



WATERLOOEDC
inventing the future

WATERLOO EDC
QUARTERLY REPORT
JULY TO SEPTEMBER 2017

MESSAGE FROM THE PRESIDENT AND CEO



Our third quarter was very successful across all operational fronts as the Waterloo EDC team continued to focus on our three strategic pillars: Investment Sales, Concierge Service & Advocacy and Investment Marketing and Awareness.

Throughout the last three months, Waterloo EDC and our community celebrated a number of important investment and expansion announcements such as [Erwin Hymer](#), [Conestoga Meat Packers](#), [Allianz](#) and [Unilock](#). The team also participated in more than 26 high-profile inbound and outbound missions with several multinational organizations, each supporting lead generation and continued growth in our community. As a result of these meetings, the team facilitated a number of important introductions and more follow up is underway in the months ahead.

Another key initiative was the outbound Mayoral Mission to Germany in September where City of Kitchener Mayor Berry Vrbanovic, Brian Bennett (Manager, Business Development, City of Kitchener), and I met with a number of German-owned companies with operations in Waterloo Region to discuss expansion, organic growth and retention plans.

Additionally, I am pleased to announce that for the second year in a row, Waterloo Region was named one of Canada's Best Locations by Site Selection Magazine and Waterloo EDC was recognized for its investment promotion efforts. The team continues to focus on investment marketing and awareness, including the development of our new website which is on-track for launch in Q1 2018 and will be a valuable investment attraction tool.

I look forward to continued engagement with community stakeholders as we wrap up our sophomore year.

Let's Get to Work!

Tony LaMantia
President & CEO



2017 BUSINESS PLAN: THREE STRATEGIC PILLARS

Investment Sales	Concierge Service and Advocacy	Investment Marketing and Awareness
To forge a clear track record of investment attraction and scale up wins.	To build a best-in-class “go to” concierge and advocacy service to facilitate investment attraction and retention.	To increase awareness and interest of Waterloo Region’s unique economic development value proposition in targeted geographies and sectors.

VISION, MISSION, VALUES



VISION

To be locally rooted, internationally competitive and globally renowned.



MISSION

To build a world-leading legacy of sustainable economic development, prosperity and diversity for Waterloo Region.



VALUES

Collaborative, Professional, Integrity, Accountable, Results-Focused.



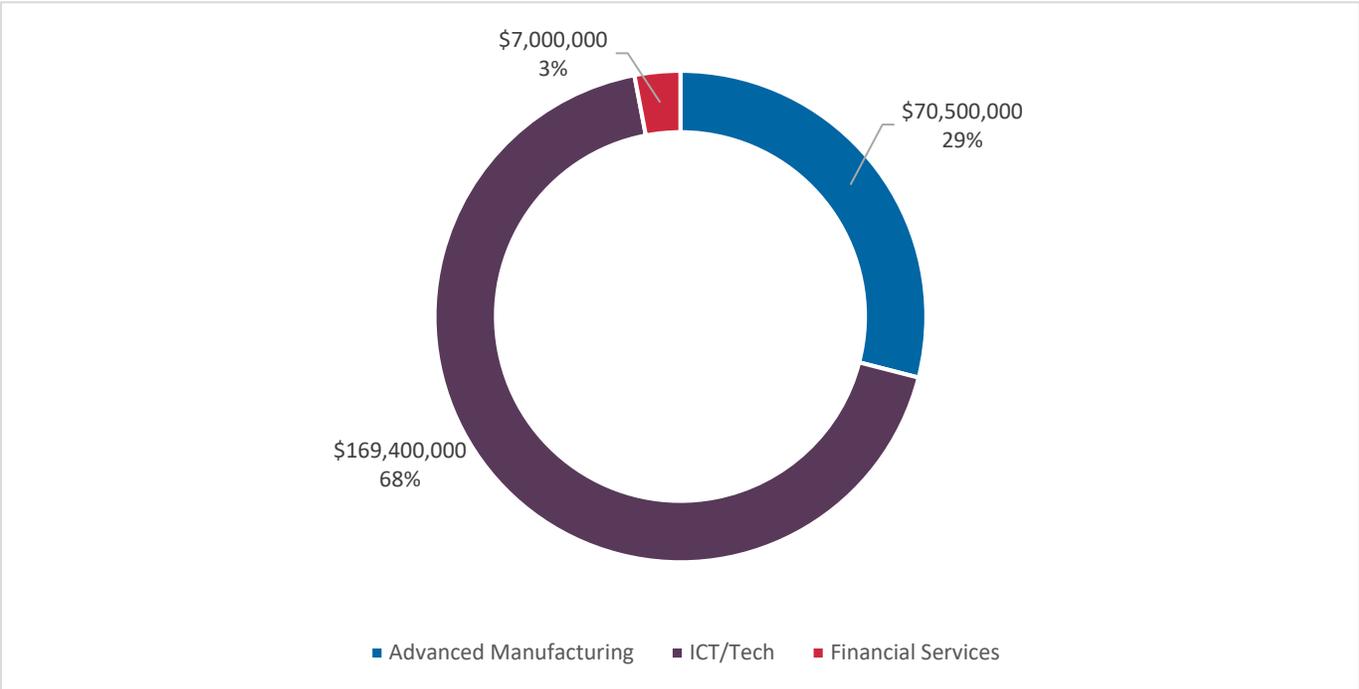
QUARTERLY ACTIVITIES: JULY – SEPTEMBER 2017

INVESTMENT SALES

Waterloo EDC continued to focus on investment attraction as well as retention of local business. The pipeline as of the end of September 2017 is summarized in the chart below:

- Approximately 38 potential deals in the pipeline with an estimated value of \$246,900,000 and approximately 3,052 jobs.
- Of potential deals in the pipeline, 68% are in ICT/Tech, 29% are in Advanced Manufacturing and 3% are in Business and Financial Services.

Investment by Sector



In August, Unilock announced the expansion of their third manufacturing plant in North Dumfries with support from the Government of Ontario's Southwestern Ontario Development Fund. The company, which manufactures interlocking paving stones and other outdoor landscaping materials, plans to open their newest facility in Spring 2018 and to add 16 jobs.



*Unilock announcement in North Dumfries, Ontario
Photo Credit: Kathryn McGarry, Twitter*

Also in August, Allianz broke ground on a new 115,000 square foot facility in Cambridge. The new facility is a relocation of their existing business operations. Allianz expects to relocate to their new campus in 2019.



Allianz groundbreaking in Cambridge, Ontario



Erwin Hymer Group also officially celebrated the grand opening of their new facility in Cambridge. The 255,000 square foot facility is estimated to create 650 jobs and will feature production lines, office space and research and development areas. Europe's largest RV maker, Erwin Hymer chose Waterloo Region as its North American headquarters and has ambitious plans for continued expansion.



Ribbon cutting at Erwin Hymer's grand opening in Cambridge, Ontario

Another exciting announcement was the expansion of Conestoga Meat Packers, one of Ontario's largest pork processors. Conestoga Meats announced the expansion of their local operations by 86%, creating 170 new jobs and strengthening Waterloo Region's growing food processing sector.



*Conestoga Meat Packers announcement
in Woolwich, Ontario*

*"We are proud of our team at
Conestoga and look forward to
providing more manufacturing jobs
for Waterloo Region."*

Arnold Drung

President, Conestoga Meat Packers Ltd.



CONCIERGE SERVICE & ADVOCACY

Proposed amendments to the Government of Ontario's *Fair Workplaces, Better Jobs Act, 2017* (Bill 148), including an increase to minimum wage, paid vacations and other practices in labour relations, will have a significant economic impact on workers and businesses in Ontario. Tony LaMantia, President and CEO of Waterloo EDC, worked closely with several large employers in the Region on government advocacy efforts to ensure their unique business circumstances were considered in the final legislation.

Waterloo EDC sponsored and participated in more than 30 events throughout the third quarter. Most notably, we sponsored and attended the [Waterloo Innovation Summit](#), a two-day event centred on the theme of "Hacking the Future" to explore innovations and ideas needed to shape tomorrow. We also partnered with the Centre for Family Business to host the "Creating a Sustainable Saleable Business" event, which provided information on the fundamentals of business growth and continuity planning. Approximately 90 business leaders attended the event and departed with increased knowledge on how to maximize the return on their years of investment.



INVESTMENT MARKETING & AWARENESS

The Waterloo EDC team participated in more than 26 inbound and outbound missions, with a number of high profile and global organizations. In September, Tony LaMantia, Kitchener Mayor Berry Vrbanovic and Brian Bennett, Manager, Business Development, City of Kitchener, participated in a Mayoral Mission to Germany. The five city business expansion and retention trip included a visit to Erwin Hymer Group's headquarters, where the team met with senior executives to discuss the importance of its North American headquarters, which recently opened in Cambridge, Ontario.



(L to R) Brian Bennett, Kitchener Mayor Berry Vrbanovic, Joel Adams, Director of Engineering & Innovation at Erwin Hymer Group North America and Tony LaMantia on a tour of Erwin Hymer's headquarters in Bad Waldsee, Germany

Waterloo EDC hosted a number of local meetings and ecosystem tours for international business leaders which highlighted Waterloo Region's autotech, ICT and advanced manufacturing sectors. The team welcomed the Chinese Consul General at Kitchener City Hall to discuss economic opportunities and cooperation. Additionally, the Danish Ministry of Foreign Affairs toured Waterloo's ICT ecosystem to learn about public digitization in Canada.

Waterloo EDC also attended the Finnovate 2017 Conference in New York City, which focused on showcasing cutting-edge banking and financial technology. More than 20 meetings were attended during this conference, including potential expansion-focused companies and key investment intermediaries, in preparation for a Mayoral Mission to New York and Boston slated for Q4.



For the second year in a row, Waterloo Region was named one of Canada's Best Locations by Site Selection Magazine. Waterloo EDC and nine other Canadian economic development organizations were recognized for their investment promotion efforts.

"The annual Canada's Best Locations feature sheds additional light on Canada's many location options for corporate site selectors," says Mark Arend, Editor-in-Chief of Site Selection.



The team continued to focus on the development and launch of the new website which is on-track for launch in Q1 2018, the Why Waterloo messaging and the planning and logistics for the 2017 AutoTech Symposium.

There is continued steady growth on both Waterloo EDC's Twitter and LinkedIn social media accounts:

For July 1 – September 30

