

Global Affairs Canada

Investment Roadshow – Europe

October 27 to November 1 2024

C4.

Communication

Intergovernmental Relations

Sub-Committee – November 4, 2024

Item No. 2



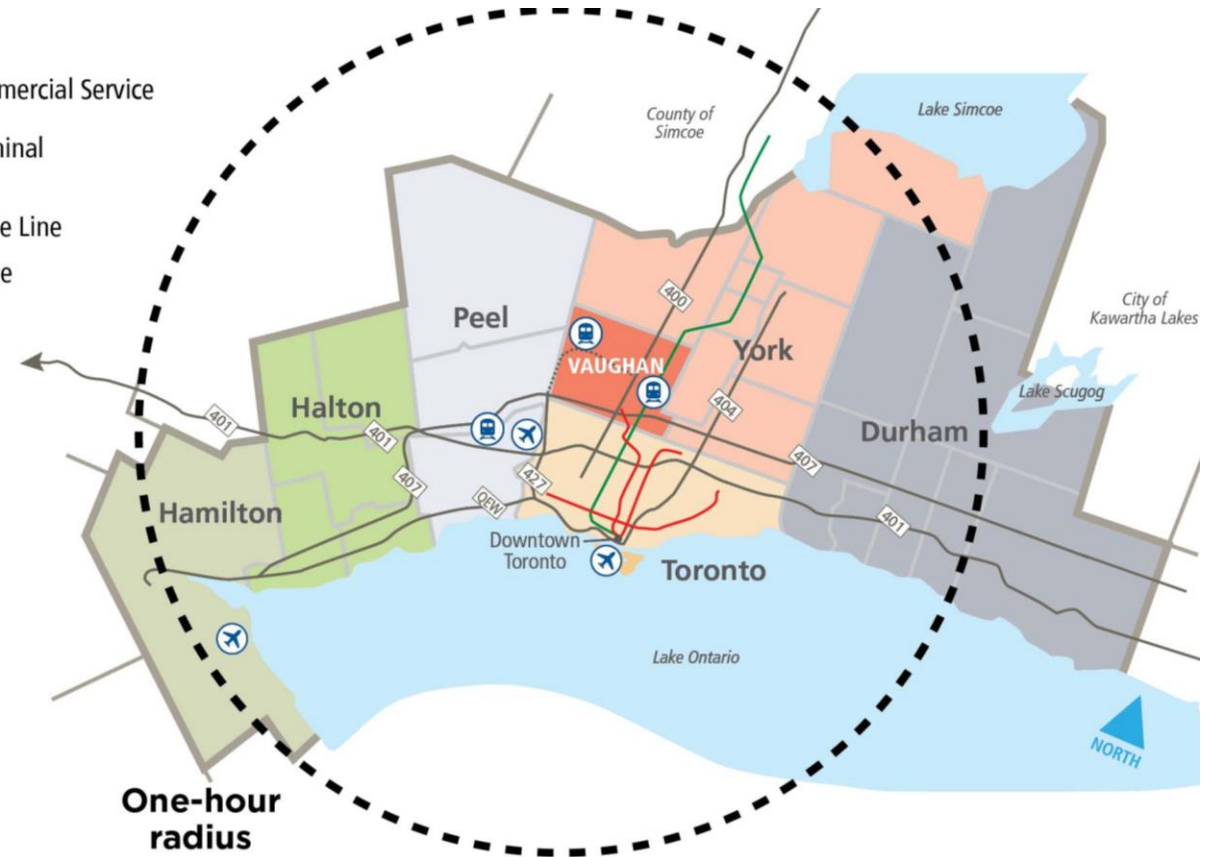
Agenda

- 1. About Global Affairs Canada
Investment Roadshows**
- 2. Participation Outputs**
- 3. Lessons Learned**

About Global Affairs Canada Investment Roadshows

- ▶ Delivered by the Trade Commissioner Services
- ▶ Two Roadshows per year
- ▶ Roadshows are meant to:
 - Raise Canada's profile in target markets
 - Connect municipal investment attraction and trade agencies with companies that are growing internationally
- ▶ Two locations per Roadshow
 - Global Affairs manages and pays for lead generation
 - One location in an established market, one in an under accessed market

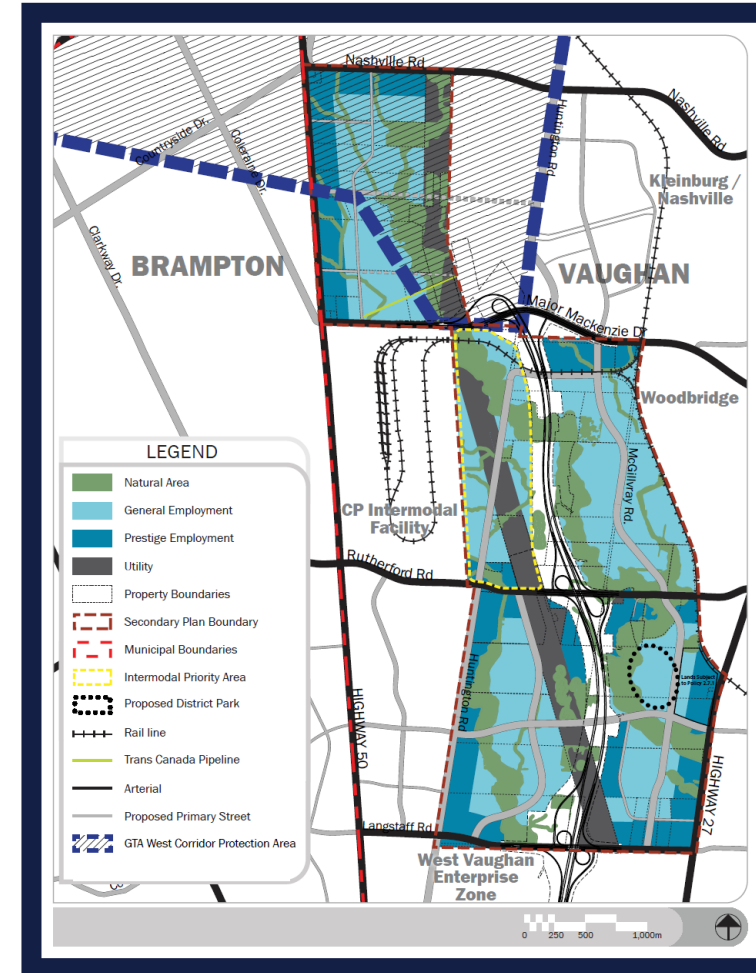
-  Airports with Scheduled Commercial Service
-  Intermodal Terminal and Rail Yard
-  GO Transit Barrie Line
-  TTC Subway Line



Participation Outputs – Vaughan's First Roadshow

Met with Eleven Companies and Three New Industry and Investment Agencies

- ▶ Will deliver eleven business development packages and two site selection packages
- ▶ Will make several introductions to local companies that are hoping to expand globally
- ▶ Secured future invitations from Global Affairs Canada



Lessons Learned

- ▶ Vaughan's value proposition is attractive to international companies, particularly high-value Multinationals
 - Ease vs. cost
- ▶ The Federal government is focusing Roadshows in markets that will diversify Canada's economic portfolio
- ▶ International investment remains a long-term activity that in the vast majority of cases, only follows after string trade ties are established
 - A company will invest to serve a market in which it is doing robust business



Connect with us!

Raphael Costa

Director, Economic Development
Raphael.Costa@vaughan.ca

Economic Development

City of Vaughan
2141 Major Mackenzie Dr.
Vaughan, ON L6A 1T1
905-832-8526

 vaughanbusiness.ca

 [Vaughan Economic Development](#)