

# Ontario: Your Partner for Success

Ontario's International Network and  
Approach to Foreign Direct Investment  
Attraction

Presentation by:

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# Agenda



2

- Context
- Ontario's Presence Abroad
- Approach to Foreign Direct Investment Attraction
- Relationships and Collaboration
- Q&A

# Context: Ontario Government Activities



3

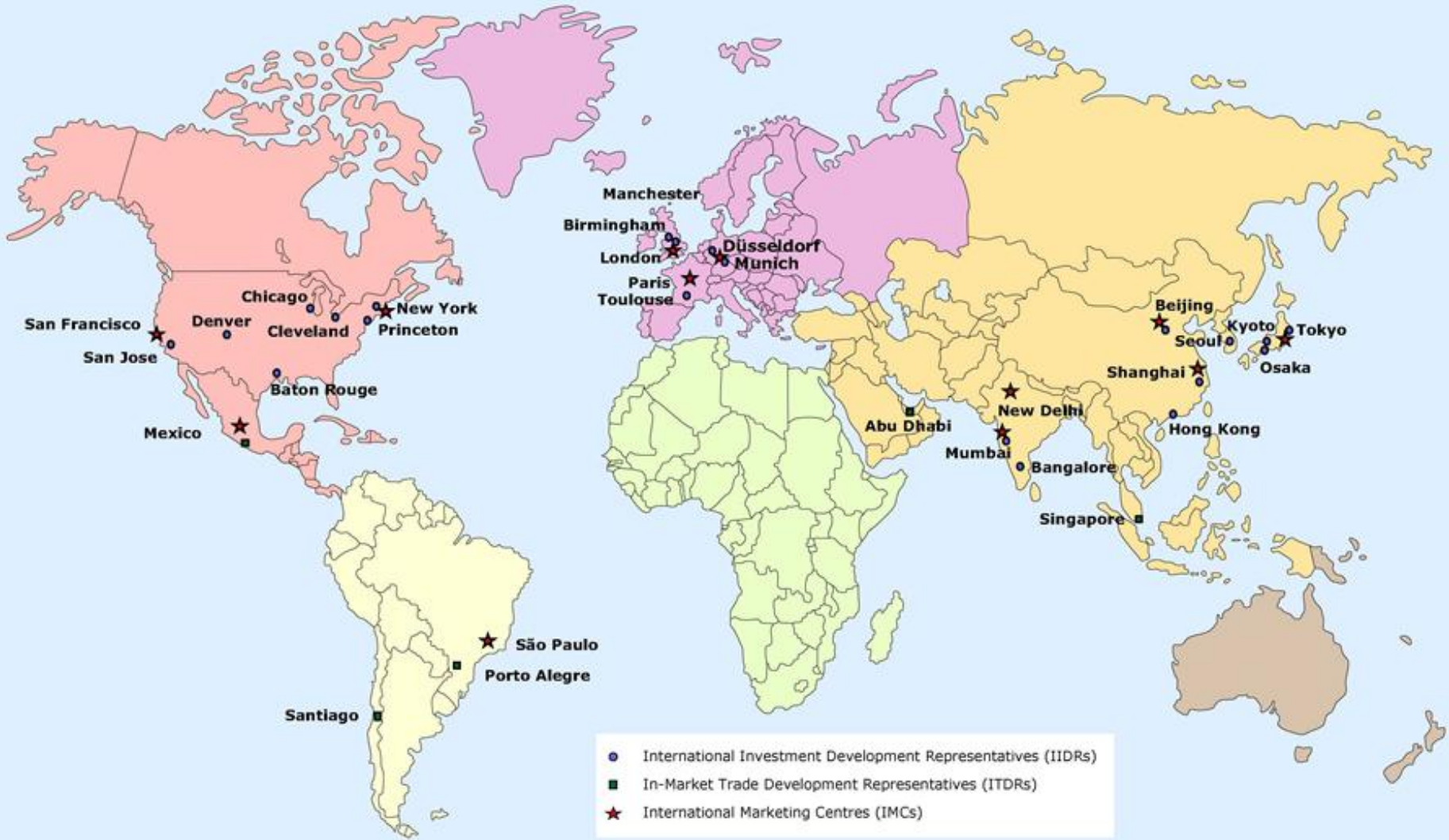
The Ontario government are active participants within the sphere of economic development.

Specific to foreign direct investment attraction, we are involved in all facets of promotion, attraction and retention, including:

- Sector Strategies and Policy Development
- Marketing and Communications
- International Missions and Events
- Client Account Servicing, Business Case Development and Site Selection
- Corporate Immigration
- Program Support (regional programs like EODF; the new Certified Site Program, etc.)
- Aftercare and Stakeholder Relations (Business Advisory Services, Key Stakeholders)
- **International Lead Generation and Representation**



# Ontario's Presence Abroad



# Models of Representation



**In Market Trade Development Representatives:**  
Contracted consultants focused on export development.

**International Investment Development Representatives:**  
Contracted Consultants focused on investment attraction.



**International Marketing Centres:** Offices that are co-located within Canadian diplomatic mission and carry the broad economic mandate for the Province.

*Our International Network is an extension of the home team and here to work with you for mutual success!*



- The International Representation Branch home team supports our overseas representatives, but also:
  - Have a mandate for partnership development with community and federal partners to target, uncover and advance foreign direct investment opportunities; and
  - Serve as a first window/first stop for clients directly (incoming opportunities).
- We partner with the broader teams – within MEDTE’s Investment and Industry Division and within other Ministries, to offer clients:
  - Information on the economy, business climate, how to establish a business, and business immigration;
  - Case specific information on input costs, transportation, and government programs;
  - Coordination of comprehensive profiles from Ontario municipalities, including information on labour rates, availability, education levels and research institutions as well as available land;
  - Coordination of site visits and facilitation of contacts with federal, provincial and municipal officials, as well as utilities, transportation firms and business facilitators.

# Investment Ready: Certified Site Program



7

- The Investment Ready Program creates an inventory of pre-qualified industrial sites that will be used to respond to investment opportunities and to market Ontario to the world.
- Certified Sites will be promoted internationally on the [www.InvestInOntario.com/CertifiedSite](http://www.InvestInOntario.com/CertifiedSite) website; through a targeted campaign to site selectors and investors; and at key international trade shows.
- A certified site reduces the unknowns related to a property for potential investors, making these sites more attractive for development.
- Through the program, eligible property owners are eligible for a grant reimbursement of 50% of costs up to \$25,000.
- Pre-screening Applications are accepted through a series of funding rounds each year.
  - The 3<sup>rd</sup> intake round is open until November 7, 2014.
  - Once accepted, applicants have 1 year to complete certification requirements.
- For additional information or questions about eligibility, contact [investmentready@ontario.ca](mailto:investmentready@ontario.ca).



**Investment Ready Site**  
2575 Boyd Court, Innovation Park  
London, Ontario, Canada  
Industrial Vacant Land | For Sale

**Investment Opportunity**  
A 20.22-acre fully serviced, greenfield property with frontage on Veteran's Memorial Parkway and close access to Highway 401. Zoned for light industrial uses, the property is located within London's Innovation Park among university research and advanced manufacturing facilities.

**Key Highlights**  
Lot Size: 23.22 acres  
Depth: 320 metres  
Frontage: 120 metres  
Access: Full 24-hour service  
Zoning: Light Industrial

**Permitted Uses**  
• Advanced manufacturing  
• Research and development/assessment  
• Warehousing

**Utilities**  
Fully serviced property with:  
• 2.5 M capacity of water in main capacity  
• 4.2 M capacity of waste water in main capacity  
• Electricity with access capacity  
• Sewer/water/septic  
• Existing natural gas storage facility

**For additional information, please contact:**  
Ministry of Economic Development, Trade and Employment | Susan Goffe, Industrial Land Officer  
Investment Ready, Certified Site Program | City of London  
InvestmentReady@ontario.ca | 519-393-0229





## Ontario – Your Next Big Idea Campaign (video)

### Key Strengths (video)

- Strong, stable and diverse economy
- Market opportunities – advanced infrastructure, NAFTA, global hub
- Competitive business costs
- Educated, dedicated and available talent
- R&D strength (costs, research centres)
- Quality of life

We have a dedicated and professional team that will partner you to make your project a success in Ontario





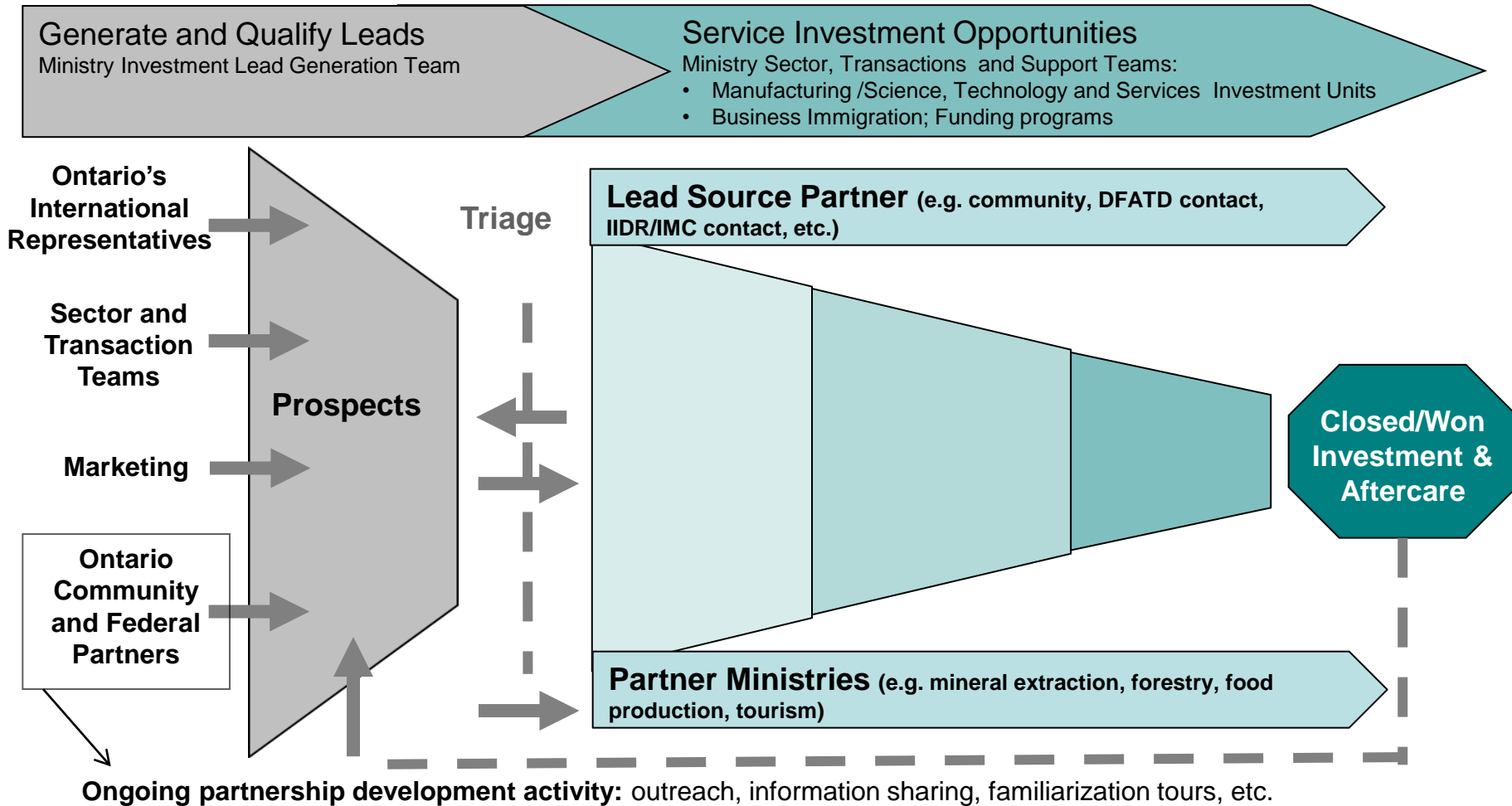
A team approach with a focus on partnerships

A private sector sales approach

# Team and Partnership



## Our Partners: Ontario government, Communities, and the Federal Government





A private sector sales approach:

- Outcome based Lead Generation contracts and performance measures
- Standardized criteria for qualification and Sales Funnel methodology



## **Internal Reporting:**

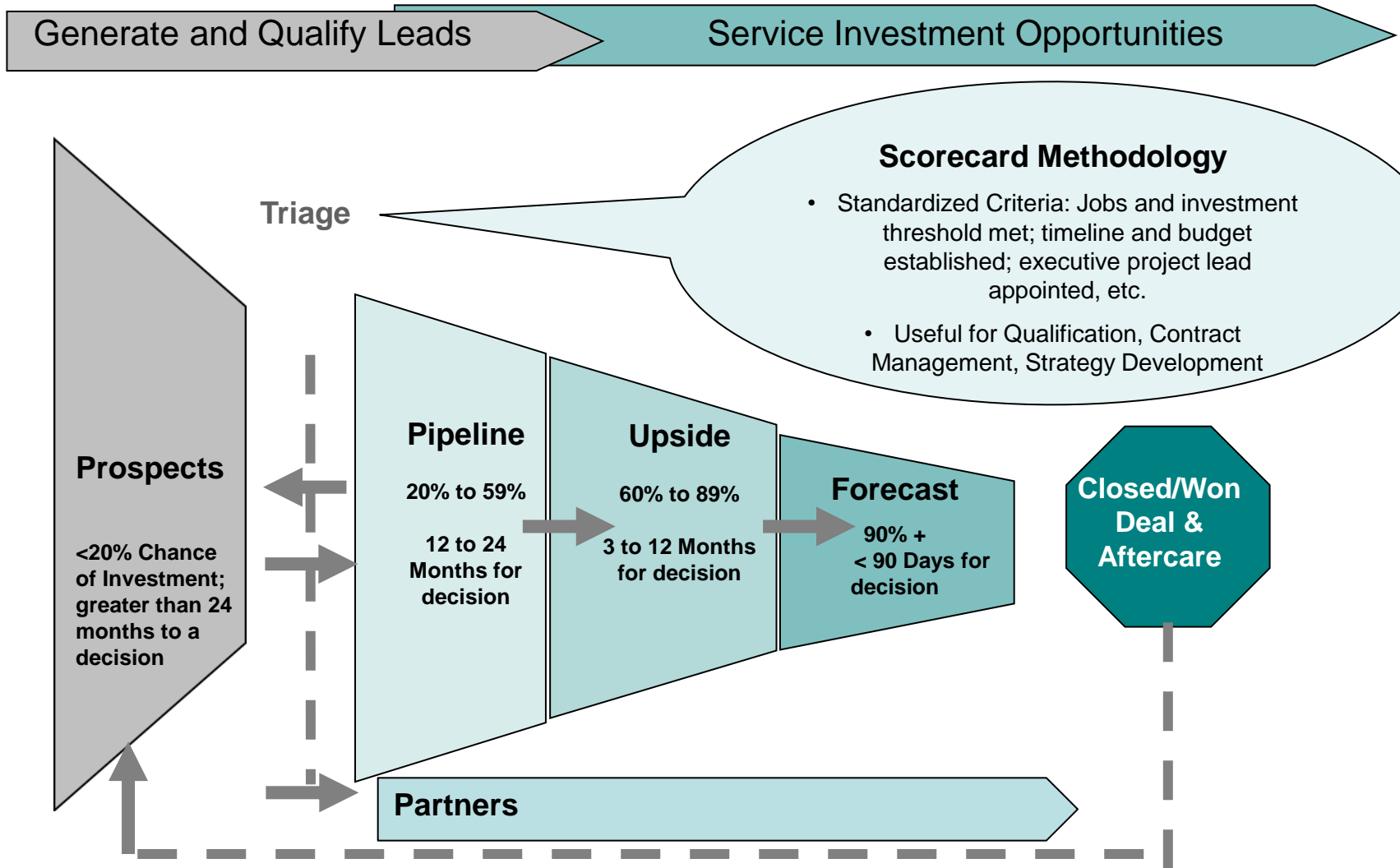
- Activity as well as performance measures – investment transactions, closed/won deals

## **Contract Management:**

- Contract deliverables clear and relate to strategic priorities and value proposition
- Contract targets are well supported by information and team capabilities
- Contract deliverables are outcome-based, rather than activity-based
- We have implemented an outcome-based compensation model – include hold backs and performance incentives to encourage stronger results



# Sales Funnel and Scorecard





## Proactive:

- Understanding your community's investment value proposition and strategy;
- Sharing the Ontario message;
- Sharing Plans for in-market events, missions and/or visits;
- Collaboration on in-community key account nurturing; and
- Consider certifying a property through Investment Ready Program

## Reactive:

- Business cases; and
- Deal development partnership.

# Questions?



15

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