Date: December 3, 2012
File: M25-International Business Development Plan
Subject: Information Report: Indo-Canada Chamber of Commerce 2013 India Trade Mission
Contact: John Corbett, Chief Administrative Officer (Tel: 905-874-4616)
Dennis Cutajar, Commissioner Economic Development & Communications (Tel: 905-874-2698)

OVERVIEW

- The purpose of this report is to inform Council of an upcoming economic development initiative to India, from January 2 to January 16, 2013.
- Along with other municipalities in Southern Ontario, a delegation from the City of Brampton will be joining the Indo-Canada Chamber of Commerce (ICCC) on their mission to India.
- ICCC was founded in 1977, and is a non-profit, non-partisan organization.
- ICCC’s mission is to “Facilitate business and trade opportunities between Canada and India, while creating positive awareness of the Indo-Canadian business and professional community.”
- The goal of the 2013 India Trade Mission is to further strengthen and promote greater economic, business and cultural ties between Canada and India and build on the relationships and experiences gained in the city’s fact finding mission in September 2012. ICCC and the participating municipalities believe the Mission will allow participants to extend friendship, establish connections, strengthen existing relations, promote Canadian investment products and services, explore opportunities for joint ventures, and source potential suppliers.
- Seven City of Brampton representatives are planning to attend this mission. The participation fee is $8870 per person.
- In June 2011, Council approved the International Business Development & Marketing Plan 2011-2014, including this business mission to China.

RECOMMENDATIONS

BACKGROUND

Origin of Report

In June 2011, Council approved the following staff recommendations:

1. That the report prepared by Dennis Cutajar, Commissioner of Economic Development and Communications, dated June 6, 2011, to the Committee of Council meeting of June 15, 2011, re: International Business Development and Marketing Plan 2011-2014 be received; and

2. That, the Brampton International Business Development and Marketing Plan 2011-2014 as outlined in this report be approved by Council; and

3. That, the Commissioner of Economic Development and Communications (or his staff designate from the Economic Development Office) be authorized to participate in international activities outlined in this Plan; and further the participation of the Mayor's Office and Council members shall be in keeping with Council's Business Mission Attendance Protocol; and

4. That the results related to this Plan be included in the Department's annual Service Plan and Budget presentations to Council.

In this Plan, India was identified as a target market in the year 2012 and 2014.

About the International Business Development and Marketing Plan 2011-2014

The mission statement of this Plan is focused on planning and implementing pro-active business development and marketing activities in key industry sectors and international geographic markets. The mission statement demonstrates that the City of Brampton is committed and dedicated to expanding Brampton's brand and image as an attractive location for business investment, strategic alliances (including partnerships focused on trade, joint ventures, joint marketing and other alliances) and municipal cooperation.

The goals are designed to develop an international presence, partnerships and brand in key industry sectors and markets. Specifically, the goals shall:

1. Increase Brampton's profile and brand as an attractive business investment location in key industry sectors and international geographic markets.

2. Promote Brampton companies through strategic alliances and network opportunities with domestic and international partners including industry associations, trade associations, provincial and federal governments and other strategic partners in key sectors and international markets.

3. Promote municipal co-operation between the City of Brampton and international municipalities.
Status of 2012 Activities: International Business Development and Marketing Plan

The six trade missions undertaken by Brampton Economic Development in 2012 include:

1. Mission led by the Province of Ontario, Ministry of Tourism and Culture MIPIM, Real Estate and Investment Trade Show, Cannes, France (Investment)

2. Mission led by Greater Toronto Marketing Association (GTMA) - Food and Beverage, Los Angeles, California

3. Mission led by GTMA - SIAL and FISPAL Food Services Show, Sao Paulo and Curitiba, Brazil (Food and Beverage)

4. Mission led by the City of Brampton in Association with Ontario government - Fact Finding Mission, Mumbai, Amritsar and Chandigarh, India (ICT and Food and Beverage focus)

5. Mission led by GTMA - ICT Futurecom, Sao Paulo, Curitiba and Rio de Janeiro, Brazil (ICT)

6. Mission led by Confederation of Greater Toronto Chinese Business Association - Trade Mission, Shanghai, Beijing, Chengdu, Hong Kong, China

With the conclusion of the China Mission on December 8, 2012 an annual report highlighting the activities and outcomes of the 2012 program shall be presented to the Business Attraction and Retention Advisory Committee, and subsequently to Committee of Council.

CURRENT SITUATION

Organizers of the 2013 India Trade Mission

The organizer of the 2013 India Trade Mission is the Indo-Canada Chamber of Commerce (ICCC), a non-profit, non-partisan organization that was founded in 1977. ICCC has over 1500 members from Canadian business and professional communities.

Purpose of 2013 India Trade Mission

Building on the success of the 2012 Fact Finding mission to India, the 2013 mission will focus on building and strengthening relationships for Canadian municipalities and businesses with their counterparts in India.
Itinerary & Municipal Attendance – 2013 India Trade Mission

The mission will depart Toronto on its first leg to Mumbai on January 2 and end in Amritsar on January 16, 2013.

The delegation will consist of two GTA Mayors; Mayor Susan Fennell and Mayor Frank Scarpetti; as well as over 40 delegates representing businesses in the pharma, automotive, food and beverage, ICT and mining sectors. Members from the Brampton business community have also been invited to participate on this Mission. The itinerary will involve over thirty (30) B2B meetings, workshops, seminars and business receptions.

About the Markets – 2013 India Trade Mission

The delegation will meet with business and government representatives, and promote their jurisdictions in the following markets.

Mumbai

Formerly called Bombay, Mumbai is the capital of the Indian state of Maharashtra. It is the most populous city in the world with approximately 20 million people. Mumbai is the richest city in India and has the highest GDP of any city in South or Central Asia. Mumbai is also the financial, commercial and entertainment centre of India, generating 6% of India’s GDP and accounting for 25% of industrial output, 70% of maritime trade in India and 70% of capital transactions to India’s economy. The corporate headquarters of various Indian companies and multinational corporations are based in Mumbai, as is India’s Hindi film and television industry known as Bollywood.

Bengaluru (Banglore)

Bengaluru’s $9.53 billion economy makes it one of the major economic centres in India, with exports totalling $7.87 billion. With an economic growth of 10.3%, Bengaluru is the second fastest growing major metropolis in India, and is also the country’s fourth largest fast moving consumer goods (FMCG) market. Bangalore is called the Silicon Valley of India because of the large number of information technology companies located in the city which contributed 33% of India’s IT exports. Bangalore’s IT industry is divided into three main clusters — Software Technology Parks of India (STPI); International Tech Park, Bangalore (ITPB); and Electronics City. Infosys and Wipro, India’s second and fourth largest software companies are headquartered in Bangalore, as are many of the global SEI-CMM Level 5 Companies.

Kochi (Cochin)

Kochi is the commercial capital of Kerala. It is home to Cochin Stock Exchange and the Federal Bank, the fourth-largest private-sector bank in India. The city has witnessed heavy investment in recent years, thus making it one of the fastest-growing second-tier metro cities in India. The district contributes the highest portion of the state’s GDP (14.47%). Construction and manufacturing combined contributes 37%, and trade,
tourism and hospitality together provides another 20%. Major business sectors include construction, manufacturing, shipbuilding, transportation/shipping, seafood and spices exports, chemical industries, information technology (IT), tourism, health services, and banking.

Ahmedabad

The gross domestic product of Ahmedabad was estimated at $59 billion in 2010. The city is the largest supplier of denim and one of the largest exporters of gemstones and jewellery in India.

The automobile industry is also important to the city; with Tata's Nano project. Ford and Suzuki both have plans to establish plants near Ahmedabad while the ground breaking ceremony for Peugeot has already taken place. Two of the biggest pharmaceutical companies of India, Zydus Cadila and Torrent Pharmaceuticals, are also based in the city of Ahmedabad.

New Delhi

New Delhi is the second most populous city in India after Mumbai, with a population of 16.3 million. The city is also the eighth most populous city in the world. New Delhi is the largest commercial centre in northern India. Its GDP, on average, grew by 10.7% between 2007 and 2012, making it one of the fastest growing cities in the region.

Key service industries include information technology, telecommunications, banking, media and tourism. Construction, power, health and community services, and real estate are also important to the city's economy. New Delhi has one of India's largest and fastest growing retail industries. Manufacturing also grew considerably as consumer goods companies established manufacturing units and headquarters in the city.

Amritsar

With a population of 1.3 million, Amritsar is the spiritual center for the Sikh religion and the administrative headquarters of the Amritsar district in the state of Punjab. It is home to the Golden Temple, the spiritual and cultural center for the Sikh religion. The main commercial activities include tourism, textiles, farm produce, service trades, and light engineering.

Municipal Cooperation with Amritsar, Punjab

Brampton has a 'Friendship' relationship with Amritsar, located in Punjab Province. This relationship was introduced by Councillor Sprovieri in 2005 during a visit from the municipality to Brampton.

A meeting has been arranged between the City of Brampton and officials of the City of Amritsar to explore linkages and alliances between the two municipalities as well as a visit to the Golden Temple in Amritsar.
Proposed 2013 Activities: International Business Development and Marketing Plan

The following is a preliminary program of business development missions planned to be undertaken by the Brampton Economic Development in 2013.

1. Mission led by Indo-Canada Chamber of Commerce - Trade Mission, Mumbai, Bangalore, Kochi, Ahmadabad, New Delhi and Amritsar India.

2. Mission led by Greater Toronto Marketing Association (GTMA) - Food and Beverage, Los Angeles, California (TBC)

3. Mission led by GTMA - SIAL and FISPAL Food Services Show, Sao Paulo and Curitiba, Brazil (TBC)

4. Mission led by GTMA/Italian Chamber of Commerce of Ontario (ICCO) - Milan, Novara, Monza, Torino – Italy (TBC)

5. Mission led by GTMA - ICT Futurecom, Sao Paulo, Curitiba and Rio de Janeiro, Brazil (TBC)

6. Mission led by the City of Brampton to the Republic of Korea (Seoul/Gapyeong) and Philippines (Manilla/Marikina) (TBC)

CORPORATE IMPLICATIONS

Policy Alignment


Municipal Attendance

In keeping with the Business Mission Attendance Protocol (See Appendix 1), six City of Brampton representatives will be in attendance, namely: Mayor Fennell; Chair of Economic Development (Regional Councillor Gael Miles); 1 City Councillor (Vicky Dhillon); Chief of Staff - Mayor's Office; Commissioner of Economic Development and Communications; and Director of Economic Development. Other interested members of Council may attend, and each shall be required to fund this initiative through their Council Expense Account. For example, Regional Councillor Sprovieri has committed to attend this mission. Further, businesses that decide to attend shall make own payment for the participation fee. To date, four Brampton businesses have expressed an interest in attending.

Budget Impact

The estimated budget assigned to the 2013 India Trade Mission from the Economic Development Department is $53,220. An additional $8870 shall be funded by Councillor Sprovieri's expense account for his participation on the Mission.
The funding exists to support Brampton's participation on this mission as approved in cost centre 0267 of the 2013 Economic Development Office budget.

Over the 2011 and 2012 budget cycles, Council approved the addition of $70,000 to the existing base budget of approximately $50,000 assigned to fund the new International Business Development & Marketing Plan 2011-2014.

Communications

The Indo-Canada Chamber of Commerce is the lead organization responsible for national and international communications and protocol.

The Indo Canada Chamber of Commerce in association with the City of Brampton has prepared a media release for circulation (See Appendix 2).

Economic Development staff shall continue to inform, seek advice and report on the outcomes of the 2013 program to the Business Attraction and Retention Advisory Committee, a sub-committee of the Committee of Council (Economic Development Section), in the first quarter of 2013.

Original Signed By

John Corbett
Chief Administrative Officer

Original Signed By

Dennis Cutajar
Commissioner
Economic Development & Communications

Appendix 1: Mission Attendance Protocol
Appendix 2: Media Release
POLICY STATEMENT:

As a function of the Economic Development and Communications Department, The Economic Development Office undertakes a number of business missions and attends trade shows each year in accordance with Brampton’s International Business Strategy. These business missions are primarily focused on Brampton’s “Target Markets”. These target markets include: Canada/Ontario/GTA, United States/Great Lakes, United States/South West Region, Europe/UK, Brazil, Asia. The City of Brampton also focuses on “Target Sectors” for these missions. These sectors have either developed a strong presence here in Brampton or are seeing a significant amount of growth globally. Target sectors in Brampton include: advanced manufacturing (including green technology and energy), food and beverage, life sciences, information and communication technologies, and retail administration and logistics.

The business missions that the City of Brampton undertakes have different audiences and different levels of complexity. Based on this knowledge, the Economic Development Office has developed a policy that distinguishes between the different types of business missions and the delegation attendance protocol that would accompany each type of mission.

PURPOSE:

The purpose of this policy is to provide a clear understanding of the City of Brampton Business Mission Attendance Protocol.

SCOPE:

This policy applies to all business mission/trade shows undertaken in accordance with the International Business Strategy of the City of Brampton Economic Development Office.
**Corporate Policies**

**SECTION:** ECONOMIC DEVELOPMENT OFFICE

**SUBJECT:** Business Mission Attendance Protocol

**DEPT:** Business Development and Public Relations

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**PROCEDURE:**

Official Brampton Business Delegation/Sister City Delegations

Business missions of this caliber are “Official” visits of the corporation to international business locations. These missions are highly sophisticated and require the presence of City of Brampton Officials and Staff. The following attendance protocol has been established:

- Head of Council (Mayor or Acting Mayor)
- Chairman of Economic Development Committee or Vice Chairman, Economic Development Committee
- If required, additional Councillor, with a relevant function or purpose directly related to their participation with delegation (ie. Translator, previous established relationships, community of interest)
- Brampton Board of Trade or Business Designate (Ambassador)
- Senior EDO Staff member(s)
- Brampton Business Member(s) (for business missions)

Not all business missions include opportunities for members of the Brampton business community. As the City of Brampton develops stronger ties with other international business communities, more opportunities will become available for missions with a strong business-to-business component.

Consular Business/Research/Business Development Missions

The City of Brampton has established significant relationships with Canada’s Consular Offices throughout the world. The Consular Offices are an important entry into all international business markets. In keeping with Brampton’s International Business Strategy, the Economic Development Office focuses outreach efforts and Consular visits on Brampton’s “Target Markets”. The City of Brampton may take the opportunity to visit a consular office as part of an Official Brampton Business Mission but will usually visit a Consular office as part of a focused, and highly technical program. The implementation of Brampton’s BramMatch program is an example of a focused approach of our Consular program. Because these missions are highly technical in nature, a large delegation would not be productive and would in fact be intimidating. These meetings are usually one-on-one that involve a presentation from a Senior Economic Development Staff member to individual Consulate Commercial Officers. There are occasionally opportunities occurring in concert with these missions that may require the attendance of a
City of Brampton Official. These opportunities may include a political reception or a meeting with a president of a significant company interested in investing in Brampton. Based on the requirements of this type of business mission, the following attendance protocol has been established:

- Senior EDO Staff Member(s)
- If attendance is required - Mayor or Acting Mayor or Chairman of the Economic Development Committee or Vice Chairman of the Economic Development Committee

### Trade Show Business Mission

Similar to Consular visits, Trade Show business missions are highly specialized and highly technical missions that often focus on a specific sector, or sub-sector. These trade shows are held in Brampton’s “Target Markets” and focus on Brampton’s “Target Sectors”. Examples of these trade shows include the Society of Automotive Engineers World Congress (Advanced Manufacturing/Automotive), National Plastics Exposition (Advanced Manufacturing/Plastics) and BIO (Life Sciences). The City of Brampton often works with the Greater Toronto Marketing Alliance on trade show opportunities. Participation in these trade shows requires City of Brampton staff to either work at a display or walk the show and meet companies one-on-one. As detailed above, these activities are highly specialized and require a detailed knowledge of a trade show’s sector focus and how Brampton and its business community fits into this sector. A large delegation is also not suitable to this type of mission. There are occasionally opportunities occurring in concert with these missions that may require the attendance of a City of Brampton Official. These opportunities may include a political reception or a meeting with a president of a significant company interested in investing in Brampton. Based on the requirements of this type of business mission, the following attendance protocol has been established:

- Senior EDO Staff Member and/or EDO Staff Member
- If attendance is required - Mayor or Acting Mayor or Chairman of the Economic Development Committee or Vice Chairman of the Economic Development Committee

### ACCOUNTABILITY:

www.city.brampton.on.ca
The Director of Economic Development will be responsible for ensuring that there is compliance with this policy.

**ADMINISTRATION:**

The EDC Department is responsible for keeping this policy up to date.

**CONTACT:**

All questions and comments should be directed to the Director of Economic Development.
City of Brampton joins Indo-Canada Chamber of Commerce’s (ICCC) India Mission 2013

City of Brampton led by its Mayor Her Worship Susan Fennell will join the Indo-Canada Chamber of Commerce’s India Mission 2013.

ICCC’s India Mission 2013 will comprise small businesses from Canada and will visit six Indian cities in January 2013. The cities included in the Mission are Mumbai, Bangalore, Kochi, Ahmedabad-Gandhinagar, Delhi and Amritsar.

City of Markham had announced its participation in the mission in October. Markham’s Mayor, His Worship Frank Scarpitti, will be leading the Markham delegation.

The Chamber’s India Mission 2013 is a multicity, multi-sector trade mission to India. In Kochi, the delegation will participate in the Pravasi Bharatiya Divas, and in Ahmedabad-Gandhinagar, the delegation will participate in Vibrant Gujarat.

“We are happy that the City of Brampton led by the Mayor Susan Fennell has decided to join our mission. Brampton is home to a large number of Indo-Canadians who have strong business links with their former home,” Naval Bajaj, President, ICCC, observed. He added that this visit would pave the way for better business ties between Brampton-based small businesses with their counterparts in India.

During the last few years the ICCC has focussed on supporting the small and medium businesses. As a logical corollary to this, the Chamber has also begun to develop ties with the third level of the government – the cities.

Mike Mehta, ICCC’s Director of Business Development, said, “The key highlights of the mission are B2B meetings, workshops, interactive sessions, meetings with decision makers, corporate leaders, entrepreneurs, government officials and representatives of chambers of commerce, and industry associations.”

The two-week India Mission 2013 leaves for India on January 3 from Toronto, and returns to Toronto on January 16.

For more information and to register, please contact Naval Bajaj or Mike Mehta at indiamission@iccc.org