

## BUSINESS DEVELOPMENT

### International Investment

#### Objective to Create EDCNS Awareness

- Meetings planned in May with investment firms in Germany

### Investment Opportunities

#### Objective to Grow Workforce & Investment

- Industrial, Commercial, and Institutional (ICI) inventory (Simcoe County lead)
- A \$40M - \$50M business investment opportunity is being negotiated with a USA company. The EDO and Agriculture and Manufacturing Ambassadors visited the USA in January to discuss investment in North Simcoe with over 20 participants including multinational businesses.
- Businesses requiring infrastructure and investment for retention and job growth were identified for the Federal Government by the 4 Mayors and the EDO. Meetings are held regularly to progress.
- 52 business leads in the sales pipeline database to be qualified

## FUNDING APPLICATIONS (focus of March/April/May)

- To sustain EDCNS, start-up DMO, and support business retention and expansion
- Regular contact with businesses, and funders from federal and provincial government

## COMMUNICATIONS & MARKETING

- EDCNS business plan visioning day held in January 2015
- Municipal pages transforming HEA to EDCNS completed
- Website refresh launch by March 30, 2015
- EDCNS Business Summit June 2015
- Annual General Meeting (AGM) July 9, 2015

## SECTOR FOCUS

### Showcase sector success from each municipality and each pillar

#### Objective to Promote Our Story

### Agriculture and Bioscience

- Ambassador – Pierre Paul Maurice
- Ambassador part of team to USA to secure investment
- Rogers TV Showcase Business: Bulbs of Fire, Tiny Township

### Health Care / Life Sciences

- Ambassador – Roy Ellis
- Rogers TV Showcase: Georgian Bay General Hospital, North Simcoe

### Advanced Manufacturing

- Ambassador – Clare Boudreau
- Ambassador part of team to USA to secure investment
- Rogers TV Showcase Businesses: Industrial Filter Manufacturing, Town of Penetanguishene & Forte EPS Solutions, Town of Midland

### Tourism “Heart of Georgian Bay”

- Ambassador – Mayor Scott Warnock
- Rogers TV Showcase Business: SS Keewatin, Tay Township
- Consolidated response to Committee on TAP Business Plan

## Destination Marketing Organization (DMO)

- Corporate registration, insurance, policies, trademarks