



LONDON
ECONOMIC
DEVELOPMENT
CORPORATION

An aerial photograph of a city skyline, likely London, Ontario, showing a river (the Thames) flowing through a dense forest. The city buildings are visible in the background under a clear sky.

2014 ACTIVITY UPDATE

London Economic Development Corporation

What is the LEDC?

The London Economic Development Corporation (LEDC) is the lead economic development agency in London, Canada. Established in 1998 as an independent organization, LEDC is a partnership between the City of London and the business community. The LEDC is improving the economic well-being of Londoners by assisting with the growth and expansion of local businesses and the attraction of new businesses to London as well as supporting an entrepreneurial environment.

What does the LEDC do?

The LEDC provides economic development services including:

- Attracting new business and foreign direct investment to London
- Retaining existing business and assisting with local expansions
- Advocating for improving the business and entrepreneurial environment in London
- Providing workforce development leadership to connect businesses with education institutes and employment sector agencies
- Establishing business support partnerships throughout the community
- Assisting the City of London in the development of strategic plans, including the industrial lands strategy, workforce development and more
- Marketing and promoting London for business opportunities in global markets
- Acting as a business concierge to help navigate through government programs and regulatory approvals

What Does Success Look Like?



**SINCE INCEPTION,
\$8+ MILLION IN ANNUAL
PROPERTY TAX REVENUE**



**SINCE INCEPTION,
\$1.2+ BILLION
IN NEW INVESTMENT**



**SINCE INCEPTION,
FACILITATED CREATION OF
12,000+ NEW JOBS**

Who is the LEDC?



KAPIL LAKHOTIA
President & CEO

The LEDC Team

The LEDC employs experienced professionals who provide information, advice and assistance at every stage of business planning and investment. The LEDC is led by a strong board of accomplished business and community leaders.



JACK ADAMS
Manager, Business Growth & Retention



ROBERT COLLINS
Director, Workforce Development



ASHLEY CONYNGHAM
Director, Marketing & Communications



BHAVIKA DALAL
Bookkeeper



LIA LUDAES
Administrative Assistant



LARRY MACKINNON
Director, Business Development



BRITTANY MEDEIROS
Manager, Business Development



HEATHER PILOT
Director, Business Development



LEE SMITHSON
Director, Business Development



KATIE WILHELM
Marketing & Design Specialist



SANDRA ZARATE
Administrative Assistant

Testimonial: LEDC

“LEDC works with several federal, provincial and municipal partners to leverage London’s strategic assets to provide unparalleled opportunities for business investment.”

Kapil Lakhotia, President and CEO
London Economic Development Corporation

The Board of Directors



GERALD SLEMKO
Chair, Chelsey Corporation



MATT BROWN
Mayor, City of London



JAMES CRICH
President, Auburn Developments Inc.



MARVIN DEVRIES
President, Trojan Technologies



SHANTAL FELTHAM
President & Chief Executive Officer, Stiris Research Inc.



KEITH GIBBONS
President, McCormick Canada Co.



ANNA IACOBELLI
Senior VP, TD Canada Trust



BLAIR POETSCHKE
President, ONS Projects



HOWARD RUNDLE
President Emeritus, Fanshawe College



MICHAEL SCHMALZ
President, Digital Extremes



BRIAN SEMKOWSKI
Principal, Southwest Sun



MARTY THRASHER
President, FMT Consulting

New Investment & Business Expansions

The LEDC business development team assists local business growth, attracting new business and submitting hundreds of proposals to potential investors around the world. Through LEDC efforts in 2014, over \$42 million was invested in London from new foreign direct investment and existing business expansions. The LEDC team works closely with existing London companies and possible investors to provide a wide range of services, including:

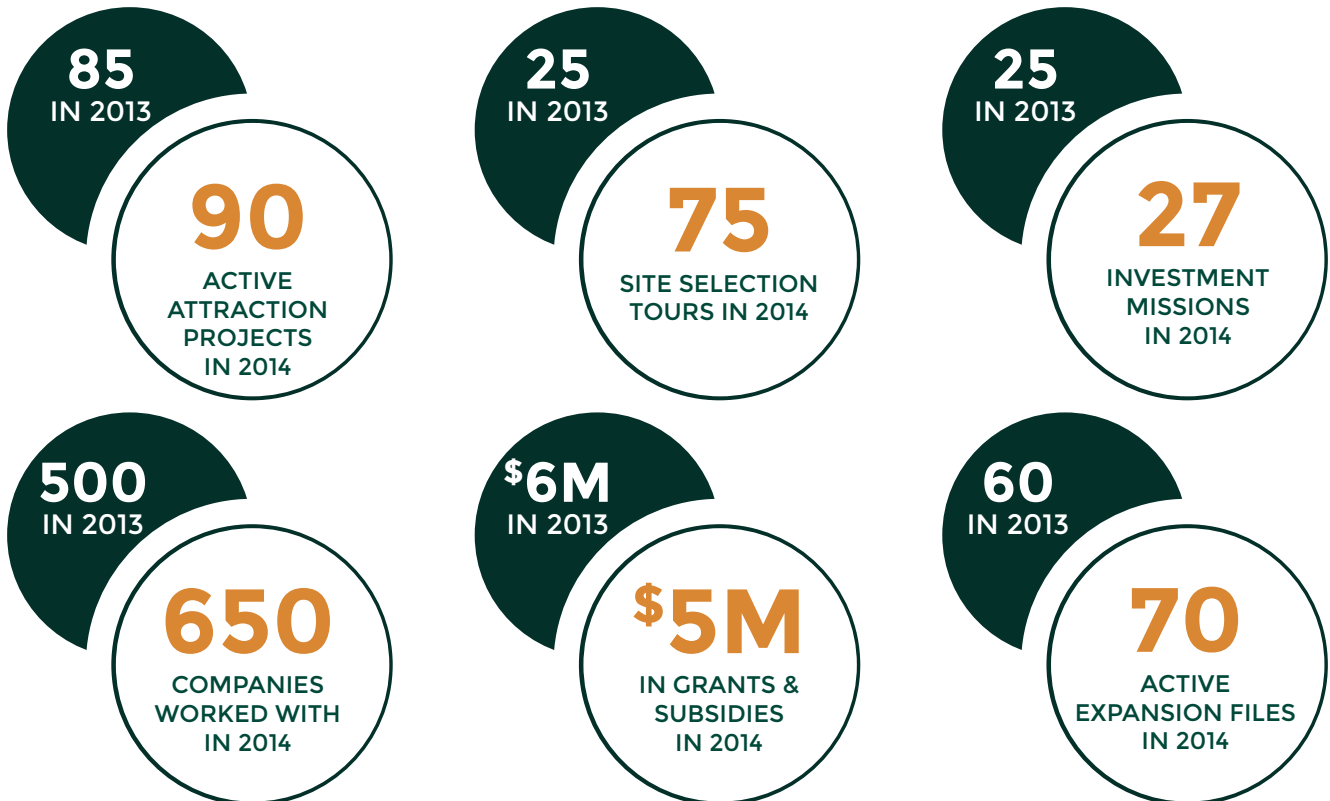
- Assistance with site selection, relocation and expansion
- Assistance accessing funding and grants
- Development of new export markets
- Assistance with market research
- Provide training and networking resources
- Provide potential business alliances
- Facilitate regulatory approvals at all levels of government
- Facilitate talent development through partnerships with education providers as well as employment sector agencies

Supported:



Year	Investment	Jobs
2013	\$110 million	1700
2012	\$160 million	1600

Investment Highlights - 2014



New Investment & Business Expansions

North American & Canadian 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 North American R&D facility to develop new 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 parts to Toyota



TRANSFORM AUTOMOTIVE (USA)

First Canadian automotive parts facility

Investment Highlights:

- Brose
- Chalifour Canada
- Dibly.com
- Farm Boy
- General Dynamics Land Systems - Canada
- Presidium Equipment

Expansion Highlights:

- Artisan Metal Finishing
- Attica Manufacturing
- Big Viking Games
- Bosco & Roxy's
- Canada Tubeform
- Centennial Windows
- Churchill Logistics
- IO Industries

Funding Programs:

- Canada - Ontario Job Grant
- CME-Smart
- FedDev
- Growing Forward
- Industrial Research Assistance Program (IRAP)
- Southwestern Ontario Development Fund (SWODF)

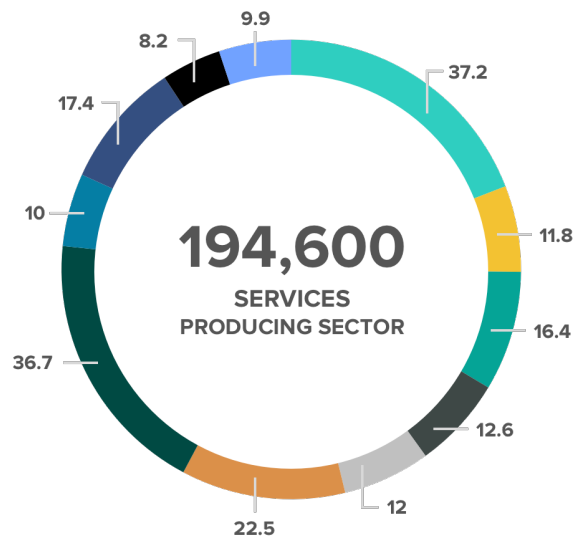
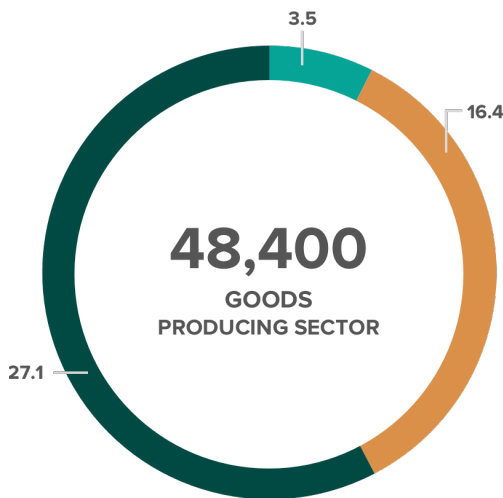
Workforce Development

Leaders in Workforce Development

London companies rely heavily on the city's top quality workforce. LEDC works with organizations across industry sectors to help them build a strong talent pipeline. LEDC also works with partner organizations to ensure availability of a skilled and dynamic workforce by attracting global talent to the city.

Employment in London Census Metropolitan Area (CMA), by Industry Sector (2014)

Source: Statistics Canada, CANSIM Table 282-0131 (01-28-15)



Manufacturing Construction Agriculture

Health Care Transport/Warehousing Trade
 Finance, Insurance Professional, Scientific Business Support Services
 Educational Services Information, Culture Accommodation & Food



Workforce Development



Provides a coordinated approach with partner agencies to connect job seekers with the right employers in the London-Middlesex region.

hire one

celebrate growth with us!

Hire One was designed to provide a focal point to celebrate positive employment activity in London.



Take the leap! Come and check things out at the leap junction where leadership, entrepreneurship alliances, and passion meet.



Provides tools, news and events to connect local employers to Canadian newcomers.



www.LondonTechJobs.ca is an up-to-date online source of job opportunities in London's growing digital creative sector.

Propel

Entrepreneurship | Western University

Exposing youth to the concepts of entrepreneurship, encourage testing of ideas through hands-on experience, and equip with the resources and skills necessary to succeed.



Develop your networking skills and build your career connections at Student 2 Business, London's premiere career networking conference.



Techvibes is Canada's leading technology media property. Originally founded in 2002, Techvibes is dedicated to covering social, mobile, and startup news that impacts Canadians.



worktrends.ca

An online tool to provide access to up-to-date labour market information allowing many different types of users to make informed decisions.

Strategic Assets



Southern Ontario Water Consortium (SOWC)

The Southern Ontario Water Consortium (SOWC) sets London apart from other jurisdictions. Water is an extremely important resource around the world. The treatment of clean drinking water and wastewater management continue to be a priority.

The SOWC is a globally unique site for water treatment technology development, commercialization, validation and testing. It allows for full-scale development/testing of new technologies related to wastewater treatment, nutrient recovery and energy production from municipal waste.

SOWC aims to shorten the time to market for new technologies and provide the critical link between the private and public sectors.



Fraunhofer Project Centre at Western University

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.

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. FPC accelerates the adoption of advanced lightweight composite technologies (carbon and long fibre) by facilitating research trials on an industrial scale.

Companies conducting collaborative research at this one of a kind North American facility own the intellectual property. As the auto sector focuses on weight reduction and lightweight materials, Fraunhofer is getting worldwide recognition resulting in greater interest in London as a destination for related investment.



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

Strategic Assets

Key Highlights

- ELECTRICITY** Underground network (275 KV) for power distribution system.
- INDUSTRIAL LAND** Located 1/2 mile west of the city with access to I-19's capacity.
- SEWER** High capacity 12' cast-iron sewer at service.
- WATER** Abundant supply through 36" cast-iron main from local source.
- INCENTIVES** No industrial development charges \$75,000 per acre.

LONDON INTERNATIONAL DEVELOPMENT CORPORATION
Come For Business. Stay For Life. www.lidc.com

401/402 Gateway Development

London's location along the NAFTA (North American Free Trade Agreement) superhighway continues to be an important consideration for investment attraction and local business growth. The 400-series highways carry \$1.5 billion in trade every day and provide London access to more than 150 million consumers within a one-day drive.

London offers fully serviced, shovel-ready lands. These city owned, master planned lands are located in Innovation Park at Veterans Memorial Parkway and the 401/402 gateway. Innovation Park has already attracted multinational companies including Dr. Oetker and Hanwha. LEDC supports the industrial land development strategy and markets investment opportunities globally.

The London International Airport is a hub for general aviation services in Southwestern Ontario. The airport provides access to a cargo terminal with 24-hour Canada Customs and air cargo services. The air cargo terminal continues to be successful and has achieved 80% occupancy with 70 employees in the transportation sector.

Centre for Digital & Performance Arts

Fanshawe College downtown campus for the Centre for Digital and Performance Arts is now home to 400 bright, talented students. It is already providing new opportunities for students from Southwestern Ontario and beyond who wish to study digital and media arts, theatre performance, production and costume design.

The Howard W Rundle building houses 50,000 square feet of learning and service space. With the support from industry partners, access to new technology platforms, and a strong entrepreneurial drive. This centre is poised to further develop the digital interactive media cluster in London.



Collaborations & Partnerships

Partnered for Success

LEDC creates significant direct and indirect economic activity in the city of London through collaboration with many partners throughout the community to ensure effective service delivery to client companies. Our partners such as the City of London, TechAlliance, Small Business Centre, London International Airport, and the London Chamber of Commerce work with LEDC to serve clients in their unique segments. Successful partnerships like these bring together unique expertise that result in economic prosperity in London.

Regional Collaborations Include: Southwest Economic Alliance, Ontario Automotive Communities Alliance, Ontario Food Cluster, Ontario Technology Corridor, and Consider Canada City Alliance.



A membership-based volunteer driven organization whose mission is to lead and serve the London business community.



Provides training and support for entrepreneurs to start and grow a successful business.



Offers services to members to help start, grow and connect companies at any stage of their growth.



The Greater London International Airport Authority (GLIAA) operates London International Airport.



Downtown London seeks to improve the experience of existing merchants and to attract new and exciting businesses and investors to Downtown London.



Workforce Planning Boards gather intelligence about the supply of labour and the demand side of the local labour market.

Marketing & Communications

LEDC's marketing and communications portfolio supports the local or internal economy and the external economy. Primary to the portfolio is executing a strong communications strategy that helps to generate business leads, support existing businesses and raise London's profile as a hub of economic activity.



LEDC.com

New Format and Platform Implemented April 2014

USERS*

4.4%

LEADS GENERATED*

54

SESSIONS*

8.5%

*2013 - 2014, YEAR OVER YEAR

TWITTER

47.1%

INCREASE IN FOLLOWERS*

FACEBOOK

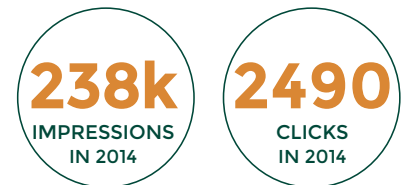
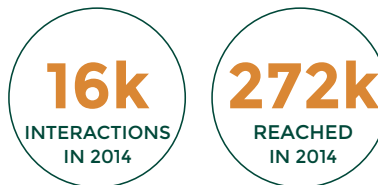
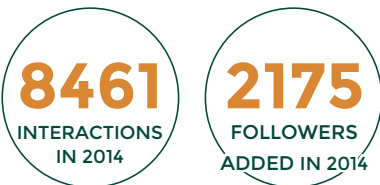
49%

INCREASE IN FANS*

LINKEDIN

107.5%

INCREASE IN FOLLOWERS*



*2013 - 2014, YEAR OVER YEAR

LEDC Monthly Newsletter

New Format and Platform Implemented March 2014

1100+

SENT TO OVER 1100 BUSINESS REPRESENTATIVES AND CIVIC AUDIENCES EACH MONTH



Traditional Media

Newspapers, Radio, TV



The LEDC is featured in a weekly segment on the popular talk show 'The Pulse with Devon Peacock' airing on local radio station AM980, discussing weekly economic highlights.

Marketing & Communications • Campaigns

LondonTechJobs.ca

London's digital creative sector is booming, and has more than 500 open job positions. LEDC is taking advantage of this positive momentum to raise the profile of the city's tech sector and ensure companies have access to the talent they need to grow and thrive. A multi-platform ad campaign and an active social media presence for LEDC's London Tech Jobs initiative directly support workforce development in the sector.

- #1 web page during campaign period (Nov-Dec 2014)
- 52% increase in page hits from previous month
- 8 inbound leads generated



London Magazine

The LEDC has published a first of its kind London magazine that takes a different approach in showcasing all that London has to offer; business, people, infrastructure and community.

The magazine features all original content. It has been printed with five different covers, which speak to specific focus areas of economic growth in London. The magazine tells the London story with crisp, business-focused write-ups about sectors including advanced manufacturing, food processing, technology and life sciences. It also features arts and culture organizations and events contributing to the quality of life in London.

From use at business presentations to international partners to recruitment fairs for London-located post-secondary institutions and innovative companies, the magazine content provides a substantial introduction to London.



LEDC.com

As London's lead economic development agency, the LEDC focuses heavily on helping businesses come to London and grow here. In 2014, LEDC launched a sharp new website as a one-stop resource for information on London's economic sectors, business news and industry events. The fully responsive, mobile friendly website was built from scratch with LEDC's local, national and international audience in mind. Local start-up Inner Geek collaborated with LEDC to develop the site in less than seven weeks.



Economic Indicators

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

Source: Statistics Canada, CANSIM Table 282-0129 (01-28-15)

	2010	2011	2012	2013	2014
Population	400.4	403.9	409.0	414.0	418.5
Labour Force	262.2	261.0	265.4	262.9	262.7
Employment	239.6	237.7	242.3	240.4	243.0
Unemployment Rate	8.6	8.9	8.7	8.6	7.5
Participation Rate (%)	65.5	64.6	64.9	63.5	62.8
Employment Rate (%)	59.8	58.9	59.2	58.1	58.1

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

Source: Statistics Canada, CANSIM Table 282-0131 (01-28-15)

	2010	2011	2012	2013	2014
Total Employed	239.6	237.7	242.3	240.4	243.0
Goods-Producing Sector	48.4	48.0	48.5	48.5	48.4
Agriculture	2.9	2.0	2.4	3.1	3.5
Forestry, Fishing, Mining, Quarrying, Oil & Gas	-	-	-	-	-
Utilities	-	-	2.0	-	-
Construction	15.6	15.5	14.6	16.4	16.4
Manufacturing	28.4	29.2	29.0	27.4	27.1
Services-Producing Sector	191.2	189.7	193.7	191.8	194.6
Trade	34.1	34.2	36.6	39.7	37.2
Transportation & Warehousing	11.3	9.5	11.2	11.2	11.8
Finance, Insurance, Real Estate & Leasing	17.8	20.1	18.8	17.0	16.4
Professional, Scientific & Technical Services	12.5	13.8	15.6	13.8	12.6
Business, Building & Other Support Services	14.4	12.0	11.0	11.2	12.0
Educational Services	21.6	22.1	19.5	18.1	22.5
Health Care and Social Assistance	36.4	35.1	35.9	37.8	36.7
Information, Culture & Recreation	9.3	8.8	9.9	8.9	10.0
Accommodation & Food Services	16.1	14.8	14.9	17.7	17.4
Other Services	11.0	12.5	10.6	7.8	8.2
Public Administration	6.7	6.8	9.8	8.6	9.9

Economic Indicators

Chart 3 | Housing Prices Source: Royal LePage House Price Survey, Q1-Q4, 2014 (02-10-15)

	Detached Bungalow	Executive Detached 2-Storey	Luxury Condo.	Standard 2-Storey	Senior Executive	Standard Townhouse
Mississauga	\$503,750	\$563,750	\$325,000	\$453,750	\$688,750	\$357,500
Brantford	\$245,500	\$366,250	n/a	\$258,500	\$515,000	\$218,500
Ottawa	\$626,750	\$636,500	\$496,000	\$552,500	\$739,750	\$356,000
London 2014	\$259,825	\$339,750	\$280,175	\$269,025	\$491,550	\$184,275

Chart 4 | Building Construction Activity (in \$millions) Source: City of London

	2012		2013		2014	
	Permits	Value	Permits	Value	Permits	Value
Residential	2459	\$485.88	2472	\$519.43	2745	\$601.12
Commercial	515	\$125.99	468	\$83.72	411	\$95.66
Industrial	83	\$33.18	91	\$43.37	76	\$24.00
Institutional	172	\$129.23	189	\$81.26	198	\$92.84
Other	1012	\$4.44	1091	\$4.22	1016	\$4.89
Total	4241	\$778.72	4311	\$732.00	4176	\$818.53

Chart 5 | Vacancy Rates Source: CBRE Limited, Q1-Q4, 2014

	2012	2013	2014
Industrial	9.7%	9.2%	9.2%
Office	14.5%	15.4%	15.1%

Chart 6 | Gross Domestic Product (in \$millions)

Source: The Conference Board of Canada

	2012	2013	2014
Real GDP at Basic Prices	19,946	19,888	19,964

Chart 7 | Building Permits



Economic Sectors

Food Processing

EMPLOYED: 7,000+

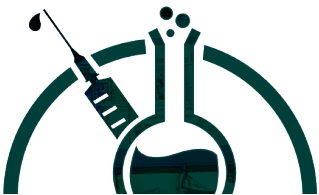


London is increasingly being recognized as one of North America's prominent hubs for food and beverage processing. From Labatt's starting a hometown brewery in 1847, to Dr. Oetker opening its first North American frozen pizza plant in 2014, London has had a rich history in agri-food.

Some Key London Companies Include: Cargill, Labatt, McCormicks, Natra, Nestle

Health Care & Life Sciences

EMPLOYED: 24,000+



London's life sciences sector is a shining jewel and a cornerstone of the city's economy. With a rich history of achievements and medical firsts, the sector employs more than 21,000 in private sector industry, hospitals and research facilities including more than 2,000 researchers.

Some Key London Companies Include: The Canadian Surgical Technologies and Advanced Robotics Centre (CSTAR), London Health Sciences Centre (LHSC), Roberts Research Institute, Lawson Health Research Institute, The Stiller Centre, Trudell Medical International

Advanced Manufacturing

EMPLOYED: 30,000+



Advanced manufacturing continues to be a significant employer in London's economy. Recent investments in 401/402 corridor, industrial lands, R&D facilities as well as skills training are some of the ways London is building the right infrastructure for manufacturers.

Some Key London Companies Include: 3M, Armatec Survivability, Arvin Sango Inc., Brose, Canadian Solar, General Dynamics Land Systems-Canada, Hudson Boat Works, Kongsberg Protech Systems Canada, London Region Manufacturing Council (LRMC)

Digital Creative

EMPLOYED: 8,000+



From digital interactive media development at Digital Extremes, Big Blue Bubble, and Big Viking Games, to software for financial services and human resources management, London is building a diverse technology cluster.

Some Key London Companies Include: Autodata, Big Blue Bubble, Big Viking Games, Cineplex Digital Networks

Entrepreneurship



London has everything an entrepreneur needs to be successful. No matter the field, extensive resources are readily available to get companies started off on the right foot. Incubator space is readily available for startups looking to take their company to the next level.



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