

Economic Prosperity Task Force Meeting #4



Meeting #3 Recap

Vaughan's Built-Form Opportunity Statement

Vaughan is a leader in the manufacturing, construction, and supply-chain/logistics sectors in Ontario. With growing financial, insurance, and professional service industries, as well as an emerging healthcare cluster, and innovation as the backbone of multiple sectors, Vaughan has an opportunity to create an environment for prosperity.

These industries require flexible commercial, industrial, office, and institutional spaces to adapt to, and prosper in the post-COVID economy, as well as community development to establish a connection between residents and businesses to support their growth.

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How can we do this? Initial thoughts include:

- Review of by-laws/policies (like Official Plan, etc., and infrastructure) to allow for multiple businesses in one space, multi-use areas that may combine business, retail and office
- Encourage the use of technology to enable the transformation and adaptability of space
- Enrich our communities around our existing commercial areas by investing in public art and cultural activations
- Support strategic clustering of businesses and housing to facilitate opportunities for collaboration, growth and consumption
- Activate our public spaces to encourage customer and citizen engagement in the public sphere and create unique experiences through artistic and cultural facilities to drive interest and support of surrounding businesses

Vaughan: International Business Development





Discussion – Future of International Trade: How do we engage SMEs?

General

QUESTION #1:

Have you been involved in successful international trade activities? Can you describe? How has meaningful ongoing follow-up been conducted?

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Industry Trends

QUESTION #2:

What are some trends you see in international trade in the next 3-5 years?

QUESTION #3:

What are some alternative models you have seen to build international trade networks and attract foreign direct investment? (traditional tactics include trade mission, business retention activities with in-market foreign owned firms, working with local diasporic communities, etc.)

QUESTION #4:

What are the benefits and drawbacks in a partnerships/ecosystem approach and individual municipality approach to international trade development?

QUESTION #5:

People can do business from anywhere. How do we leverage knowledge and talent networks in international trade?



Discussion – Future of International Trade: How do we engage SMEs?

Vaughan Specific

QUESTION #6:

How do we balance promotion of Vaughan as a city/community, and Vaughan businesses when engaging with international cities and SMEs?