



2021 Year-to-date Update



LONDON
ECONOMIC
DEVELOPMENT
CORPORATION

WHAT WE DO

INVEST

We attract new investment and jobs into the city.

GROW

We foster scale-up activity and long-term growth of existing London businesses.

TALENT

We connect employers to talent and develop a skilled workforce to meet future needs.

ENGAGE

We champion positive economic dialogue locally, nationally and internationally.



KEY SECTORS



AGRI-FOOD

7,000 + employed
90+ companies



MANUFACTURING

34,300 + employed
500 companies



HEALTH

25,000 + employed
60 + companies



DIGITAL MEDIA & TECHNOLOGY

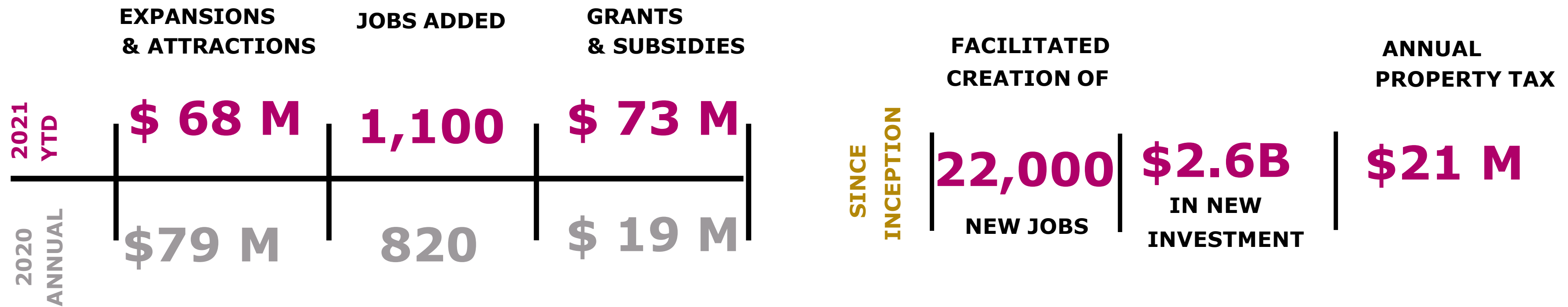
9,000 + employed
350 + companies



PROFESSIONAL SERVICES

52,800 + employed
500 + companies

YEAR TO DATE METRICS



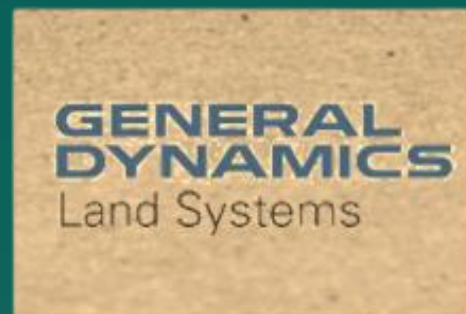
ACCELERATE

	RETENTION FILES	JOB RETAINED	ACTIVE EXPANSION FILES	COMPANIES WORKED WITH	REFERRALS MADE
2021 YTD	2	156	23	505	1,082
2020 ANNUAL	3	50	36	611	2,164

INVEST

	INVEST MISSIONS	ATTRACTION FILES	FDI PROPOSALS	SITE SELECTION TOURS
2021 YTD	4	113	41	11
2020 ANNUAL	2	134	55	3

COMPANIES WE'VE WORKED WITH



RECENT INVESTMENTS



World's largest food-grade automated cricket processing facility to be built in London.

12 acres | 100+ jobs



Generic drug manufacturing, R&D, distribution and head office in London.

3.6 hectares of land
3 phases – 50+ jobs



Canadian First Nation owned global armour provider opening new facility in London.

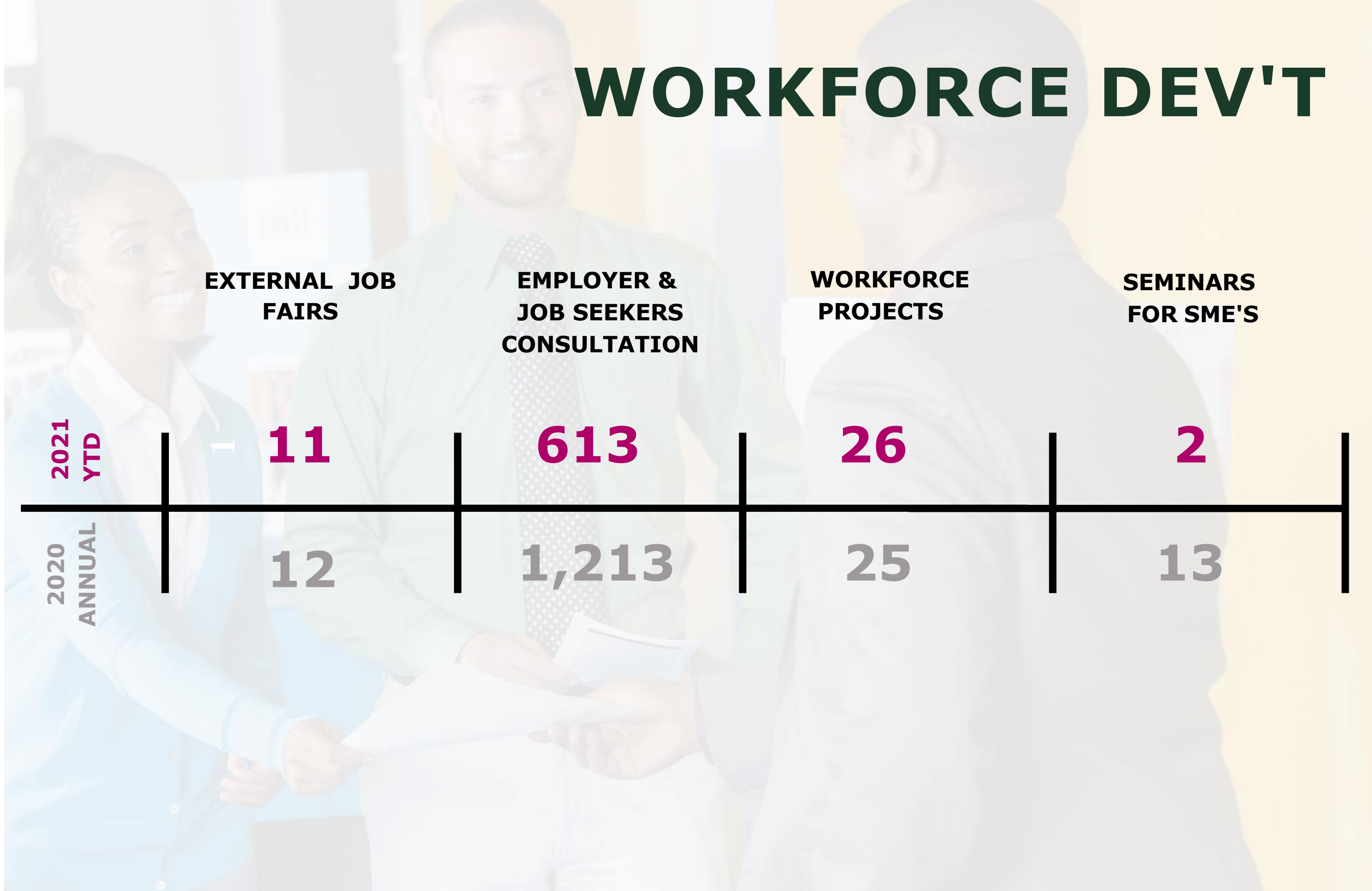
10K sq. ft facility



Biotech firm developing, manufacturing, and distributing non-woven filtration material for N95, N99 mask production and other PPE.





FANSHAWE



JOB PORTALS

2021

	AVG. NO OF COMPANIES	AVG. NO OF JOB TITLES
	65	317
	40	213

MANUFACTURING JOBS

TECH JOBS

**10,488 users
up 202%**

**15,686 users
up 155%**

**98,518
pageviews up
217%**

**180,709
pageviews up
84.3%**



web.isodes



Blue Aardvark GRAPHIC DESIGN



Sagemcom

Speak

ENGAGE

	INBOUND INQUIRIES	MEDIA HITS	EVENTS & WEBINARS	PAGE VIEWS
2021 YTD	502	88	19	207 K
2020 ANNUAL	128	250	19	193 K

SOCIAL MEDIA



24,722 Overall Audience



1,157,087 Impressions



63,000 Social Engagements



Don't Tell Toronto Campaign

**Launched in Feb 2021
to attract
experienced and skilled
talent to help
fill London's
growing industry of
health and tech.**



**Continues
to attract
talent and drive
traffic to
LEDC's website.**

FILM LONDON

FILM LONDON

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One stop. For reel.

FILM IN LONDON, CANADA

London, Canada

WE'VE GOT EVERYTHING YOU NEED
TO STARTING FILMING TODAY.

[LOCATIONS](#)

[RESOURCES](#)

[TALENT/CREWS](#)

FILM LONDON

- ✓ Website launched in September
- ✓ 4,000 + page views in 3 weeks
- ✓ Landed more than \$2 M in film production in 6 months on the job
- ✓ Working with the FCFF & the OSCC Project Pitch





Thank You



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