

Clause No. 2 in Report No. 3 of Committee of the Whole was adopted, without amendment, by the Council of The Regional Municipality of York at its meeting held on February 20, 2014.

**2**  
**INVESTMENT AND MARKETING PROGRAM**  
**2013 ANNUAL UPDATE**

**Committee of the Whole recommends:**

- 1. Receipt of the presentation by Doug Lindeblom, Director, Economic Strategy and Tourism.**
- 2. Adoption of the following recommendation contained in the report dated January 23, 2014 from the Executive Director, Corporate and Strategic Planning:**

**1. RECOMMENDATION**

It is recommended that:

- 1. This report be circulated by the Regional Clerk to local municipal economic development officers, chambers of commerce and board of trade.**

**2. PURPOSE**

This report updates Council on the progress of York Region's Investment and Marketing Program in 2013.

**3. BACKGROUND**

**Council has approved and supported the Investment and Marketing Program (*Invest in York*) to facilitate business expansion and attraction in York Region**

The Investment and Marketing Program was approved by Council in late 2009 and commenced on-the-ground operations in 2010 as a core activity of the Regional Economic Strategy Branch. Branded *Invest in York* to facilitate interaction with the

business community, the program supports the Economic Vitality strategic priority area of the Region's Corporate Strategic Plan, as well as the Council-approved Regional Economic Development Action Plan focused on innovation as a key theme.

Executed in partnership with local municipalities and external service delivery stakeholders, *Invest in York* contributes to local economic growth and job creation by facilitating business retention, expansion and attraction across York Region. Program activities consist of the following key elements:

- Identification, assessment and support of growth companies in York Region that are positioned to expand or re-invest locally via export and business development, hiring, Research and Development (R&D) or capital investment.
- Identification, qualification and support of Canadian and foreign companies that may consider establishing new business operations locally.
- Development and maintenance of an extensive business, client support and investment attraction contacts network across York Region, the Greater Toronto Area (GTA), Canada and internationally.
- Promotion, via an integrated marketing strategy, of York Region and its local municipalities as the location of choice for business and technology investment.
- Business intelligence and economic research to support Regional and local-municipal business retention, expansion and attraction initiatives.

### ***Invest in York* leverages an extensive partnership network to deliver business advisory and support services**

In delivering advisory and support services to the business community *Invest in York* program staff leverage an extensive external partnership network in the private, public and non-profit sectors. Key partners include the local municipal economic development offices, local business community, chambers of commerce, ventureLAB Regional Innovation Centre, professional service providers, Export Development Canada (EDC), Business Development Bank of Canada (BDC), Ontario Ministry of Economic Development, Trade and Employment (MEDTE), the Canadian Trade Commissioner Service, industry associations and government R&D support organizations.

*Invest in York* staff provides the following services to business clients:

#### For local growth companies in York Region

- Strategic Business-to-Business (B2B) and Business-to-Government (B2G) introductions
- Guidance on available Provincial and Federal government business incentives
- Corporate and business development advisory services
- Export readiness assessments
- Start-up referrals to the Regional Innovation Centre (ventureLAB)

For new business investment leads and prospects

- Corporate visitation programs
- Business, economic and workforce data
- Strategic B2B and B2G introductions
- Location selection assistance (in partnership with local municipalities)
- Guidance on available government business incentives

**Program targets are aligned with key economic and business investment trends in York Region, the GTA and Ontario**

Staff monitor relevant regional, GTA, provincial and national business and investment trends to establish program targets by sector, geography and business size.

With respect to target sectors, the Professional, Scientific and Technical Services sector is the fastest growing industry in York Region as well as the largest employment sector of the local labour force aged 25-64. At the same time the manufacturing base continues to shrink across Ontario and the GTA, including York Region. *Invest in York* prioritizes the engagement and support of clients in growth technology and knowledge-based services sectors, primarily Information and Communications Technology (ICT).

With respect to geographic targets for business attraction, staff estimates that up to one in 10 jobs in York Region are with foreign-owned companies. Over 60 per cent of the foreign companies operating locally are headquartered in the U.S., followed by European (25 per cent) and Asia-Pacific (15 per cent). The U.S. also continues to be by far the prime source of new Foreign Direct Investment (FDI) not only in York Region, but also across the GTA and Ontario, with a significantly larger share than European or Asian companies. *Invest in York's* business attraction efforts outside Canada focus primarily on engagement of U.S. companies as well as overseas corporations visiting or operating in the U.S. The program's geographic targets are also set so as to complement, rather than duplicate, international initiatives already undertaken by some of the Region's local municipalities in other markets such as China, India, Germany, Italy, Israel, and Scandinavia.

With respect to establishing targets related to business size, the majority of new foreign investments in the GTA result initially in a relatively small number of jobs or a limited real estate footprint. Expansion of foreign companies already located in the Region or the GTA are typically a more significant source of local job generation than new entrants to the marketplace. In York Region, an estimated 45 per cent of the foreign companies operating locally have a local workforce of less than 20 employees and 75 per cent have less than 100. Overall, 85 per cent of all businesses in York Region have less than 20 employees. *Invest in York* targets primarily medium-sized operations in its outreach efforts and handles multiple client cases regardless of initial opportunity size.

#### 4. ANALYSIS AND OPTIONS

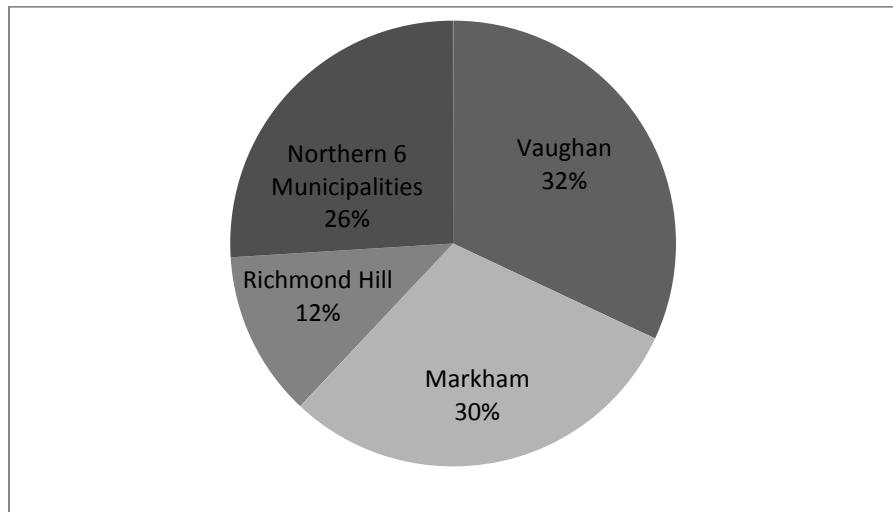
##### **In 2013 *Invest in York* engaged over 200 companies across York Region to identify growth businesses and assist them to expand or re-invest locally**

*Invest in York* facilitates growth of expansion-ready companies across York Region in collaboration with service delivery partners in the private and public sector that are best positioned to address client needs. The economic development offices of local municipalities play a key role by referring clients to the program's Business Development and Export Advisors, as well as facilitating client consultations and follow-up.

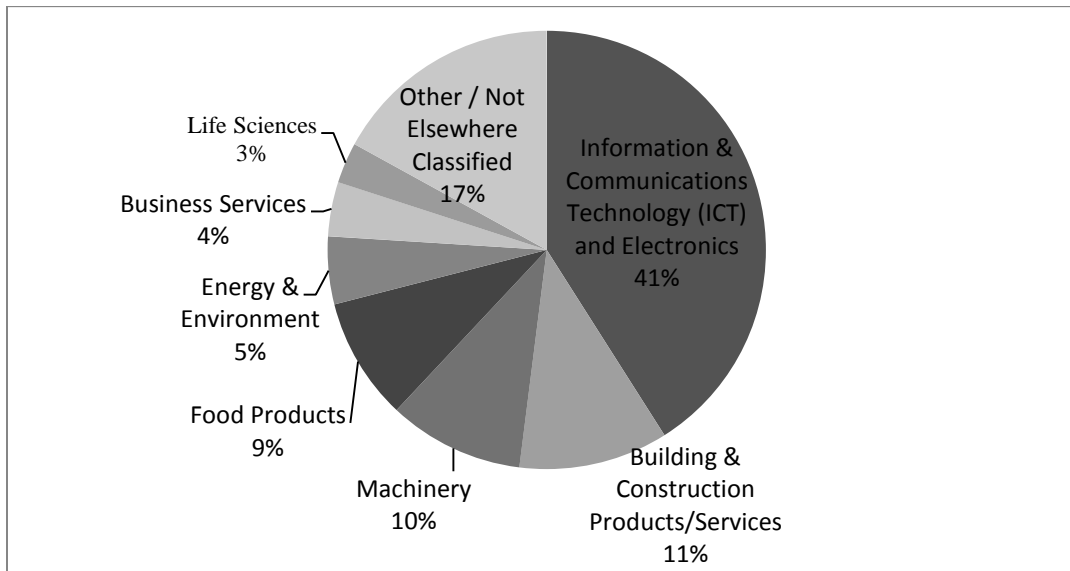
Initial engagement of business expansion clients in York Region is carried out via contacts at industry events and trade shows, cold calling, incoming referrals and unsolicited inquiries. In 2013, *Invest in York* engaged directly or via partners 208 companies across York Region with an estimated 8,000 employees in total. About 70 per cent of the companies engaged were services-based, 30 per cent were local manufacturers and 40 per cent conduct Research & Development (R&D) locally.

*Figures 1 and 2* below outline business engagements by *Invest in York* program staff of companies in York Region by municipality and sector:

**Figure 1**  
2013 *Invest in York* Engagements of Local Companies by Municipality



**Figure 2**  
2013 *Invest in York* Engagements of Local Companies by Sector



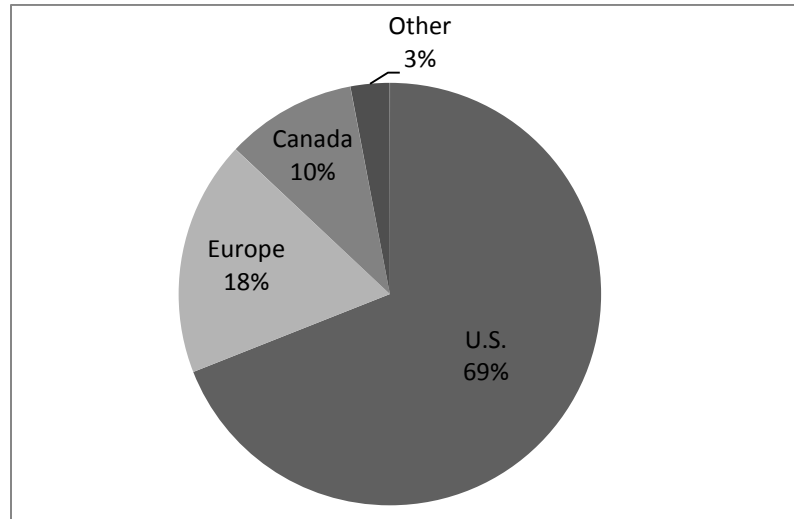
Sixty (60) of the local companies engaged and assessed were qualified as having immediate or strategic growth potential. These companies were provided with advisory and targeted introductions by the program's Business Development Advisors or service delivery partners to facilitate business expansion. Many client meetings were held as joint corporate calls in collaboration with local municipal economic development staff. Over 65 per cent of the qualified consultations were with companies in the Information and Communications Technology (ICT) sector. Results and key client success stories are detailed further in this report.

### **Staff engaged over 200 potential new business prospects in 2013 to position York Region as a location of choice, and handled 40 lead inquiries**

Identification, engagement and qualification of potential new business prospects from outside York Region is carried out through a range of strategies including meetings at trade shows and industry conferences, direct marketing, partnered business missions, incoming partner referrals and unsolicited inquiries. Key lead generation initiatives in 2013 included engagements at multiple domestic business events as well as at several technology trade shows held in the U.S. 2013 has also seen an increase in the number of qualified leads referred directly to the program via its extensive partnership network.

During 2013 the *Invest in York* team directly engaged 202 companies from outside York Region to position the Region and its local municipalities as a location of choice for business investment. About 70 per cent all engagements were in the Information and Communications Technology (ICT) or related technology sectors. *Figure 3* provides a breakdown of business attraction engagements by company head office location.

**Figure 3**  
2013 *Invest in York* Business Attraction Engagements by  
Company Head Office Location



Program staff assessed and qualified 41 of the contacts as potential investment leads with a varied degree of interest in expanding their business in the GTA or to York Region, and followed up with preliminary information to facilitate client fact finding. Twelve of the leads emerged as prospects and were provided with substantial support including customized business data or introductions. Typical prospects handled by the program already have clients or business ties in the GTA market and are generally familiar with location alternatives. About half of the prospect cases were introduced by *Invest in York* staff directly to local municipalities in York Region as per the client's stated preferences.

***Invest in York* business consultations supported 1,800 existing jobs in 2013 and facilitated 120 new jobs, across five York Region local municipalities**

Business advisory services delivered to York Region clients in 2013 directly supported in total the retention of 1,800 jobs across the Region by local employers, and facilitated the creation of over 100 incremental (additional) jobs in Aurora, Markham, Newmarket, Richmond Hill and Vaughan. Many of the incremental jobs resulted from a partnership with the private sector to guide and direct employers tapping into hiring incentive programs. The program also facilitated non-hiring local business expansion or re-investment of over 15 companies via exporting, Research and Development (R&D) or capital investments. *Invest in York's* work with new investment prospects alongside referral and service delivery partners facilitated the attraction of two new foreign technology companies to York Region in 2013, resulting in those businesses creating 20 new Information Technology and Engineering jobs in Markham and Vaughan.

In total *Invest in York*'s business expansion and attraction initiatives influenced in 2013 the creation of 120 incremental and new jobs in York Region by businesses across five local municipalities.

Below are some representative examples of client success stories. Companies are not identified by name so as to maintain business confidentiality:

#### Markham

- A U.S. financial software company established its Canadian head office and centre of excellence in Markham, creating 15 jobs locally. This was a direct result of *Invest in York*'s support of the client in late 2012 via a referral partner.
- An Electronics Manufacturing Services company secured federal funding for a new Enterprise Resource Planning (ERP) system in support of their move to a larger 40,000 sq. ft. facility.
- An Environmental Technology company secured a bid bond for exporting to the U.S. as well as government program funding for hiring three additional staff.

#### Vaughan

- An applications software developer leveraged government hiring programs for three new engineering positions to accelerate product development. Supported by *Invest in York* the company originally set up local presence in Markham in 2012 and then established in 2013 a satellite software development office in Vaughan.
- *Invest in York* facilitated via a private sector partner a new subsidiary office of a European defence technology company, resulting in five engineering jobs.
- A fast-growth mobile applications software company leveraged via program referrals government funding to support the hiring of six new employees.
- With the support of a service delivery partner a manufacturer of aerospace precision parts secured government grants for exporting, training and R&D to facilitate growth.

#### Richmond Hill

- Working alongside a service delivery partner *Invest in York* assisted a mobile electronics repair company hire 14 new staff to support significant business growth.
- A food processing company tapped into government agri-food marketing and manufacturing innovation funding to support growth and exports to new markets.

#### Newmarket

- A financial applications software company hired three new staff by leveraging the Federal Science and Technology Graduate Enterprise Internship fund.
- A leading food products manufacturer leveraged several government funding programs for exporting, training and R&D to support their local growth.
- Supported by a service partner a web design company hired an additional Information Technology employee leveraging a Federal internship incentive program.

#### Aurora

- An existing medical devices client received support to evaluate export funding options for expanding into new markets, as well as hired an additional Bio-Tech professional via the Federal Career Focus program.

### **Staff worked closely with local municipalities and external partners to promote York Region as a top business and technology hub**

Program staff continued to work closely with local municipal economic development offices and external stakeholders not only to identify and support clients but also promote York Region as a top business and technology hub in the GTA, Ontario and Canadian markets.

Below are some of the joint awareness building initiatives undertaken in 2013 by *Invest in York* alongside key program partners:

#### Local municipalities

- By invitation from Markham Economic Development *Invest in York* staff presented on the regional business and technology sector to incoming foreign delegations visiting Markham from China and Italy.
- *Invest in York* initiated and co-organized a joint event with the Iranian Canadian Network (ICN) in partnership with Richmond Hill Economic Development to showcase the York Region business opportunity.
- Facilitated introductions to Newmarket Economic Development and Southlake Regional Health Center of foreign companies and organizations interested in the hospital's new healthcare technology commercialization framework.
- Provided background introductions and promotional assistance to *Vaughan* Economic Development in support of the City's 2013 business mission to Israel.
- Delivered a market research workshop to over 50 participants in support of the annual Import/Export conference jointly held by York Region with the Small Business Enterprise Centres (SBECs) in Markham, Richmond Hill and Vaughan.
- Supported East Gwillimbury with early conceptualization of a wastewater technology investment strategy leveraging the planned Upper York Sewage Solution project.
- Organized a roundtable meeting for all local municipalities with the Manufacturing Investment Unit of Ontario's Ministry of Economic Development, Trade and Employment (MEDTE).
- On behalf of local municipalities supported a healthcare innovation showcase led by ventureLAB at the Ontario Centres of Excellence Discovery commercialization event.

#### External partners

- Facilitated meetings with companies in Vaughan and Markham for economic development staff from Ontario MEDTE Science and Technology department.
- In partnership with MEDTE co-exhibited alongside technology companies as part of the Ontario Pavilion at the world's largest wireless industry expo held in the U.S.
- Supported the Canadian Trade Commissioner Service at the World Business Forum luncheon in the U.S. showcasing business investment opportunities in Canada.
- Facilitated student roundtable discussions at the Seneca College Innovation Entrepreneurship Day, focusing on resources and opportunities in York Region.
- Collaborated with Export Development Canada (EDC) in organizing and delivering a workshop to local companies focused on business support and funding opportunities.



- Hosted a joint networking event in partnership with the Canada-Israel Chamber of Commerce focusing on business and technology opportunities in York Region.

**Significant progress was made in promoting business in York Region via on-line media. The *Invest in York* website registered 51,000 visits in 2013**

Program staff continued to implement an integrated marketing strategy that promotes York Region and its local municipalities as a location of choice for business investment and technological innovation. The strategy consists among others of a dedicated business website, social media, presentation package, media relations and print material.

The *Invest in York* website ([www.investinyork.ca](http://www.investinyork.ca)), a dedicated source for business news and data from York Region, continued to deliver exceptional results since its full rollout in 2011. The website registered over 51,000 unique visitors in 2013, an impressive 130 per cent increase in traffic versus 2012. About 20 per cent of the traffic originated from outside Canada. These results reaffirm the importance of the website in promoting York Region and its local municipalities as a top GTA and Canadian business hub.

Program staff also successfully introduced in 2013 dedicated social media channels including Twitter (@investinyork) and a LinkedIn technology business group to communicate business updates from across York Region and engage stakeholders. In the first several months alone the channels attracted 800 combined followers and generated significant interactions, including several investment inquiries.

*Invest in York* launched in mid-2013 a marketing communications campaign focused on the significant local cluster of enterprise solutions companies in the Information & Communications Technology (ICT) sector. The campaign differentiates York Region from other regional ICT hubs in Ontario and resulted in coverage by industry media channels of notable high-tech success stories from Markham, Richmond Hill, Vaughan and Newmarket. The campaign continues into 2014.

**Focused research on York Region's economy and business community facilitates client support and business attraction activities**

Program staff continued to research and analyse business trends, market intelligence and relevant demographic data to support investment attraction, marketing efforts and client servicing. Data analysed is also shared with local municipal economic development offices in support of their programs and initiatives. Below are some of the key research initiatives undertaken in 2013:

- A workforce commuting study in partnership with the Geographic Information Services (GIS) Branch. The research aggregated anonymous data from 21 local companies with a total of 16,000 employees, in five strategic industry sectors. The resulting workforce distribution maps were incorporated into regional and local municipal business attraction value propositions.

- Analysis and benchmarking of York Region's Information and Communications Technology (ICT) sector contributed significantly to business attraction, client servicing and awareness building at both the Regional and local municipal levels.
- On-going monitoring and analysis of employer hiring trends in York Region with key findings provided to Council on an annual basis as a separate report.
- Introduction of a new quarterly economic indicators update Infographic covering key employment, real estate development and business statistics in York Region.
- Monitoring and analysis of Foreign Direct Investment (FDI) and foreign business presence across York Region.

**Since 2010 the *Invest in York* program supported the retention of 5,500 jobs and creation of 600 new jobs, across six York Region local municipalities**

Since the program was launched in 2010 program staff influenced the retention of an estimated total of 5,500 existing jobs via the delivery of advisory and referral services to local growth companies. The program also directly facilitated 600 new and incremental jobs across six local municipalities in York Region. Program results include jobs retained or created by businesses with *Invest in York* staff intervention and do not include entrepreneurs supported by the York Small Business Enterprise Centre (SBEC).

Incremental job numbers are collected by program staff directly from the client company or service delivery partner upon business expansion or establishment, and may change over time as per corporate or economic conditions impacting the client.

**Link to key Council-approved plans**

York Region has a number of Council approved strategic documents that provide clear direction regarding economic development both in the longer term and within the current term of Council. *Vision 2051*, the *Regional Official Plan 2010*, and the *2011 to 2015 Strategic Plan* all highlight the importance of economic vitality. The Investment and Marketing program plays an essential role in facilitating economic growth by retaining and increasing employment opportunities for local residents, and positioning York Region as the location of choice for businesses investment and technology innovation.

**5. FINANCIAL IMPLICATIONS**

The Investment and Marketing program's 2013 budget included five full-time staff and program costs, focused on business expansion and attraction advisory services, investment marketing and economic research. York Region's annual contribution to the Greater Toronto Marketing Alliance on behalf of local municipalities was also channelled via the program. All costs were approved in the 2013 Economic Strategy Branch budget.

## **6. LOCAL MUNICIPAL IMPACT**

York Region's Investment and Marketing program (*Invest in York*) is executed in collaboration with Economic Development staff at the Region's local municipalities. Joint areas of work include identification and support of local growth companies to facilitate business expansion, servicing of external prospects to attract new companies to the Region and awareness building to showcase York Region as a top location for business and technology in the Greater Toronto Area (GTA), Ontario, Canada and North America.

*Invest in York* builds on business strengths, industry clusters, population demographics and location advantages unique to York Region and its local municipalities. The program leverages cross-municipal economies of scale, a collective business attraction value proposition and a Region-wide business network to differentiate York Region as a top business location within the wider GTA market, in the context of an increasingly competitive economic development environment.

Since the program launched in 2010, *Invest in York* made a significant and direct impact on local business retention and attraction, job creation and investment promotion. Feedback on the program from local municipal partners and the business community across York Region continued to be extremely positive in 2013.

## **7. CONCLUSION**

York Region's Council-approved Investment and Marketing Program *Invest in York* commenced operations in 2010 as a core activity that directly supports the Economic Vitality strategic priority area of the Region's corporate Strategic Plan. The program is delivered by York Region's Economic Strategy Branch in partnership with local municipalities and external stakeholders in the private, public and non-profit sectors. *Invest in York* impacts local economic growth and job creation by facilitating targeted business expansion and attraction across York Region's local municipalities. The program leverages its extensive partnership network to position York Region as a business location of choice within the Greater Toronto Area (GTA), in the context of an increasingly competitive environment for retaining and attracting quality employers.

In 2013 *Invest in York* engaged directly and via delivery partners 208 existing businesses across York Region to identify and support growth companies with their local business expansion plans. Program staff also engaged 202 companies from outside York Region to identify and qualify potential new business leads and position the Region as a business location of choice.

Sixty of the York Region companies engaged by the program were provided with one-on-one advisory to facilitate their local expansion. This activity directly influenced the retention of a total of 1,800 local jobs by targeted employers, and the creation of over 100 additional jobs by businesses in Aurora, Markham, Newmarket, Richmond Hill and Vaughan. Many of the incremental jobs resulted from a partnership with the private sector to guide employers tapping into government hiring programs. The program also facilitated non-hiring local business expansion or re-investment by over 15 local companies via exporting, Research and Development (R&D) or capital investments.

Invest in York staff engagement of new business prospects alongside program partners facilitated the attraction of two new foreign technology companies to the Region in 2013, resulting in 20 new jobs in Markham and Vaughan. In total, program business expansion and attraction activities directly influenced the creation of over 120 incremental or new jobs in York Region in 2013, across five local municipalities.

Significant progress was also made in the promotion of York Region and its local municipalities as a top location for business and technology investment. The dedicated “*Invest in York*” website delivered strong results, registering over 51,000 unique visitors in 2013, a 130 per cent increase over 2012. New social media channels targeting the business community were introduced in 2013, attracting 800 followers in total in the first ten months. *Invest in York* also launched a successful marketing communications campaign focused on the Region’s Information & Communications Technology (ICT) sector, resulting in coverage by numerous industry media sources.

Focused economic research undertaken by program staff facilitated client support and business attraction initiatives. A key example of this work is a workforce commuting study that aggregated data received from 21 local companies with a total of over 16,000 employees, across five industry sectors. The resulting workforce distribution maps were incorporated into regional and local municipal business attraction value propositions.

*Invest in York* continues to make a meaningful and direct impact on business retention and attraction, job creation and investment promotion across York Region’s local municipalities. Since its introduction in 2010 the program supported the retention of an estimated total of 5,500 existing jobs in York Region by local employers, as well as facilitated 600 new or incremental jobs across six local municipalities. Feedback on the program from local municipal staff, the local business community and external partners continued to be extremely positive in 2013.

For more information on this report, please contact Robert Unterman, Manager, Investment and Marketing at (905) 830-4444, Ext. 71491.

The Senior Management Group has reviewed this report.

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# **Investment and Marketing Program (Invest in York) 2013 Update**

**Presentation to the  
Committee of the Whole**

**Doug Lindeblom  
Director, Economic Strategy  
February 6, 2014**

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# Presentation Outline

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## 1. Direction and Delivery

- Trends and Targets

## 2. 2013 Program

- Business Services
- Marketing
- Research

## 3. Results



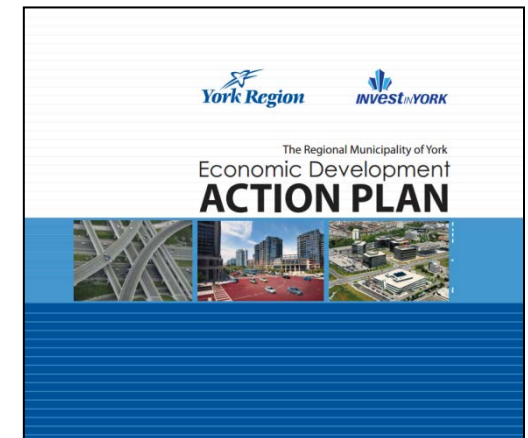
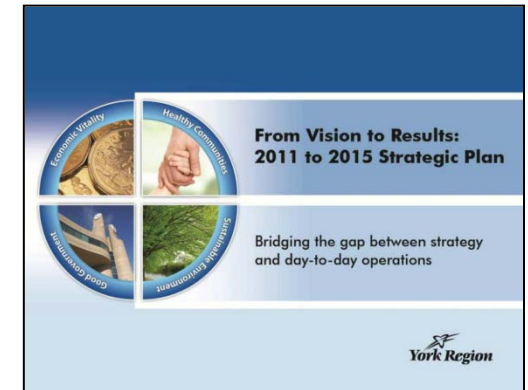
# Program Delivers on Council Strategic Direction

## 2011-2015 Corporate Strategic Plan

- Increase the Economic Vitality of the Region

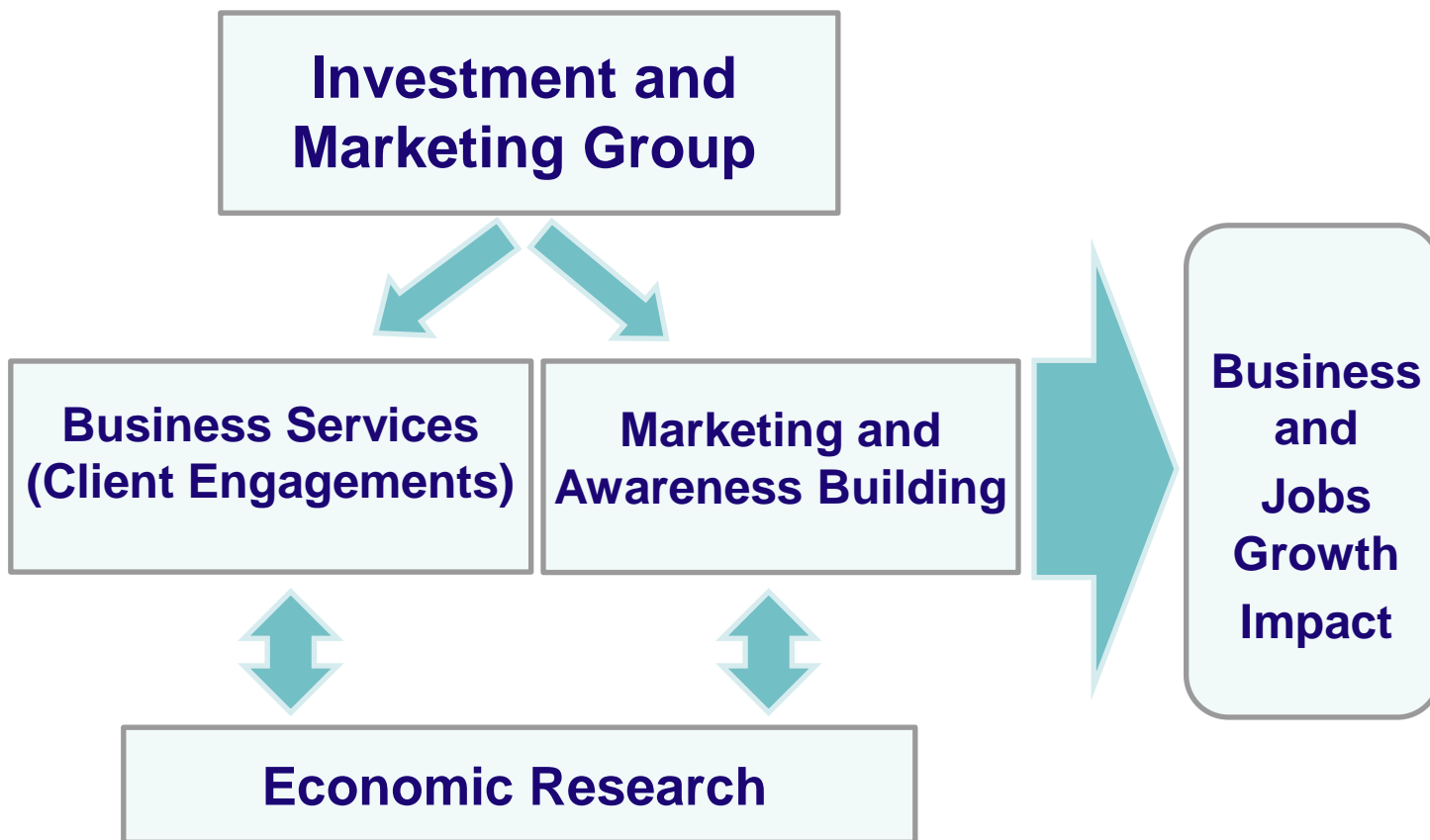
## Economic Development Action Plan

- Goal 3: Connecting Businesses to Opportunities
- Goal 4: Develop a Strong, Common Marketing Message



**Council has provided the necessary direction**

# Investment and Marketing Program Delivery Model

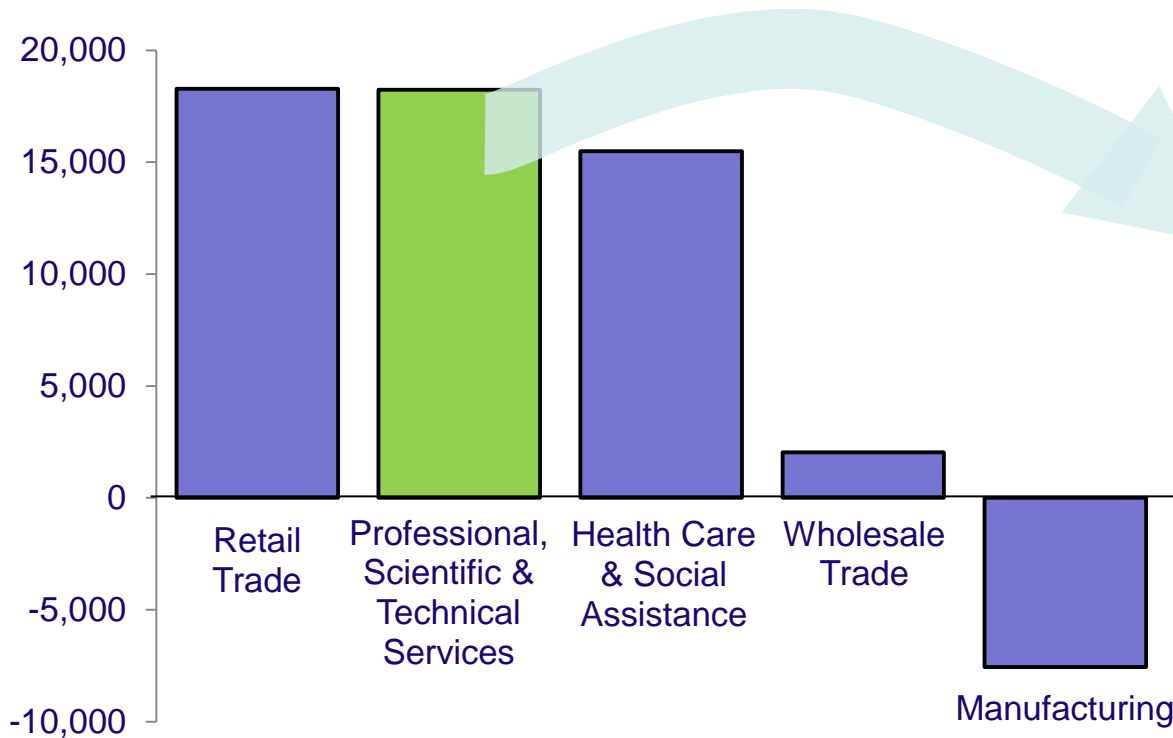


**Program focus is on facilitating business and jobs growth**



# Trends and Targets

## Growth in York Region Key Sectors



### Targets

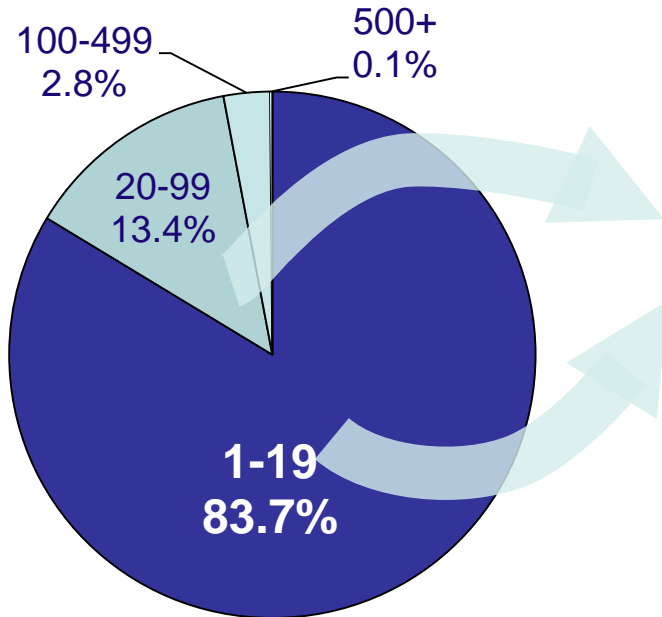
- High-growth companies
- Primarily technology and knowledge-based sectors
  - ICT
  - Engineering
  - Business Services
  - Life Sciences

York Region Long Range Planning, Office of the CAO, 2002-2012 change in employment

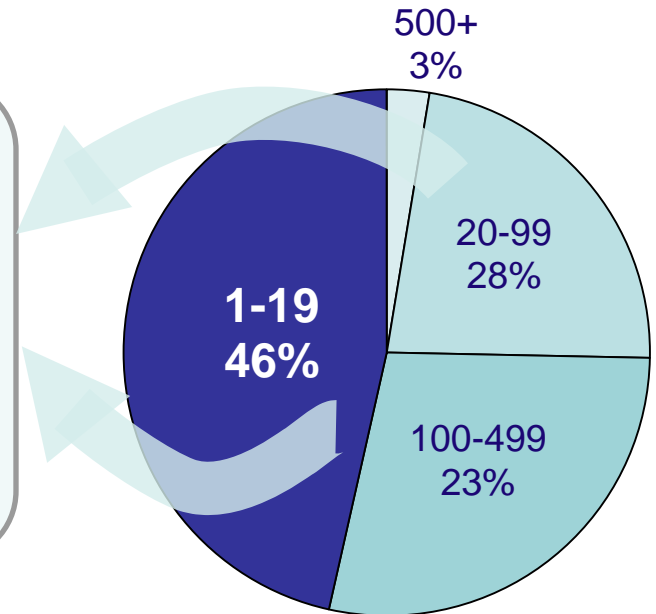
**Invest in York targets are designed to grow and attract the right kind of jobs**

# Trends and Targets

Local Employment Across Business Establishments in York Region



Local Employment by Foreign Companies Operating in York Region



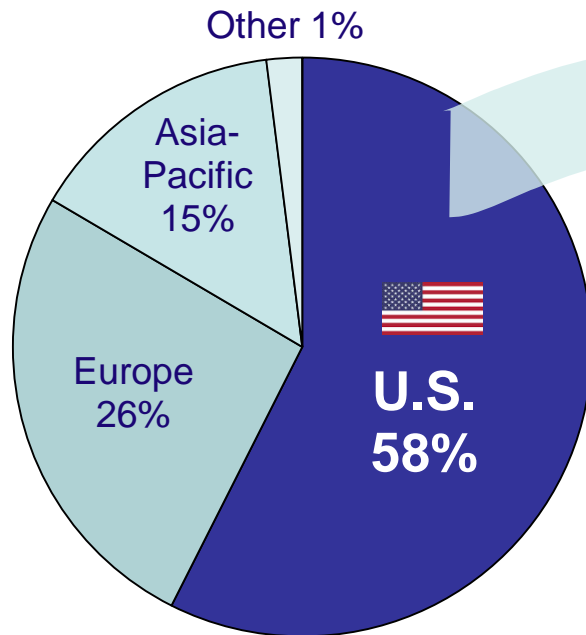
**Targets**  
Small and Mid-Sized Enterprises (SMEs)

Sources: York Region Long Range Planning / York Region Economic Strategy, Office of the CAO

**Invest in York targets focus on SMEs, where growth is being generated**

# Trends and Targets

## Headquarters Location of Foreign Companies in York Region



### Targets

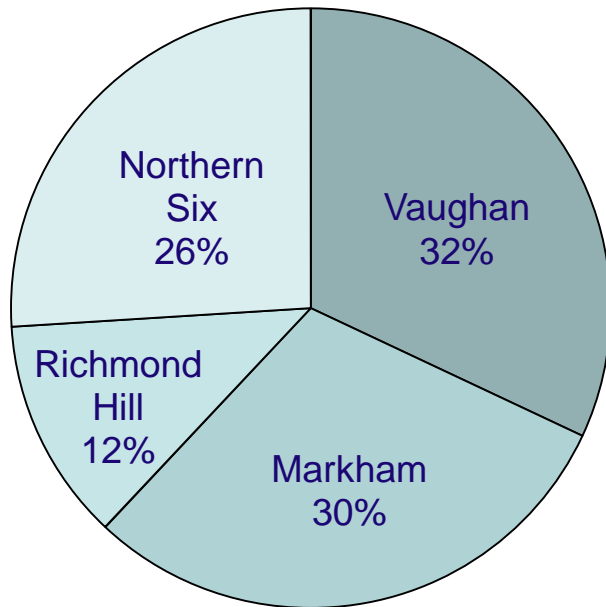
- U.S. companies
- Foreign companies in the U.S.
- Canadian companies

Source: York Region Economic Strategy, Office of the CAO

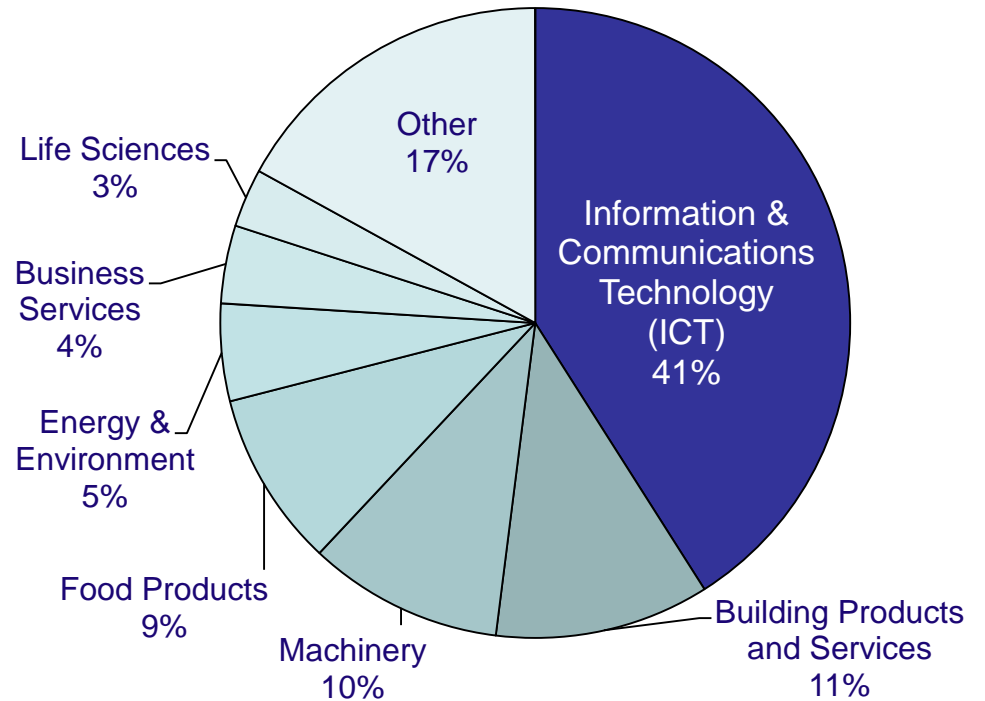
**Outside Canada Invest in York targets the U.S. where the majority of foreign business investment in York Region originates**

# Engaged 208 Growth Companies in York Region

## Engagement of Local Companies by Municipality



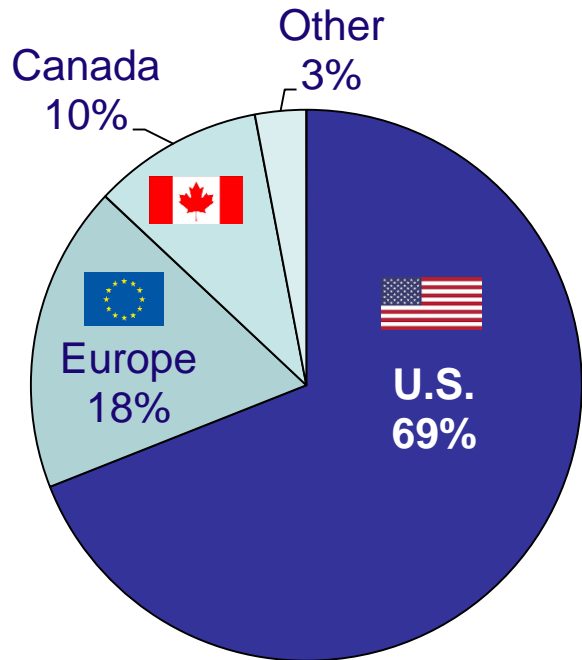
## Engagement of Local Companies by Sector



**Local companies were supported across the Region in key sectors**

# Engaged 202 New Business Prospects

## Engagement of Potential Business Prospects by Headquarters Location



## Engagement sources:

- Trade shows and industry conferences
- Incoming referrals/calls
- Direct marketing
- Cold calls
- Website and social media
- Partnered business missions

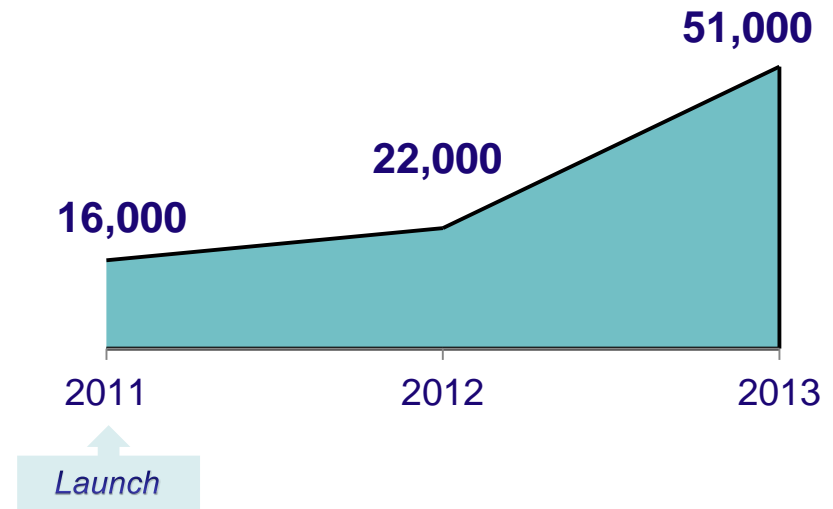


**New business prospects were engaged through a variety of channels**

# Web Marketing Builds Awareness



Unique Visitors to  
www.investinyork.ca



**investinyork.ca promotes York Region as a location of choice for business and technology, and is beginning to generate business leads**

# Social Media Marketing Builds Engagements




**Invest in Ontario** @InvestOntario · Dec 5

Wow – #YorkRegion led all major Canadian IT hubs with a revenue growth rate of 23.3%! [ow.ly/ruKqS](http://ow.ly/ruKqS)



**Techvibes** @techvibes · Dec 5

How Markham's Real Matters Has Managed to Compete with Multi-billion Dollar American Incumbents [ow.ly/ruuxv](http://ow.ly/ruuxv) @investinyork



**MAVES** @MavesIntl · Dec 19

@investinyork Thanks for the tweet and sharing our achievement! We are glad to be part of the Richmond Hill community! Great town & people!



**Mircom Group** @mircomgroup · Oct 29

It was great to have @investinyork & @OntEconomy stop by and meet with us today!



**Canada in L.A.** @CanCGLA · Oct 17

#YorkRegion named "Largest Enterprise Solutions ICT Cluster in Canada" [ow.ly/pVj8Z](http://ow.ly/pVj8Z) MT @investinyork via @InvestOntario



**Invest in Ontario** @InvestOntario · Nov 18

RT @investinyork #Newmarket among 1 of 5 Cdn communities to receive Google Canada's eTown Award [sco.it/4jCtST](http://sco.it/4jCtST)



**Invest in Ontario** @InvestOntario · Dec 27

RT @investinyork: #YorkRegion: global investment destination for IT firms in enterprise software and cloud computing [ow.ly/rX3y5](http://ow.ly/rX3y5)



**Backbone magazine** @backbonemag · Nov 29

RT @investinyork: Is #YorkRegion #Canada's fastest-growing #technology hub? [sco.it/6Qvfn7](http://sco.it/6Qvfn7) via Backbone Magazine

**Invest in York develops message momentum through business-focused social media**

# York Region Technology Hub Branding Campaign

The screenshot shows the IDG Connect website interface. At the top, there's a navigation bar with 'IDG CONNECT' logo, 'ICT and the Global Community', and 'Login / Register'. Below that are social media icons and a search bar. The main content area features a large image of two robots playing hockey. To the right, there's a 'Top Content' sidebar with categories like 'Opinion', 'Interviews', 'Analysis', and 'News'. Below the main image, there's a 'Most Recent Comments' section with user avatars and text.

**Top Content**

- Opinion: Interviews, Analysis, News
- INTERNET: News Roundup: Wozniak's Dream, The Unproductive...
- MOBILE COMMUNICATIONS: Kenyan Farmers Go Mobile
- BUSINESS MANAGEMENT: Toronto Area's York Region: Canada's Hidden...

**Most Recent Comments**

- P.F. McCracken on 'Workaholicism' is More Than 50 Hours' Work a Week Damaging Your Health?
- There is a much more profound shift going on - the move from Big IT to Apps. Customers are now able to make buying decisions in seconds. Markets...
- Peter Johnston on Will CMOs Be Spending IT Budgets?
- Perhaps, this article should have focused on

**BUSINESS MANAGEMENT**  
**Toronto Area's York Region: Canada's Hidden Silicon Valley North**  
Posted by Andrew Blisson | on November 07 2013

When you hear about Canada's tech sector and some of its major hubs, areas such as Waterloo and Ottawa typically come to mind, largely as a result of the major tech success stories and failures that have shaped these regions over the last several years. While these regions and several others, including the cities of Toronto, Vancouver and Montreal all have their own respective tech centres, when you look at each of them across a multitude of industry measures, you'd be surprised to see that Toronto area's York Region tops them all.

In 2012 alone, York Region saw tremendous growth, leading all major Canadian ICT technology hubs with a growth rate of 23.3%. The Region also continued to demonstrate its breadth of ICT capability.

The screenshot shows the Ontario Canada ROI website. At the top, there's a navigation bar with 'ONTARIO CANADA' logo, 'English' language selector, and a search bar. Below that are menu items: 'HOME', 'ONTARIO SECTORS', 'SELECT ONTARIO', 'TESTIMONIALS', 'MEDIA ROOM', 'RESOURCES', and 'SOURCE FROM ONTARIO'. The main content area features a 'Current Issue' section titled 'Information Technology' with a sub-header 'Ontario, Canada's York Region: A key global investment destination for IT firms focused on enterprise software and cloud computing'. Below this is a 'Sectors' list and an 'Archived Issue' section. On the right, there's a registration form for business information and a 'Related Articles' section.

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Located in the heart of the Greater Toronto Area (GTA), York Region's Information and Communication Technology (ICT) cluster is developing a strong reputation for building and delivering solutions that address real-world enterprise scale requirements. This makes York Region, as well as IT clusters in Ottawa and Waterloo, key destinations for investment in Ontario by global IT firms targeting Canada's multi-billion-dollar Enterprise Solutions market.

Based on the Brnham300 listing of Canada's top tech companies, ICT firms headquartered in York Region, and in particular in its local municipalities of Markham, Richmond Hill and Vaughan, saw tremendous growth in 2012 leading all major Canadian ICT technology hubs with revenue growth rate of 23.3 per cent, also making it the largest Enterprise Solutions cluster in

The Invest in York technology hub message is beginning to reach the national and global hi-tech business community



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## Why Data Centre Providers Love the Greater Toronto Burbs

Posted by **Irving Frydman** yesterday

A digital onslaught, consisting of big data, social, mobile, and cloud is converging upon corporate data centers —secure, temperature-controlled facilities filled with servers and storage systems.



The consequences are enormous: more companies are now outsourcing to third parties to help alleviate growing demands on their Information Technology (IT) infrastructures. Global data centre providers are paying attention to Canada.

Canada is recognized as a preferred destination for investors seeking safety and expansion when developing new data centres abroad. Better still, Canada ranks as the 5th lowest-risk location for building and operating data centers, according to the latest installment of the Data Centre Risk Index report by real estate giant Cushman & Wakefield and consultancies Source8 and HurleyPalmerFlatt.

Randy Borron, global managing director, Data Centre Advisory Group, with Cushman & Wakefield in Toronto, lists many important criteria when selecting a data centre location, including "business objectives, timelines and targeted completion dates, future expansion plans, and the lifespan of the data itself," to name but a few. Energy or power efficiency is routinely examined for data centre comparison purposes, by calculating the PUE (Power Usage Effectiveness) ratio. "It's important to know the power load found in a data centre," he said. A lower PUE is desirable and denotes potential cost savings to a provider.

Data centre providers continue to arrive in the Greater Toronto Area (GTA): Witness the recent flurry of news releases by industry provider heavyweights such as Sawis, Digital Realty, and SunGard Availability Services, announcing significant multi-million dollar investments in the City of Markham, part of Greater Toronto's York Region.

Sawis will soon have its fourth data centre in Canada, offering managed and hosting services, co-location and cloud-based services. This is the company's first Canadian ground level build (the other three were part of an acquisition) with the scheduled opening of a 100,000 square feet facility this summer.

Bik Dutta, director of product and market development in Canada at Sawis, explained the decision to build

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**Irving Frydman**  
Irving is a marketer and PR pro in the tech industry. After a corporate career, Irving decided to step outside of the "cubicle" and took entrepreneurial training at the Toronto Business Development Centre and has launched a marketing consultancy called B2B Marketing Insights. takes an integrated marketing approach in his living at the intersection of PR, social media and content... [more](#)

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## Canada's fastest-growing tech hub? York Region

November 28, 2013 4:30 AM



GTA hub scores impressive 23 per cent growth. York Region led all major Canadian Information and Communication Technology (ICT) hubs with a growth rate of 23.3 per cent (www.branham300.com) in 2012 alone.

The Region also continued to demonstrate its breadth of ICT capability, growing to more than 3,900 ICT firms, making it the largest enterprise solutions ICT cluster in Canada, as well as the nation's largest industry cluster relative to population size. This momentum has continued in 2013, with several big names making sizable investments in the area, including the likes of SunGard (new 20,000 square foot data centre), Toshiba Canada (new 80,000 square foot head office), Discoverlove Solutions (new office), Digital Realty (120,000 square foot office), SAP (acquired Camillon Solutions) and Qualcomm (opened second facility), amongst others. Despite this, York Region has had much lower awareness compared to other clusters in Ontario and the rest of Canada. This, however, is now starting to change.

York Region's enterprise solutions depth and breadth is a major reason the Greater Toronto Area (GTA) is now considered one of the top ICT clusters worldwide. Outside of California, most people associate Silicon Valley with San Francisco, but in reality, it is communities such as San Jose, San Mateo, Sunnyvale, etc., that drive the ICT culture of this region. And the same can be said for York Region, as it is the most visible ICT cluster in the GTA.

For years, York Region's ICT cluster has developed a strong reputation for building seasoned solutions that address real-world enterprise-scale requirements. The area is home to dozens of ICT multinationals, including IBM, Huawei, Oracle, HP, GE, Alcatel-Lucent, Qualcomm, AMD, SAP, Avaya, Motorola Solutions, CA Technologies, Compuware and McAfee, to name a few, as well as hundreds of Canadian-born companies from small to large. These firms and many others continue to see the benefits that York Region and its local municipalities have to offer, including a central, cost-effective location to access the significant B2B market in the Greater Toronto Area and Ontario, as well as the GTA's 200,000-strong ICT sector workforce.

Many of these companies can also link some of their success to York Region's strong ecosystem of diversified and mature enterprise focused companies that provide hardware, software and service solutions across a range of disciplines. OnX Enterprise Solutions, a leading Canadian provider of Managed Services and Data Solutions with more than 20 locations worldwide, is a prime example of this, to the extent that it was able to grow

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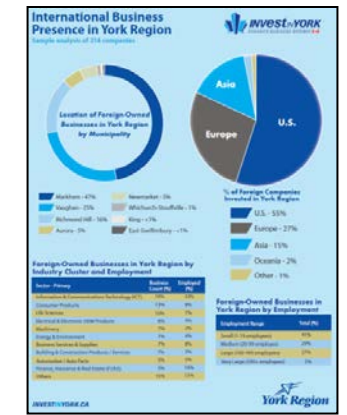
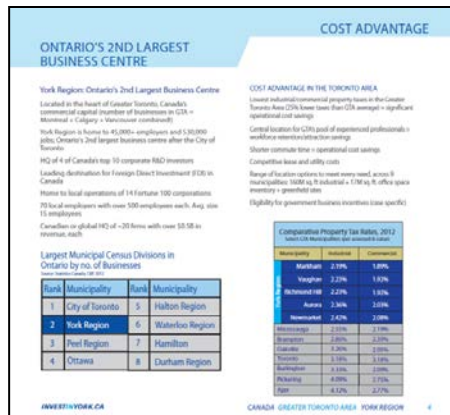
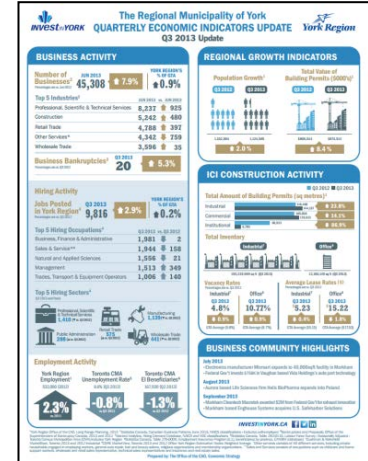
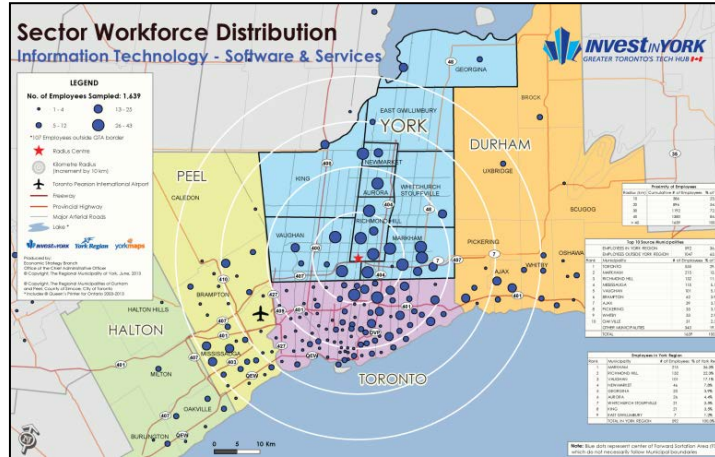
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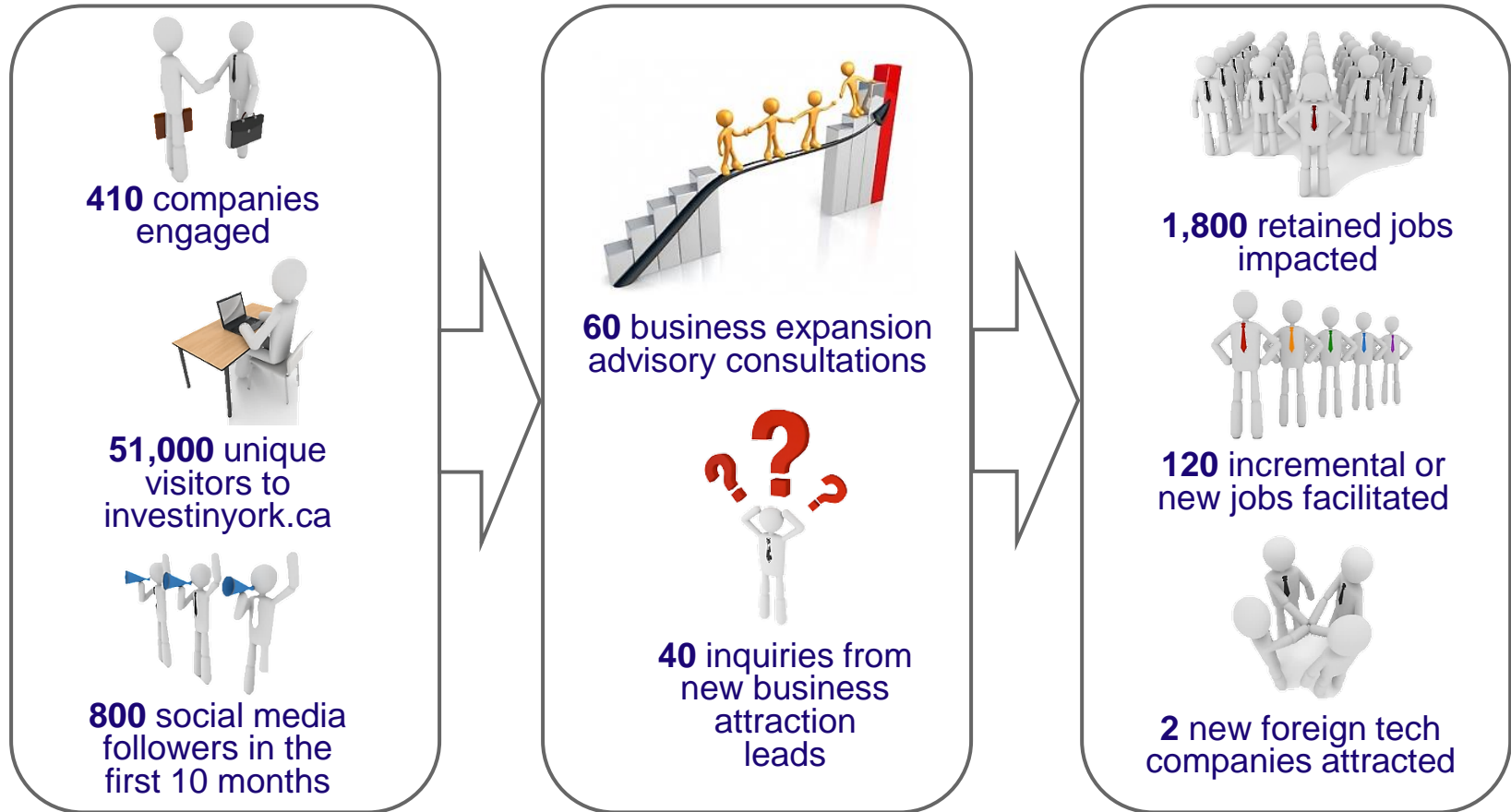
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Business and economic research supports targeted business and jobs growth programs

# Invest in York 2013 Program Results



**The Invest in York program is making a direct impact on business and jobs growth**

# Cumulative Invest in York Program Impact



Since 2010:

- 5,500 existing jobs retained
- 650 new jobs created

