

INFORMATION REPORT

TO:	Mayor and Members General Issues Committee
COMMITTEE DATE:	January 17, 2018
SUBJECT/REPORT NO:	Colombia Trade Mission (PED18027) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Jennifer Patterson (905) 546-2424 Ext. 4475
SUBMITTED BY:	Glen Norton Director, Economic Development Planning and Economic Development Department
SIGNATURE:	

Council Direction:

Not Applicable

Information:

Hamilton–Niagara Mission to Colombia, September 2 to 9, 2017

The City of Hamilton, in partnership with the Region of Niagara, led a trade and investment mission to Colombia aimed at building business opportunities and strategic connections tied to local key industry sectors. This partnership organized Ontario's only trade and investment mission to Colombia in 2017.

Partnering with the Region of Niagara, the City of Hamilton mission's objective was to establish positive and proactive business to business meetings; identify bilateral trade opportunities; and, identify and meet with foreign direct investment leads while in Colombia that are beneficial for all.

This mission was focused on the following:

- **Trade opportunities:** Further to the export forum that was held in early 2016 to facilitate the interest expressed by our business community and some of our community partners.

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- **Investment Opportunities:** Follow-up on the leads generated from our investment program as well as the “Bring It On Colombia” and opportunities developed through our relationship with ProColombia. These investments can be in the form of direct investments, joint ventures, access to expertise through strategic partnerships or even development of joint start-ups i.e. B2B Meeting sessions and promotion of our International Soft Landing Program.
- **Government Relations:** Build on the strong investment / trade focused relationship that has evolved following our regions’ investment focused program around the Pan Am Games i.e. investment / trade relationship with the ProColombia office in Toronto; Hosting Ambassador Nicolas Lloreda, and María Isabel Mejía Jaramillo of the Ministry of Information Technologies and Communications of Colombia, whereby the City and Region announced a bilateral information and communications technology partnership; our regional familiarization tour for representatives of the City of Barranquia; Colombia Canada Chamber of Commerce and City of Bogota.
- **Knowledge Transfer:** Build on the relationships that have already been established and those being explored:
 - **McMaster University** – Memorandum of Understanding (MOU) with the Nursing Association in Colombia; joint research opportunities i.e. Zika – Infectious Disease; explore further opportunities in the areas of health sciences and manufacturing materials.
 - **Mohawk College and Niagara College** - targeting Colombia for international students; opportunities in cross cultural training programs in Mohawks Language and Cultural Centre; and, developing research partnerships. Niagara College will be building on the relationships already established in market.
 - **McMaster Innovation Park** – MOU with Ruta N, a striking new office complex and incubator-type tech centre and a “landing zone” for foreign firms looking to set up quickly. Ruta N is a corporation created by the City of Medellín to promote the development of innovative technology-based businesses. It is supported by public and private organizations, educational institutions and various science and technology organizations. <http://www.rutanmedellin.org/en/>. Final MOU to be signed by Mayor while in market.
 - **Pipeline Studios** – Pipeline looked to Colombia as a means to build capacity by developing training programs to help feed their workforce and expand their business presence. Their Medellín studio has become a full production outlet and now employs 45 animators.

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- **Intelligent Communities / Smart Cities** – Mayor Eisenberger leading an Intelligent Communities Task Force; Blue Ribbon Task force on Workforce Development and Training.

The Hamilton-Niagara Delegation:

Hamilton-Niagara Delegation	In-Market Representation
Air Canada / Cargo Jet	Air Canada - (Bogota)
Brock University	Canada-Colombia Chamber of Investment & Trade
City of Hamilton	DHL - (Bogota)
City of Welland	Export Development Canada, Located in Bogota
Industrial Encoder Corp.	Global Affairs Canada / Consulate Representatives, located in Bogota
International Sew Right	Navigator (PR Firm)
Kubes Steel	Pipeline Studios
McMaster Innovation Park	ProColombia
McMaster University	Representatives from the Cities of Bogotá; Medellín and Barranquilla
Mohawk College	
Niagara College	
Niagara Region	
Nix Sensors	
Pipeline Studios	
Transport Corp.	
WP Warehousing Inc.	
Xeist Inc. Inc.	

**All industry and community partners provided a company profile and details on their interest in the Colombian market - the B2B program was developed to target their needs while in market.*

In-Market Support: The Hamilton-Niagara Partnership was also awarded Invest Canada Community Initiatives (ICCI) funding that was used to hire in-market consultants (Tattica Group) who assisted with lead generation (supporting our investment attraction efforts). They assisted with coordination on all in-market logistics (hotel, ground and air travel between cities) and liaised with our in-market government partners (TCS; EDC and local connections within each of the cities) to arrange the B2B partner meetings and site visits to local industry, industry associations and educational institutes.

ICCI funding was also utilized to produce marketing support materials to assist our team while in market.

Summary of Outcomes:

1. The Hamilton-Niagara team visited three of Colombia's major cities in five days: Bogota, Medellin and Barranquilla.
2. The Hamilton-Niagara team and in particular, Mayor Eisenberger, were hosted by City officials from all three Cities. Both the Cities of Barranquilla and Medellin provided City tours highlighting key initiatives. Barranquilla showcased the redevelopment of their waterfront and the delegation had the opportunity to tour and ride Medellin's very impressive transit system.
3. The Mayor from the City of Soledad (Soledad is located within the Atlántico Region, and part of the metropolitan area of Barranquilla) arranged for representatives to meet with Mayor Eisenberger to discuss further economic development opportunities between the two Cities. Soledad is also the location of Ernesto Cortissoz International Airport, the most important airport in terms of infrastructure in the northern part of the country and the first in terms of cargo movements.
4. The Hamilton-Niagara delegation made over 107 unique contacts, representing various industries, academia and government. All connections had an interest in the Hamilton-Niagara Region for investment, trade or potential partnerships.
5. Throughout the week, the team made formal presentations to five unique organizations: Cámara de Comercio de Barranquilla; Ruta N; Intersoftware; Sikuni; and, Fedesoft. Each organization represented a number of companies with an interest in the Hamilton-Niagara Region. Presentations highlighted the opportunities for investment, international soft landing, trade, as well as potential partnerships with our industry and educational partners. Since returning from the mission, 11 companies have reached out to the City of Hamilton for further details on our International Soft Landing Program and one company with an interest in a partnership with McMaster University. Two companies committed to coming to Hamilton before the end of 2017.
6. An MOU was signed between McMaster Innovation Park and Ruta N that will further strengthen ties between the two regions and will formally establish a solid working relationship in order to move business initiatives forward. This would also include international soft landing initiatives.
7. A meeting was arranged with our in-market government representatives from Global Affairs Canada and Export Development Canada. Some of their team assisted with arranging in-market B2B meetings for the Hamilton-Niagara delegation and co-hosted a special industry reception while in Bogota. Over 30 companies and community representatives participated in this event.

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8. The Hamilton-Niagara team had also extended an invitation to the President of the Cámara Colombiana del Acero, Colombia Chamber of Steel, to attend our reception. At the event, they presented Mayor Eisenberger with a copy of the spring edition of their magazine that had a great article on Canada, in particular on Hamilton's Steel Industry: https://issuu.com/infoacero/docs/infoacero_ed12_final_para_issuu. Staff are working with this group in preparing a program to host a Colombian Steel Industry Delegation who will visit our region in the Spring of 2018.
9. ICCI funding was also utilized to hire a Public Relations firm (Navigator) to garner media coverage. This mission has garnered noteworthy niche media coverage in Canada and Colombia coming in at more than nine million media impressions. In Canada news, the trade mission was the subject of national news attention, including local news networks in the Hamilton-Niagara Region. Print media in Canada generated close to a million impressions, coupled with radio and TV interviews which reach more than six million Canadian Households. Overall, the coverage garnered nearly 7.5 million potential impressions generated across Canada from the mission to Colombia. In Colombia, major newspapers from the three cities visited published stories detailing the new partnership. Furthermore, two of the most influential business magazines published articles on the newly formed trade ties. For a more detailed summary of the Canadian and International coverage of the trade mission (see the attached Navigator Media Brief).
10. Part of the follow-up to this mission, the Hamilton-Niagara team invited representatives to meet again at their Toronto Global Forum (TGF) which took place from October 31 to November 1, 2017. Hamilton and Niagara Region are annual sponsors of the TGF and this year's event had a large delegation attending from Latin America and in particular, Colombia. In fact, Juan Manuel Santos Calderón, the President of Colombia, attended the forum and joined Mayor Eisenberger along with several other high profile delegates during this luncheon.
11. The team also invited a Colombian delegation to participate in the LABTI Breakfast that was held the morning of November 1, 2017. This breakfast theme was "Pacific Alliance and Mercosur – Bridges to Bilateral Trade". This offered another opportunity for our community partners and industry to network with other representatives from Colombia but also other Latin America trade offices and consulates. We also had a member of our delegation represented on the panel.

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The Hamilton-Niagara team have received nothing but positive feedback from members of the delegation:

“Thank you again to you and your team for your efforts and professionalism that made the mission a success. Dean and I feel we made contacts that will serve Kubes Steel well into the future. Please consider us for any future business development initiatives.”
Joe Kubes, President of Kubes Steel

“Thank you so much for planning our trip. I have made some great contacts and will be going back to Colombia in November to follow up on a number of leads.”
Joseph D'Amico, President of Transport Corp.

Colombian counterpart organizations (primarily universities and colleges) were provided sufficient background on the College to enable fruitful discussions with prospective partners. This has already resulted in an increased volume of communications between the College and Colombian counterparts.

Abbas Sumar, Associate Director, Global Strategy –Niagara College

In fact, Abbas Sumar, Associate Director of Global Strategy for Niagara College has provided a copy on his Mission Report and the following is a summary of his results:

Of the meetings and leads generated by the Hamilton-Niagara-Welland partnership for Niagara College, several are under internal review for further action, noting the varying time horizons associated with each pursuit. Each organizational partner brings with it a host of opportunities however cultivation will require a long-term time frame to identify opportunities for joint action as well as potential funding sources to support the undertakings. Potential partnerships under review include:

1. Universitaria ITSA: Joint Programming, Applied Research, Faculty and Student Exchange, Development Project Management.
2. EAFIT University: Joint Programming, Applied Research, Faculty and Student Exchange, Development Project Management, External Program Delivery.
3. ProAntioquia: Private-based Public Policy and Advisory Body, serving as a Development Project Management partner.
4. Trade Commission Service: General Market Support, Guidance and Trade Facilitation.

In Conclusion:

This mission was well in-line with our Foreign Direct Investment (FDI) and Business Attraction Program for 2017: Targeting off-shore markets for investment and trade and

focused on the key industry sectors that are identified in the 2016-2020 Economic Development Action Plan. This mission supported the City of Hamilton's FDI program in that it has:

- Enhanced business expansion and retention activity by complimenting Economic Development's annual work plan ensuring strategically targeting key industry sectors that are poised for further growth.
- Supported local SME's as they will benefit through this trade and export-oriented program – which is another means for industry growth.
- Generated further awareness internationally of the Hamilton –Niagara region and the collective value proposition as a premier North American business location.
- Strengthened and promoted Hamilton-Niagara on the international stage through strong collaboration with government partners.
- By pursuing investment attraction, we will continue to strengthen Hamilton's competitive position and relationships through participation in strategic investment focused Alliances and partnerships – in this case, partnership with Niagara Region.
- Lastly, this program promoted and supported the City of Hamilton's "Strategic Priority – "Economic Prosperity and Growth."

APPENDICIES AND SCHEDULES ATTACHED

Appendix "A" to Report PED18027 – Navigator Media Brief

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