

Attracting Foreign Food and Beverage Processors to Eastern Ontario

*Observations and Suggestions from an OMAFRA
Investment Consultant*

Ontario East Municipal Conference
September 16, 2015

Main sources of FDI in food and beverage processing

- European Union and the United States

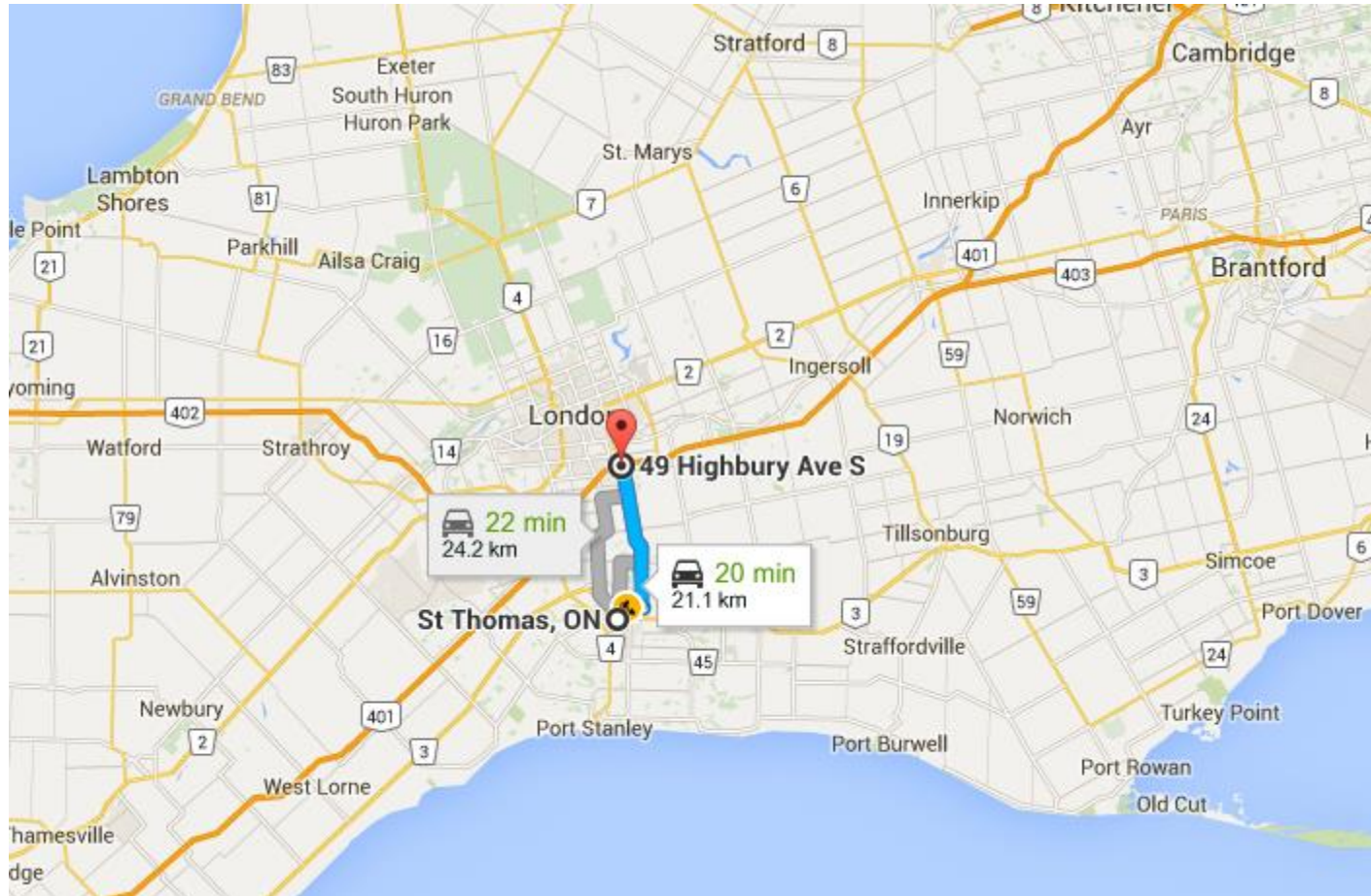
Access to Market and Inputs

- Main driver for company investment decisions

Access to Market and Inputs

- Main driver for investment decisions
- On Highway 401

Proximity to Market and Inputs



Ontario's most competitive sectors

- Meat products
- Bakery
- Sugar & confectionery
- Grain & oilseed processing

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- Work to establish and further develop supply chains in these sectors, to support investments in further processing

Attracting FDI through export

- Example - Beijing Hualian Group (BHG)

Attracting FDI through Joint Ventures with local companies

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- Investors looking for production capacity, strong distribution and sometimes brands
- Ask local companies if they are interested in the idea of JVing with another company that is looking to enter or expand in the market
- Promote it

Headz Gamez International

A strange tale from Parsboro, Nova Scotia



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Parrsboro game for 1,500 jobs

CBC News Posted: Aug 21, 2008 9:57 AM AT | Last Updated: Aug 21, 2008 9:42 AM AT

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A small town in northern Nova Scotia is counting on a company that makes board games to jump-start the local economy with 1,500 new jobs.

Headz Gamez International, which produces sports-themed games, recently announced plans to move its offices to Parrsboro, on the northern shore of the Minas Basin.

The company has already begun to renovate the old post office and has secured 17 acres of land in the town's industrial park for a factory.

Bill Perry, the company's head of operations, said hundreds of applications are starting to pile up for the jobs, which start at \$12 an hour.

"The people that we are getting calls from are actually the people that used to live in Parrsboro and now have the opportunity to move back, like myself," said Perry.

Headz Gamez president Kerry Martens has said he first fell in love with Parrsboro when he was a teenager stationed in Halifax with the navy.

In addition, Perry said the executives decided it would be cheaper to work out of the Nova Scotia town than the current headquarters in Richmond, B.C.

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Future of board game factory in doubt

CBC News Posted: Nov 28, 2006 1:21 PM AT | Last Updated: Nov 28, 2006 6:21 PM AT

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A megaproject promising to bring 1,500 factory jobs to Parrsboro appears to be in jeopardy.

Residents had been told their small town on the Minas Basin would be headquarters for a board game empire, but they learned Tuesday the project's champion has resigned.

Headz Gamez International, which produces sports-themed board games, now says it's



(CBC)

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Headz Gamez files for bankruptcy

CBC News Posted: Jan 09, 2007 11:13 AM AT | Last Updated: Jan 09, 2007 11:12 AM AT

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- Parrsboro game for 1,500 jobs

The board-game company that promised to bring 1,500 jobs to Parrsboro has filed for bankruptcy.

Headz Gamez International owes at least \$5.7 million. Bankruptcy documents list 85 unsecured creditors, including 13 employees in B.C. and two minority shareholders who are out \$2 million.

The company's only asset is the intellectual property related to the idea for the sports-themed board games. It's for sale for \$2 million.

Headz Gamez set the rural community of Parrsboro abuzz last August when the company announced it was moving from B.C. to Nova Scotia.

The company promised to set up an office and manufacturing plant and hire 1,500 people, all without government handouts.

The dream of turning Parrsboro into a board-game empire came to a screeching halt in November when the company confirmed that CEO and president Kerry Martens had resigned and sold his shares.

The renovation work at the old post office, which was to have been the office, stopped and several staff members were laid off. The factory was never built.

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