

EvooSchool is an organic olive oil foundation that is hoping to establish a packaging and distribution centre in Ontario. The group is at the beginning of their investment discovery process. Staff, in partnership with the ICCO, committed to providing an initial market assessment for premium olive oil in Canada. We will monitor the company and assist with expansion as they advance.

Selmec is an Abruzzi engineering group specializing in automating manufacturing and distribution processes. With 93 employees, they are hoping to provide services to Canadian companies. Staff will provide a business development package.

***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.

***Finally, delegation members were hosted by the ICCO and Air Canada for a networking event with Roamn stakeholders and Italian Parliamentarians.***

This event allowed the delegation to engage a handful of key stakeholders and build relationships for the future.

**Day 9 Look Ahead**

***Day 9 is the delegation's final full day.***

Highlights of meetings include:

- Meetings with businesses interested in expanding to North America.
- A meeting with the Canadian Ambassador to the Holy See.

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

**DATE:** July 12, 2024

**TO:** Mayor and Members of Council  
Senior Leadership Team Executive

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

**RE:** **Northern and Central Italy Mission 2024 – Day 9**

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Economic Development is supporting a Council-led 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. This mission is primarily focused on advancing Vaughan’s agri-food cluster which accounts for roughly 10% of Vaughan’s employment base.

Highlights:

- Italy is a gateway for Vaughan to the European economy with significant trade activity in the agri-food cluster.
- 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.
- 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.
- Day 9 highlights include:
  - A meeting with Canada’s trade commissioners in Rome.

**Background**

***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 taking 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).<sup>22</sup> Two-way trade between Canada and Italy continues to grow, increasing nearly 30 per cent from 2022

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<sup>22</sup> Source: <https://www.tradecommissioner.gc.ca/italy-italie/market-facts-faits-sur-le-marche/0001123.aspx?lang=eng>

(\$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.<sup>23</sup>

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.<sup>24</sup>

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### Day 9 Summary

***The delegation met with Canada's Trade Commissioners in Rome to understand key priority sectors, 2024/5 activities, and identify future opportunities for collaboration.***

Canadian staff are hosting 22 ministerial visits in Italy this year because of the G7 meetings held in Italy. Next week, Minister Ng is visiting Italy.

The trade commissioners focus on various sectors that align with Vaughan including agri-food, automotive, Greentech, research and development, and transportation/logistics. This includes hosting and supporting various events throughout the year which Vaughan can share with its businesses.

In partnership with the ICCO, Vaughan staff will continue to explore opportunities to brief and engage Roman companies in trade development.

***The mission has concluded. Staff will bring a summary report to Council in September, 2024.***



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