In the third quarter (Q3) of 2022, Waterloo EDC closed four deals valued at more than $90 million, representing 287 new jobs for our community. We strengthened our sales pipeline, which now contains 95 potential investments valued at more than $1.3 billion.

Transitioning back to more pre-pandemic “normal” business operations, Waterloo EDC continues to post good results and investment activity in Q3, with 18 new qualified investment opportunities added to the pipeline worth $84.7 million. These opportunities would create 265 more jobs in Waterloo Region, if realized. With nine blog posts going out in Q3, we continue to see a steady growth in our blog engagement, social media and overall web traffic. Waterloo EDC continues to tackle the evolving economy and all the challenges posed by the post COVID-19 world. Our investment interest and activity from Q3 position us well for the next quarter and beyond.

**4 closed deals**

Investment closed deals valued at $90.9 million

**Breakdown of deals by sector:**
- 50% technology
- 25% manufacturing
- 25% automotive

**Approximately 287 new jobs created**

**2 international investments**

**2 local expansions**

**95 deals** in our pipeline with an estimated value of $1.3 billion by the end of Q3 2022*

**INVESTMENT BY STAGE**

- Forecast: $32,576,382 (2%)
- Upside: $1,086,636,112 (82%)
- Pipeline: $212,764,302 (16%)

**4 opportunities in ‘Forecast’ stage** with an estimated value of $32 million

**Investment meetings and activities**

- 58 investment meetings with international companies
- 12 meetings with local companies/organizations seeking expansion support
- 74 meetings with intermediaries and stakeholders

*Pipeline value reduced from $2.3B due to one large manufacturing opportunity that has been postponed/delayed indefinitely*
INTERNATIONAL INVESTMENT

In Q3, Waterloo EDC continued to see significant pipeline growth that will help drive investment in the near and long term.

The ability to resume inbound and outbound meetings – albeit at a lower rate than pre-pandemic – is laying the foundation for significant new investments. In Q3, the Waterloo EDC team conducted outbound missions to USA East (NYC/Boston) and USA West (California) and have held more than 25 expansion-focused conversations at company headquarters.

The team closed four deals this quarter – two international investments and two local expansions – valued at $90.9 million and bringing approximately 287 jobs to our community. Out of these four deals, two were in technology and the other two were in manufacturing.

In addition to these four deals, Waterloo EDC continued to pursue investment opportunities with 58 meetings with multinational companies exploring expansion into our community.

In Q3, we added over $84.7 million to our sales pipeline with 18 new qualified opportunities. With a total of 95 potential investments, our pipeline is now valued at $1.3 billion.

LOCAL BUSINESS RETENTION AND EXPANSION

In Q3, Waterloo EDC continued to fuel activity and growth in the local business community. The team held 12 meetings with local companies and organizations seeking expansion support. The team also held 74 meetings with intermediaries and stakeholders – both in-market and in Waterloo Region.

Additionally, the team attended four conferences, webinars and events this quarter, including Communitech’s AGM, and also hosted an event for industrial/commercial real estate brokers, developers and landowners to discuss the current landscape, new options for incoming companies and more. We continued our involvement with Connect the Corridor as well.

Waterloo EDC continued its leadership role on the Business and Economic Support Team of Waterloo Region (BESTWR) as the group is refocusing its interests and broadening the scope of its support to help our community in new ways, beyond COVID-19 challenges.
INVESTMENT MARKETING AND AWARENESS

This quarter, the Waterloo EDC Marketing team was prepared with a fully-packed marketing agenda for the continuous growth of our community.

In the past three months we’ve continued our lead generation efforts through new campaigns, targeting international companies in technology and manufacturing, including some of the world’s largest brands. We continue to nurture our growing contact database to drive new opportunities to pass to Business Development for discovery calls.

Waterloo EDC published nine blog posts this quarter with a range of news, recognition and stories to share. We highlighted Waterloo Region’s growth with the Startup Genome Fintech Ecosystem rankings, released a “5 Charts” blog comparing UWaterloo to California’s best tech schools and celebrated Waterloo Region’s continued ranking as North America’s #1 small tech talent market. Our monthly wrap-ups continue to highlight the growth of our community.

Notes: In Q3 there is continuing growth in social followership, especially on LinkedIn. Website and blog sessions also continued to grow this quarter.