

**WATERLOO EDC**

**2020**

**Q3 REPORT**



**WATERLOO**EDC  
inventing the future

[waterlooredc.ca](http://waterlooredc.ca)

# Q3 REPORT – SUMMARY

In the third quarter (Q3) of 2020, Waterloo EDC closed six investment deals with a value of \$162.4 million, representing 262 new jobs, and continued to add to our sales pipeline. Year to date, we have closed 10 investment deals at a combined value of \$205 million.

The Waterloo EDC team continued to work remotely this quarter, with traditional inbound and outbound missions either cancelled or postponed due to the COVID-19 pandemic.

Despite the disruption, we have already surpassed our investment goals for 2020. We supported local expansions and new foreign direct investment, with the most substantial closed deals in advanced manufacturing as more companies produced personal protective equipment (PPE) to support the fight against the pandemic.

As COVID-19 continued to bring challenges to the business community, the Business and Economic Support Team of Waterloo Region (BESTWR) provided support to help local businesses weather the pandemic and other businesses seeking support to grow.

While the challenges associated with COVID-19 will continue in the coming months, we are proud of our accomplishments in Q3 2020 and optimistic about opportunities to bring new investment to Waterloo.

6 closed deals

Investment closed deals valued at **\$162,444,352**

### Breakdown of deals by sector:

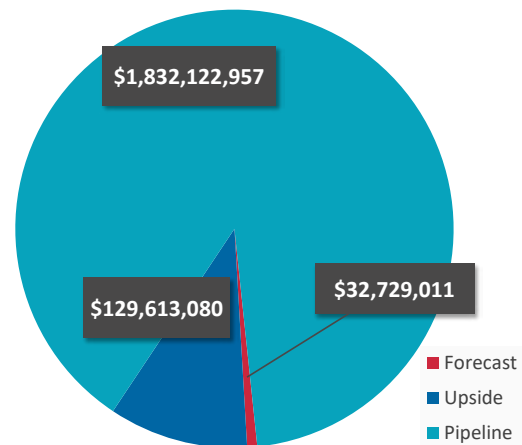
**66%** advanced manufacturing  
**33%** information and communications technology

Approximately **262 new jobs created**

**3 foreign** direct investments  
**3 local** expansions

**77 deals** in our pipeline with an estimated value of **\$1.9 billion** at the end of Q3 2020

### INVESTMENT BY STAGE



**5 opportunities** in 'Forecast' stage with an estimated value of **\$32 million**

### Virtual activities

- **37** investment/expansion meetings with international companies
- **18** interviews and presentations, including as participants on numerous webinars

# FOREIGN DIRECT INVESTMENT

As with the first half of 2020, COVID-19 made traditional investment attraction activities like inbound and outbound missions impossible throughout Q3. However, this challenge did not affect our ability to close new foreign direct investment deals. This quarter, we closed three FDI deals valued at more than \$38M.

The diversity of these investments demonstrates the global strength of the unique Waterloo Region value proposition can attract such strong business investment, even in the midst of a pandemic. For example, one of the investments was from PRIMED Medical Products, which is establishing a major new medical equipment manufacturing facility in Cambridge. Not only will this facility have sufficient capacity to produce all of Canada’s normal acute care surgical mask requirements, but it will also have the ability to surge productions significantly during pandemic or emergency events. According to a statement from PRIMED’s Chief Executive Officer, Waterloo Region’s excellent manufacturing talent was a significant factor in the decision to locate in Cambridge.

“We are thrilled to be bringing mask manufacturing to our home country with this state-of-the-art plant in Cambridge,” said David Welsh, Chief Executive Officer

of PRIMED, in the company’s press release. “After a comprehensive nation-wide search Ontario proved to be the ideal location, providing us with great access to the talent we need to set-up and run this facility.”

The other side of the coin is Odyssey Interactive, a gaming startup that came together during the pandemic. The company’s founders chose Waterloo for its unique combination of excellent tech talent, high quality of life and relatively low cost of doing business. Following the decision to invest in Waterloo, the Waterloo EDC team also played a pivotal role in helping two of the company’s founders – Americans looking to move to Canada – access the Global Talent Stream program to acquire work visas.

In addition to closing new deals, the Waterloo EDC team held 37 investment/expansion meetings with companies in Q3 and completed 11 requests for information for FDI opportunities, continuing to build a strong investment pipeline. We added 7 new opportunities that, if closed, would have a total value of over \$36M and added 100 potential new jobs to the community. Our investment pipeline now includes 77 opportunities valued at more than \$1.9B.

## Added to the investment pipeline in Q3:

**7**

Potential deals

**\$36M**

Total potential value

**100**

Potential new jobs

# LOCAL BUSINESS RETENTION AND EXPANSION

With regular investment attraction activities – including inbound and outbound missions – remaining on hold due to COVID-19, Waterloo EDC continued its focus on supporting local businesses.

The Business and Economic Support Team of Waterloo Region (BESTWR) continued to identify opportunities to support the business community through the COVID challenge and promote funding for local operations hoping to pivot to manufacture personal protective equipment (PPE). Due to changing needs, some committees continued to meet regularly while others shifted to an ad hoc basis. For example, with continued focus on the shift to PPE manufacturing, the Manufacturing Subcommittee continued to meet bi-weekly while the Government Relations & Advocacy Committee now meets as needed. The organization has held “all hands” meetings, as well, to ensure continued coordination. Additionally, Tony LaMantia continued to act as a liaison with the Regional COVID Control Group.

Waterloo EDC also continued to directly support local businesses. During Q3, the team wrote 11 letters of

support for local expansions that were seeking access to government funding.

The team also held 97 meetings with local stakeholders and intermediaries, including KPMG, APMA, CBRE and Conestoga College. Waterloo EDC also represented the Waterloo business community in 18 interviews and presentations, including a webinar on business immigration and multiple business to business radio show tapings.

Like our FDI attraction efforts, Waterloo EDC also found substantial success in helping local operations expand despite COVID-19. In Q3, the team closed three new local expansion valued at more than \$124M. These deals are only a small percentage of the 90+ operations producing PPE in Waterloo Region.

Throughout the quarter, we also continued to update the COVID-19 Resource page on our website in order to provide key information about all the changes happening at the local, provincial, and federal levels that would affect business activity. The page has received 2,797 views year to date.

**HOW TO BUILD AN INTERNATIONAL TECH OFFICE**

FEATURING ZACK DUGOW, FOUNDER & CEO OF INSTICATOR AND MARCELO CORTES, CO-FOUNDER & CTO OF FAIRE

📅 Thursday, September 24, 2020  
🕒 2:00 PM ET/11:00 AM PT

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As part of the organization’s shift to digital, Waterloo EDC hosted a live webcast featuring two local businesses talking about their international expansion experiences.



# INVESTMENT MARKETING AND AWARENESS

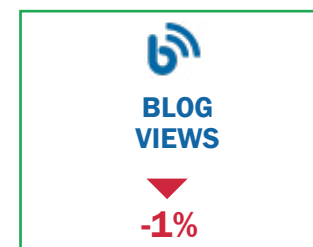
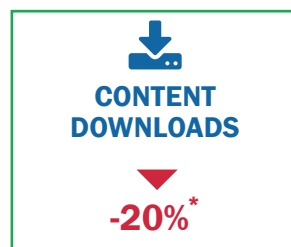
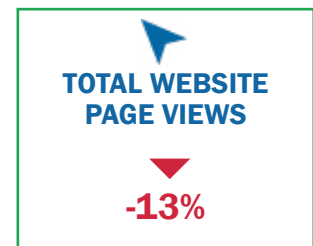
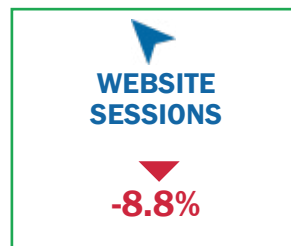
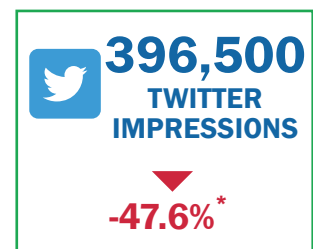
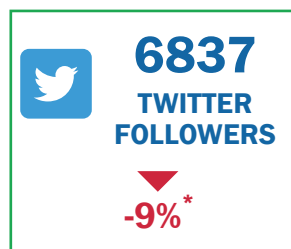
Following the more local-oriented content created throughout the initial first wave of the pandemic in the second quarter, the Waterloo EDC Marketing team shifted its focus back to FDI lead generation and inbound marketing in Q3.

In September, we launched our first expansion-oriented webinar that brought together two tech leaders to discuss the creation of international tech offices. Faire CTO Marcelo Cortes and Insticator CEO Zack Dugow spent 60 minutes discussing the decision-making process they followed when making the initial decision to pursue an international growth strategy as well as the experience they had landing in Waterloo. A live Q&A session followed. Attendance was very strong – with approximately a 50% international audience – far outpacing Waterloo EDC objectives.

Since July 1st, Waterloo EDC has published 25 blog posts, bringing the total number for 2020 to 75. In Q3, blog posts focused on the process for bringing H-1B talent into Canada, including a profile of Odyssey Interactive’s experience with the Global Talent Stream program, the new CBRE report naming Waterloo “North America’s top emerging tech talent market” and the explosion of new personal protective equipment manufacturers in Waterloo since the beginning of the COVID crisis. The highlight of the quarter was a new series of data-driven posts called “5 Charts: Waterloo vs.” that compare Waterloo with some of America’s top emerging tech hubs. Our steady publishing schedule drove strong traffic numbers, including sustained organic traffic, despite COVID-19 and the usual summer slow-down.

We are continuing to scale our email marketing efforts, which not only drive additional traffic to web content but play a key role in nurturing new opportunities and keeping key stakeholders informed.

Waterloo EDC continues to exceed web traffic and social media targets. In addition to strong overall numbers, our engagement with audiences in our core markets (Germany, United Kingdom and the United States) also continues to grow. As of Q3, we have surpassed all major marketing objectives for 2020.



\*vs Q3 2019

In Q3, we saw strong growth in key measures, specifically on our primary social channel (LinkedIn), compared to the same period in 2019. This is a significant achievement as Q3 2019 was Waterloo EDC’s best-ever quarter for blog views and organic social engagement.

While website sessions and Twitter impressions are down, both surpassed internal goals. Content downloads were down, but don’t include form submissions, which is now our primary focus. Overall, each metric in Q3 surpassed our expectations.

# OUR ORGANIZATION

## 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, honest, accountable, results-focused.



## 2020 BUSINESS PLAN: THREE STRATEGIC PILLARS

**1**

Investment  
Sales

**2**

Concierge  
Service and  
Advocacy

**3**

Investment  
Marketing and  
Awareness



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Waterloo Region Economic Development Corporation  
151 Charles St. W, Suite 100, Kitchener, ON, N2G 1H6