



LONDON
ECONOMIC
DEVELOPMENT
CORPORATION

ACTIVITY UPDATE

LONDON ECONOMIC DEVELOPMENT CORPORATION (LEDC)



www.ledc.com

519 661 4545 | info@ledc.com

Come for Business. *Stay for Life.*

The London Economic Development Corporation

What is the LEDC?

The **London Economic Development Corporation** (LEDC) is the primary economic development agency in the city of London, and is a partnership between the City of London and the private sector. The LEDC is committed to improving the economic well-being of Londoners through the growth and expansion of local businesses and the attraction of new businesses to London. We aim to add to the strengths of the London business environment making our city an attractive place to live, work and operate a business.

What does the LEDC do?

The **LEDC** is mandated to provide a number of economic development services, including:

- » Attracting **new business and foreign direct investment** to London
- » Retaining existing business and **assisting with local expansions**
- » Advocacy for **improving the business climate** in London
- » Provide **workforce development** leadership to connect businesses with education institutes and employment sector agencies
- » **Market and promote London** for business opportunities in overseas markets
- » Establish **business support partnerships** throughout the community
- » Assist the city of London in **development of strategic plans** such as industrial lands strategy

What does success look like?



SINCE INCEPTION,
\$7 MILLION
IN ANNUAL PROPERTY
TAX REVENUE



SINCE INCEPTION,
\$1.2 BILLION
IN NEW INVESTMENT



SINCE INCEPTION,
9000+ JOBS
CREATED

Who is the LEDC?

The LEDC Team

The LEDC employs experienced professionals who provide information, advice and assistance at every stage of business planning and investment. We provide information and identify solutions that help to enhance business prospects.



Kapil Lakhotia
*Interim General
Manager*



Jack Adams
*Manager, Business
Growth & Retention*



Robert Collins
*Director, Workforce
Development*



Ashley Conyngham
*Director,
Communications &
Marketing*



Bhavika Dalal
Bookkeeper



Lia Ludaes
*Administrative
Assistant*



Larry Mackinnon
*Director, Business
Development*



Heather Pilot
*Director, Business
Development*



Lee Smithson
*Director, Business
Development, Life
Sciences*



Katie Wilhelm
*Marketing and Design
Coordinator*

Board of Directors

The LEDC is led by a strong board of accomplished business, education and community leaders.

Mr. Gerald Slemko	<i>Chair, Chelsey Corporation</i>
Dr. John Capone	<i>Vice-President (Research), Western University</i>
Mr. James Crich	<i>President, Auburn Developments Inc.</i>
Mr. Marvin DeVries	<i>President, Trojan Technologies</i>
Ms. Shantal Feltham	<i>President, Stiris Research Inc.</i>
Mr. Joe Fontana	<i>Mayor, City of London</i>
Mr. Keith Gibbons	<i>President, McCormick Canada Co.</i>
Mr. Blair Poetschke	<i>Director, Ontario Ministry of Economic Development, Trade and Employment</i>
Dr. Howard Rundle	<i>President Emeritus, Fanshawe College</i>
Mr. Michael Schmalz	<i>President, Digital Extremes</i>
Mr. Brian Semkowski	<i>Principal, Southwest Sun</i>
Dr. Anne Snowdon	<i>Richard Ivey School of Business</i>
Mr. Howard Thompson	<i>Senior Vice-President Western Ontario Region, TD Bank Group</i>
Mr. Marty Thrasher	<i>President, FMT Consulting</i>

Business Attraction & Foreign Direct Investment

Business Attraction & Foreign Direct Investment

Each year, the LEDC submits hundreds of proposals to potential investors. It is not uncommon for projects to take 3-5 years from initial contact to securing a business investment. Throughout the client engagement period, LEDC provides assistance on site selection, servicing, workforce and regulatory approvals.

Through LEDC efforts this year to date, over \$100 million has been invested in London from new foreign direct investment and existing plant expansions.

North American Firsts



Dr. Oetker (Germany)

First North American frozen pizza manufacturing plant and one of the largest food companies in Europe



Natra (Spain)

First North American chocolate processing plant



Fraunhofer Project Center (Germany)

First Canadian R&D facility to develop composite materials



Brose (Germany)

First Canadian automotive parts plant that employs over 800 people



Hanwha (Korea)

First Canadian building products manufacturing facility



Arvin Sango (Japan/USA)

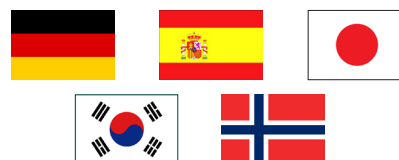
First Canadian automotive parts facility to supply Toyota



Transform Automotive (USA)

First Canadian automotive parts facility

Investment Comes From:



Some Investment Highlights

- » Amphenol Borisch
- » Brose
- » Columbia Sportswear
- » Coorstek
- » CS Tube
- » Dr. Oetker
- » Statesman Advanced Medical

Testimonial:

"In the midst of difficult economic times for the City, the London Chamber of Commerce feels that it is important to recognize the success stories of new business that have been attracted to London and new jobs that have been created by companies already here. But this work goes well beyond just the great companies that have chosen to locate in London as a result of the LEDC's efforts, i.e. The Cakery, Dr. Oetker, Hanwha, and many more. Indeed, many of London's recent and future opportunities can be tied directly to the involvement and hard work of the London Economic Development Corporation."

Mr. Gerry Macartney, President
London Chamber of Commerce

75

HOSTED 75
ATTRACTION
VISITS, 2013

20

PARTICIPATED IN 20
GOVERNMENT SITE
SELECTION TOURS,
2013

\$100
million

\$100 MILLION
IN INVESTMENT,
2013

1200

CREATION OF
1200 NEW JOBS,
2013

25

CONDUCTED 25
INTERNATIONAL
PROMOTION
MISSIONS, 2013

Business Retention & Expansion

LEDC assisted over **25 companies** in accessing more than **\$5 million in funding** from programs including CME-Smart, IRAP, SWODF and more.

450

WORKED WITH
450 COMPANIES, 2013

55

55 ACTIVE
EXPANSION FILES, 2013

\$5

million

IN FUNDING SUPPORT
2013

Growing Businesses

Through the business retention portfolio, LEDC assists local businesses with expansions and retention issues. Our team works closely with our existing London companies to provide a wide range of services, including:

- » Development of new export markets
- » Assistance with market research
- » Providing training and networking resources
- » Providing potential business alliances
- » Assistance with site relocations and expansions
- » Facilitating municipal and other governmental regulatory approvals
- » Facilitating talent development through partnerships with education providers as well as employment sector agencies

Expansion Highlights

- » Centennial Windows
- » HCL Logistics
- » StarTech.com
- » Alliance iCommunications



Testimonial: Kongsberg Protech Systems

"We are excited by the welcome we have received, and the support we have received from the Ministry of Economic Department and Trade in Ontario and London Economic Development Corporation. We are **looking forward to expanding our business in Canada**, which is an important market for us, and we strongly believe this new venture is the right move for our company. Canada offers very competitive conditions for development and production internationally, and **London offers a highly skilled and competent workforce.**"

Mr. Egil Haugsdal, President
Kongsberg Protech Systems, Norway

Workforce Development

Leaders in Workforce Development

The Workforce Development portfolio actively supports the attraction, growth and retention activities of the LEDC team. This includes working with community partners, employer groups and funding sources to:

- » Develop local labour market information
- » Retain post secondary students
- » Attract and utilize skilled immigrants
- » Develop various transition-to-work initiatives to ensure supply of trained workers to meet employer needs



- Affordable cost of living
- Vibrant arts and entertainment scene
- Short commute times and great work life balance
- Largest free Wi-Fi network in Canada
- Career opportunities with innovative global companies
- Hub of creative and cultural activity
- Variety of programs for sports and recreation



/LondonEDC



@LondonEDC



www.LEDC.com

canada's
london

24

ATTRACTION
SUPPORT

100

EMPLOYER
CONSULTATIONS

7

WORKFORCE
PROJECTS

150

JOB SEEKER
CONSULTATIONS

50

JOB SEEKER
INITIATIONS

Workforce Development



MARCH 5, 2014 WWW.S2B.CA

Collaborative Workforce Initiatives Include:



- » **Labour Market Information Development:** Website, www.worktrends.ca is a community based data consortium to support the coordinated collection and dissemination of local economic data, business conditions and labour market information.



- » **Post Secondary Student Retention:** The annual Student 2 Business Career Networking Conference and the BIZINC entrepreneur development initiative works to launch young careers in our community.



- » **Global Talent Attraction and Retention:** The LEDC supports London's welcoming efforts through support of the London Middlesex Immigrant Employment Council, its individual and group mentorship programs and the Job Match Network initiative.



- » **Employer and Jobseeker Support activities:** The LEDC has provided 100+ individual company consultations and 150+ jobseeker consultations on workforce matters, as well as maintaining employment programs www.HireOneLondon.ca and www.LondonTechJobs.ca. The most viewed section of our website is the Business Directory and has become a key resource to companies and jobseekers.



Collaborations & Partnerships

Partnered for Success

The work of LEDC creates significant direct and indirect economic activity in the city of London. We work collaboratively with many partners throughout the community to ensure effective service delivery to client companies. Our partners such as **City of London, TechAlliance, Small Business Centre, London International Airport, BizInc, Stiller Centre and the London Chamber of Commerce** receive support from LEDC to serve clients in their unique segments. Successful partnerships like these result in economic prosperity in the city of London.

Regional Collaborations Include:

- » Canada's London
- » Southwest Economic Alliance
- » Ontario Automotive Communities Alliance
- » Ontario Food Cluster
- » Ontario Technology Corridor



London
CANADA



BizInc



BizInc is an initiative mandated to seek-out, support and promote student entrepreneurs. Located at Western University & Fanshawe College, **BizInc is a student incubator helping turn business ideas into workable realities.**

The LEDC helped facilitate the BizInc enterprise from concept to pilot status, through obtaining Communities in Transition funding from the Ministry of Economic Development, Trading and Employment and contributing financially to operations. LEDC actively participates on the advisory committee, stewardship of funding, promotion and support of activities on campuses and in the community.

Strategic Projects

Fraunhofer Project Centre at Western University

www.eng.uwo.ca/fraunhofer

Fraunhofer Project Centre (FPC) is a partnership between Western University and Germany's renowned Fraunhofer Institute, focusing on applied research in the fields of developing composite materials, methods and manufacturing technologies.

- » The FPC accelerates the adoption of advanced lightweight composite technologies (carbon and long fibre)
- » Research trails in industrial scale
- » Companies conducting collaborate research own the intellectual property

Fraunhofer is an important attraction tool for LEDC to market London around the world. As the auto sector focuses on weight reduction and lightweight materials, Fraunhofer is getting worldwide recognition resulting in greater prospects of London landing more related investments.

Fraunhofer's role is to assist companies in identifying suitable light weight alternatives to steel, and then develop a process to mass produce those new materials.

The work Fraunhofer is doing in London has applications outside of automotive including the defence, aerospace and advanced manufacturing sectors.



Dieffenbacher hydraulic high-speed press with a maximum press force of 25,000 kN (2,500 tons)

International Water Centre of Excellence

Water is an extremely important resource around the world. The treatment for clean drinking water continues to be a priority. The International Water Centre of Excellence (IWCE) sets London apart from other jurisdictions and is used by LEDC to promote London around the world. The IWCE is a one of a kind partnership between Western University, the City of London and local industry.

The IWCE is a globally unique and leading site for water treatment technology development, commercialization, validation and testing

- » Full-scale development/testing of new technologies related to wastewater treatment, nutrient recovery and energy production from municipal waste
- » Shorten the time to market for these new technologies and provide the critical link between the private and public sectors.

Testimonial: Brose

"Our decision to construct a facility in London was based on a very competitive business environment, and the strong support we have received from the London Economic Development Corporation. Treatment of our firm by the City of London and LEDC has been the best I have experienced."

Mr. Michael Stoscek, President

Strategic Projects

401/402 Gateway Plan

London's location along the NAFTA (*North American Fair Trade Agreement*) superhighway continues to be an important consideration for investment attraction. Sites such as Innovation Park located along Veterans Memorial Parkway and the 401/402 gateway have been successful in attracting multinational companies such as Dr. Oetker and Hanwha. The air cargo terminal at the London International Airport continues to be successful and has achieved 65% occupancy with 70 employees in the transportation sector. The LEDC continues to market London's gateway advantage around the world.



Digital Media Centre

As the Fanshawe College downtown campus for the Centre for Digital and Performance Arts nears completion, discussions continue regarding the creation of a digital media centre. With the support from industry partners providing access to new technology platforms, this centre is poised to further develop the digital interactive media cluster in London.



Testimonial: London International Airport

"The London International Airport has developed a strong relationship with the LEDC," said Mike Seabrook, President of London International Airport. "The LEDC has helped open doors internationally by making introductions and assisting in building relationships with new strategic partners. The LEDC has played an important role in the success of the Air Cargo Terminal as well as the local collaboration with Fanshawe College."

Mr. Mike Seabrook, President
London International Airport

Marketing & Communications

What we do

The marketing and communications portfolio advises and supports two main audiences, our local or **internal economy** and our **external economy**. Primary to the portfolio is executing a strong communications strategy that helps generate business leads as well as builds the reputation of London the LEDC. We provide support of existing businesses, build relationships, market and promote London for business opportunities around the world.

Recent Honours and Awards



@LondonEDC on Twitter

1000+ new followers (May-Oct 2013)
479 interactions in September 2013 alone
translating into **1.4+ million impressions**

Marketing & Communications

How we do what we do



221,000



"Perspective London" insert in
Globe and Mail
distributed to
221,000 subscribers

PARTNERSHIPS & COLLABORATIONS



actively SUPPORT over **40**
Partnership Initiatives!

MARKET &
PROMOTE

**London,
Canada**

Provide support
and materials
for all portfolios

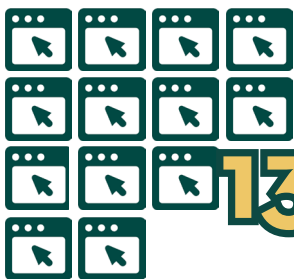


E-NEWSLETTER

Sent to over **5000** recipients internationally



WEBSITES



SERVING SECTORS



80,422

CAMPAIGN SPECIFIC



17,358

FROM JAN 2013 TO OCT 2013:

80,422 unique visits to **9**
websites serving different
sectors.

17,358 unique visits to
4 event and campaign
specific websites.

Social Media

25%



Social Media
followers
increased by
25% in 2013

Launched a **NEW LEDC WEBSITE** with
multi lingual capabilities in spring 2013

6 SIGNATURE EVENTS



Student 2 Business Conference
Record Attendance in 2013



Economic Indicators

Chart 1 | Population and Employment (in 000's)

	2010	2011	2012
Population	409.7	413.8	417.4
Labour Force	263.7	267	268.8
Employment	241.5	241.9	246.1
Unemployment Rate (%)	8.4	9.4	8.4
Participation Rate (%)	64.4	64.5	64.4
Employment Rate (%)	58.9	58.5	59

Source: Statistics Canada

Chart 2 | Employment London CMA (in 000's)

	2010	2011	2012
Total Employed	244.9	242.9	247.8
Goods-Producing Sector	48.9	48.5	48.9
Agriculture	3.2	2.1	2.5
Forestry, Fishing, Mining, Quarrying, Oil & Gas	-	-	-
Utilities	-	-	2.2
Construction	15.1	14.7	13.4
Manufacturing	29.1	30.2	30.1
Services-Producing Sector	196	194.4	198.9
Trade	35	34.7	35.9
Transportation & Warehousing	11.1	9.7	11.6
Finance, Insurance, Real Estate & Leasing	19	20.7	19
Professional, Scientific & Technical Services	13.2	14.9	17.1
Business, Building & Other Support Services	14.5	11.8	11.3
Educational Services	24	23.4	21.3
Health Care and Social Assistance	36.5	36	35.9
Information, Culture & Recreation	9.8	9	10.3
Accommodation & Food Services	15.7	14.1	15
Other Services	10.2	12.5	10.9
Public Administration	7	7.6	10.5

Source: Statistics Canada

Economic Indicators

Chart 3 | Housing Prices

	Detached Bungalow	Executive Detached 2-Storey	Luxury Condo.	Standard 2-Storey	Senior Executive	Standard Townhouse
Mississauga	\$478,500	\$540,000	\$388,000	\$450,000	\$750,000	\$339,000
Brantford	\$217,000	\$324,000	n/a	\$218,000	\$345,000	\$190,000
Ottawa	\$609,000	\$615,000	\$500,000	\$532,000	\$835,000	\$355,000
London 2013	\$253,300*	\$329,000	\$265,200	\$263,200*	\$477,500	\$171,000
*London 2012	\$240,000	\$316,500	\$251,000	\$251,300	\$457,000	\$164,300

Source: Royal LePage, Quarter 1, 2012 and Quarter 1, 2013

* Quarter 3, 2013 (full census not yet available)

Chart 4 | Building Construction Activity (in \$Millions)

	2010		2011		2012		2013 YTD	
	Permits	Value	Permits	Value	Permits	Value	Permits	Value
Residential	2930	\$392.81	2390	\$349.26	2459	\$485.88	1966	\$399.94
Commercial	474	\$166.65	474	\$102.37	515	\$125.99	361	\$73.21
Industrial	82	\$36.37	94	\$75.14	83	\$33.18	66	\$32.94
Institutional	201	\$145.17	163	\$477.84	172	\$129.23	150	\$69.87
Total	3687	\$707.70	3121	\$1,004.62	3229	\$774.28	2543	\$575.96

Source: City of London

Chart 5 | Vacancy Rates

	Q1, 2010	Q1, 2011	Q1, 2012	Q1, 2013
Industrial	0.11	0.113	0.101	0.098
Office	0.142	0.142	0.143	0.137

Source: CBRE Limited

Chart 5 | Gross Domestic Product (in \$Millions)

	2010	2011	2012
Real GDP at Basic Prices	17,620	17,799	18,006
% Change	2.2	1.0	1.2

Source: The Conference Board of Canada

Economic Sectors

Advanced Manufacturing

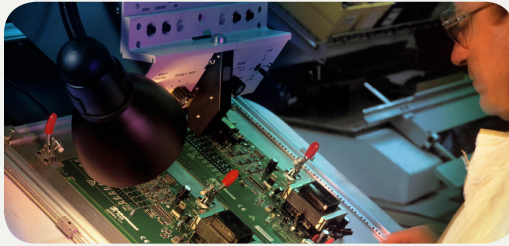


- » Food and beverage processing
- » Automotive components
- » Defence suppliers
- » Green technology

Key London Companies Include:

3M Canada, Cargill, Kellogg's, CoorsTek

IT/Digital Interactive



- » Digital media
- » Game development
- » Financial solutions software
- » Data centres

Key London Companies Include:

Digital Extremes, Big Blue Bubble, IBM, Embium, Cineplex Digital Solutions

Life Sciences



- » Medical devices
- » Imaging and diagnostics
- » R&D institutes
- » Pharma

Key London Companies Include:

Stiris Research Inc., Trudell Medical International, London Health Sciences Centre, St. Joseph's Health Care London

Educational & Financial Services



- » Western University
- » Fanshawe College
- » Collège Boréal
- » Head offices

Key London Companies Include:

TD Canada Trust, Libro Financial Group, London Life

ACTIVITIES OF THE LEDC

THE LONDON ECONOMIC DEVELOPMENT CORPORATION

SUPPORT & DEVELOP SECTORS

300+ IT COMPANIES
8000+ IT EMPLOYEES



BUSINESS GROWTH & RETENTION



42

ACTIVE GROWTH
PROJECTS IN 2012

WORKFORCE

1600
NEW JOBS ATTRACTED
IN 2012



PROGRAMS & INITIATIVES

HireOneLondon.ca

"MARKETING CAMPAIGN OF
THE YEAR" - EDCO, 2012



@LONDONEDC

NEW INVESTMENT ATTRACTION

160M
FOREIGN DIRECT
INVESTMENT, 2012



RESEARCH & ANALYSIS

24 INTERNATIONAL
MARKET TRIPS

PROMOTERS & ADVOCATES

62 ATTRACTION VISITS
TO LONDON



11

EVENTS/CAMPAIGNS
PARTICIPATED IN, 2012

CanadasLondon.ca
CITY WIDE CAMPAIGN
WITH 9 CITY PARTNERS



456
COMPANY ENGAGEMENTS
IN 2012

20 INTERNATIONAL
EVENTS ATTENDED

18 HOSTED GOVERNMENT
DELEGATION TOURS

EXPERTISE & ADVICE

#1

"MARKETING EXCELLENCE" BY
ONTARIO'S GOVERNOR GENERAL
EDCO 2012



LEADERSHIP & VISION

10

"TOP 10 ECONOMIC DEVELOPMENT
AGENCY" 5TH CONSECUTIVE YEAR
SITE SELECTION MAGAZINE, 2012