

Build a Global Markham

Markham 2020 strategy is a 10 year economic blueprint recently developed to help shape Markham's future as one of Canada's leading communities. Key activities to create an enabling environment to achieve the objectives of the strategy were identified and *Building a Global Markham* is one of the key activities aimed at promoting new foreign direct investment in Markham, to generate more than 100 jobs annually. Below are some of the activities that have either been undertaken to date or will be undertaken in 2009 towards realisation of the set objectives.

Indicators	Activities
<p># of economic alliances</p>	<p>The Economic Alliance Program (was approved by the Town of Markham in 1990 to assist the business sector in creating world-wide trading and investment opportunities. The program has provided the Town and the business community a diverse presence in the selected strategic market locations and a growing network of contacts globally. Some of the economic alliance agreements signed with the international community to date are listed below)</p> <p>Nov. 1991 - Hong Kong Trade Development Council (updated in May 1998) Apr. 1996 - Ville de Laval, Quebec (Laval Technopole) Apr. 1998 - Haidian District (Beijing), China (Zhongguancun Science Park in Sept. 2002) Apr. 2002 - Town of Cary, North Carolina (Research Triangle area) Oct. 7, 2003 - Wuhan, Hubei Province, China</p>
<p># of outbound /inbound missions in 2009</p>	<p>Outbound missions/activities:</p> <p>April 13-23 Trillium Medical Technology Association Mission to China April 22 Markham staff visit to Jiangmen, China June 1-4 "Science Park Conference" in Cary NC Oct 9-11 Mayor to speak at Pan-IIT Conference in Chicago Nov 1-10 GTMA/OTC Mission to NASCOM (Hyderabad, India)</p>

	<p>Inbound missions/activities: Feb 17 TMTA Mission Press Conference Feb 19 Jiangmen, China delegation Feb 23 Israeli banking software delegation Mar 19 Rennes, France delegation Mar 23 Mongolia delegation April 16 Shanghai Science delegation May 13 Italian Chamber of Commerce Awards Aug Wuhan delegation</p>
<p># of initiatives targeting international markets in 2009</p>	<p>International Consul General Breakfast Meetings: (involves Mayor hosting breakfasts with international consul generals with key senior business executives attending to discuss issues of trade relations between Canada and the respective countries, investment opportunities and to foster business networks)</p> <p>April 8 India Consul General Breakfast Event June 23 French Consul General Breakfast Event</p> <p>Business Conferences /Trade Shows: (events provide opportunities for Markham staff to further promote the Town and to broaden knowledge on the issues that are of priority to Markham and also to further expand business networks and investment channels)</p> <p>Feb 4-6 Good Jobs Green Jobs Conference (Washington DC) May 12-15 ICF “Intelligent Communities Forum (New York, NY) Sept SIOR World Conference (Toronto)</p> <p>Advertising and Promotion Materials: (Materials help to provide information and to promote Markham locally, regionally and internationally as a place to do business)</p> <p>March Partners Magazine (Italian Chamber of Commerce of Toronto) September Richmond Hill & Markham Chinese Business Association Anniversary December Ontario Magazine</p>

survey of economic alliance partner to determine satisfaction & Markham's reputation as entrepreneur building global networks	Attached survey questionnaires to evaluate consul general breakfast meetings Attached survey questionnaires for business and association partners to evaluate Town
# of awards regarding economic alliance program	China Mission Marketing Award (marketing materials, posters, agenda, etc) Economic Strategy 2020
# of companies (identify foreign companies) and jobs created yr to yr within growth sectors	Compare employment numbers in the 4 identified growth sectors – 2007 vs. 2008 (See table below)

Table: Comparison of number of companies and employment in the identified four growth sectors

Industry Sector	2007			2008		
	# of companies	# of full time jobs	# of foreign companies	# of companies	# of full time jobs	# of foreign companies
Convergence of Information and Communications Technologies and Life Sciences	72	4 696	2	80	4 920	3
Information, Entertainment and Cultural Industries	388	5 148	1	405	5 228	2
Professional, Scientific and Technical Services	1 010	18 076	4	963	16 472	4
Finance and Insurance	331	5 505	1	339	8 564	1

Notes:

1. There is a significant number of companies in the Convergence of Information and Communications Technologies and Life Sciences sector whose activities also fall in the definition of the Professional, Scientific and Technical Services sector. For purposes of avoiding double-counting, the overlapping companies have been left under the Convergence of Information and Communications Technologies and Life Sciences sector.
2. Under the Information, Entertainment and Cultural Industries sector, statistics from the Creative Industries only were used. The Creative industries is defined as designers, advertising, photographers, publishers, architects, data processing, music business, film/video production, local newspapers, local radio and TV, telecommunications, commercial information, printing and agents/managers