

Dear members of the Investment and Economic Prosperity Committee, Ladies and Gentlemen:

I'm here to present my idea on how to improve London's economy and wealth of Londoners for the next decade and years to come.

At the SWOT analysis is recognized that one of the best strengths is our location. We are at 8 hours' drive of almost 50% of the biggest market in the world: North America. From London, we can reach 150 Million persons market driving only 10 hours.

Is logic that we should attract companies from East Canada specially Toronto and Quebec the major markets in Canada and companies from North East and Midwest USA. In order to do that we need to create all the facilities for the Transportation and Logistic Industry.

We need to invest in the infrastructure for more Industrial parks, Regional Depots, Distribution Centers and Office Commercial Parks around the Airport and 401/402 corridor. We need to improve Airport Cargo terminal, Rail system infrastructure like modern and more efficient terminals, overpasses, etc.

And the most important, we will need to supply that Mega-Supply Chain with the human factor that means our University and Colleges need to adapt their programs to that vision. There will be a bigger and bigger demand for Pilots, Locomotive operators, Truck drivers, Import-Export business people, Mechanics, Parts specialists, etc.

For the people coming to London we need to offer three important things: Affordable accommodations, good food and first class entertainment. Here is where our Diversity could play an important role. We need to make those minorities more visible and make them bright. It's not a secret that main investors are coming from Asia. We have a vibrant Asian community in London and nothing better for visitors that people from their same culture tell them the advantages of London and where to find the best food or entertainment. The City of London should partner with all communities to attract not only Investor but businesses to London.

Is here where a different approach to improve London's economy will take place, We all know that trying to attract investors is like paddling against the flow. Why don't we try something different? All Immigrants communities left relatives and friends at their home countries. Why don't we use those excellent resources of key contacts to get contracts and sales for London companies? For example, we have numerous Hispanic communities from more than 22 different countries that are eager to buy from North America and now buying mostly from USA. Another example is the Iraqi Community where thousands of different projects are taking place and they can help to introduce London companies with local governments and participate on bids to bring London more contracts that mean more jobs and more prosperity for the City and for Londoners.

Thanks for your time and will be more than happy to answer any question you may have about these ideas.