

NAVIGATOR

Navigator Media Brief

Invest in Hamilton

Canadian and International Coverage of the Hamilton-Niagara-Welland

Trade Mission to Colombia

September 15, 2017

Executive Summary and Impact

The Invest in Hamilton-Niagara trade mission to Colombia has garnered noteworthy niche media coverage in Canada and Colombia coming in at over nine million impressions.

A selectively targeted group of news publications engaged a broad, Canadian and global audience highlighting the mission's goal and its trade participants who visited the cities of Barranquilla, Medellin and Bogotá from September 2 to 8, 2017.

The media narratives sent a clear message to stakeholders in Ontario, Canada and Colombia about the importance of civic leaders forging new markets of opportunity for their municipalities and the businesses in their community.

This media coverage showcases an important business development investment, not only differentiating you from competitors but having the mission named and written about in trusted publications, cements confidence in your brand and the work you are doing in economic development.

Before this trip, Hamilton-Niagara was not getting the lion share of coverage larger municipalities regularly receive from the national press. This report demonstrates that your region can get prime time coverage on the same media platforms. This placement increases the public perception of your size and audience reach, which can serve as a real drawing card for future business development.

The collaborative partnership between the trade mission team and Navigator's Colombia media team ensured reliable messaging reached a Canadian and global network of media influencers who helped shape the conversation.

Navigator's advance work with journalists ahead of the trade mission, was key to this success. Many of the trade mission participants are not widely known among business journalists in Colombia so it was important to seed interest before the trip, sharing profiles of the businesses and leaders attending as well as pitching, securing and scheduling interviews prior to the teams' arrival.

It is important to note that while physical face-to-face interviews can appear to provide a more tangible result of media coverage while on the ground, all interviews in Colombia were conducted by phone to address time and travel constraints. As you will see from the report below, these interviews proved effective in South American coverage.

Moving forward, for the next trade mission trip, Navigator recommends finding the financial resources to adequately staff your next trade mission trip with a media liaison to assist you with scheduling of interviews and ensure media opportunities can be coordinated more smoothly on the ground rather than working from a remote location.

Finally, your positive messaging has helped to dispel any long-held myths about the region and has reframed your civic narrative of a region that is leading the way nationally when it comes to forging new trade markets for its businesses and citizens.

Volume

Navigator identified several posts from different platforms in mainstream media outlets related to the trade mission. The media coverage in Canada generated positive attention for the Hamilton-Niagara region and displayed the cities initiative. Moreover, the trade mission was covered thoroughly in Colombian cities, as major national and local news organization published stories on the newly formed partnership. In both, the articles and interviews had a significant reach on their respective local populations.

Canadian News Content

In Canadian 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. Detailed below, is reach the major stories had in Canada:

The *National Post* published a story on Mayor Eisenberger's pioneering trip to Colombia seeking economic and business opportunity, given the ongoing NAFTA negotiations. The *National Post* has a national audience with a weekly circulation of nearly a million people. The *National Post* article was also published in the *St. Catharines Standard* and *Welland Tribune* generating local media buzz. The story garnered further attention running in the *Financial Post*, *Chronical Herald* and *Metro News*.

The Hamilton Spectator published a story specifically on the Mayor's trip, and the relationships he has developed in South America after hosting the Pan-Am Games. *The Spec* is a trusted Hamilton paper that has an average weekly circulation of 398,000. *Global News* also published a story which attracted mainstream media attention and social media engagements, generating 8 Facebook engagements, three Twitter shares and 54 LinkedIn shares.

The Welland Tribune, a local Niagara region news organization, published an article recapping the Hamilton-Niagara partnership which travelled to Colombia. *The Tribune* is a *Postmedia* affiliate and has a weekly readership of more than 300,000 people. The *Niagara Falls Review* also published a story and that had sixteen Facebook engagements.

Before the Niagara region delegation left for Colombia Mayor Eisenberger did an interview with *Bloomberg TV Canada*. *Bloomberg TV Canada* is the Canadian affiliate to Bloomberg, a U.S. based financial news company, which is nationally broadcasted business news channel, reaching more than six million Canadian households.

The Hamilton Mayor also did an interview with Bill Kelly on *AM900 CHML*, a Hamilton radio station, recapping his trip to Colombia and how he sees the process moving forward. *CHML*, also a *Global News* affiliated, has a weekly reach of 63,800 people. The interview was also posted on their Twitter page, which has over fourteen-thousand followers.

Overall, the coverage garnered nearly 7.5 million potential impressions were generated across Canada from Mayor Eisenberger's trade mission to Colombia.

Colombian News Content

While Pope Francis' trip to Colombia the week prior took some of the spot light from the Mayor's trip, there was still broad coverage across Colombia. Major newspapers from the three cities Mayor Eisenberger visited, Barranquilla, Medellin and Bogota, published stories detailing the new partnership. Further, two of the most influential business magazines published articles on the newly formed trade ties.

Portafolio, the leading Colombian business newspaper, published a story detailing Colombia's new economic relationship with Hamilton. *Portafolio* is Colombia's most influential business and economic newspaper in Colombia. It is distributed nationally and read by 600,000 people, including policy makers and top executives.

Dinero Business Magazine published a similar article to *Portafolio*. *Dinero* is also a well-respected business and economic magazine distributed twice a month. *Dinero* has 300,000 subscribers and is read by over 600,000 people.

El Herald, a Barranquilla based newspaper, posted an article on the Mayor's trip and will be publishing further articles based on an interview they conducted with the Mayor. *El Herald* is distributed across the north coast of Colombia including, Barranquilla, Cartagena and Santa Marta, and is considered the most trusted newspaper in the region. It has 111,000 subscribers and is by 250,000 people.

El Mundo of Medellin published a story about strengthening relations between Canada and Colombia. *El Mundo* is the second most read newspaper in the Medellin area with 43,000 subscribers and 60,000 daily readers.

Below you can find a summary of the selected articles and interviews. For links to the full articles and to the radio and TV interviews see the Appendix.

Media Scan

Below are brief summaries of the major Canadian articles and interviews Navigator identified.

[Trump's NAFTA threats spur municipality's trade delegation to Colombia: *Canadian Press* – August 31, 2017](#)

Speaking from the Colombian capital of Bogota, Eisenberger said his city and Niagara are trying to build a relationship with the South American country. As NAFTA negotiations continue and President Trump's support of the agreement continues to waver, Eisenberger believes municipalities need to be more aggressive pursuing foreign economic opportunities. Eisenberger led a 12-day delegation through three Colombian cities with representatives from Air Canada Cargo, Kubes Steel, McMaster University and Mohawk College. The Pan-Am Games allowed Eisenberger to establish relationships with business people from the Americas, specifically Colombia. The relationships have developed and could soon see joint economic and business ventures.

[Mayor on trade mission: *The Hamilton Spectator* – August 24, 2017](#)

The delegation Mayor Eisenberger is leading signed a memorandum of understanding with Colombia to strengthen business ties. The mission Eisenberger said is to “solidify new business connections, nurture investment leads, and ultimately create new jobs for this city.” Jennifer Patterson, the senior development consultant from the city’s economic development office, joined Eisenberger along with local business owners, academics and government officials.

[Niagara economic development officials to return from Colombia trade mission: *The Welland Tribune* – September 8, 2017](#)

Welland’s economic development officer, Lina DeChellis, was a part of the international trade and investment mission wrapping up in Colombia. The mission was aimed at exploring new business opportunities for trade and investment. Accompanying the economic development officer were Tim Reynolds, manager of trade and investment, and Abbas Sumar, Niagara College’s associate director of global strategy.

[How did the trade mission to Colombia go?: *AM900 CHML* – September 13, 2017](#)

Working with Pro Colombia, the national economic development arm and Economic Development Bogota, Fred Eisenberger, and the Niagara region delegation, signed a memorandum of understanding. Eisenberger looks forward to working with Colombia, a modern city looking for an investment opportunity, and sees great promise moving forward. He went on to say that Pipeline Studios, which has a big presence in Hamilton, has already begun training employees in Colombia, demonstrating the direct link the two regions already have.

[Hamilton boosts trade with Colombia Amid NAFTA uncertainty: *Bloomberg TV Canada*– August 22, 2017](#)

Amid uncertainty with surrounding NAFTA, the Hamilton-Niagara region is exploring investment opportunities in Colombia. The Hamilton-Niagara region and Colombia have many economic similarities including their agribusiness and their development of advanced manufacturing. The Mayor conveyed his excitement for the opportunity, emphasizing that the relationship could be mutually beneficial, increasing employment and modernizing each other’s economies.

Appendix

Canadian Media

Trump's NAFTA threats spur municipality's trade delegation to Colombia

The Canadian Press

August 31st, 2017

Colin Perkel

<http://nationalpost.com/pmnn/news-pmn/canada-news-pmn/trumps-nafta-threats-spur-municipalitys-trade-delegation-to-colombia>

Mayor on trade mission

The Hamilton Spectator

August 24th, 2017

<https://www.thespec.com/news-story/7515772-mayor-on-trade-mission/>

Niagara economic development officials to return from Colombia trade mission

Welland Tribune

September 8th, 2017

<http://www.wellandtribune.ca/2017/09/07/niagara-economic-development-officials-to-return-from-colombia-trade-mission>

Hamilton boosts trade with Colombia amid NAFTA uncertainty

Bloomberg TV Canada

August 22nd, 2017

<http://bloombergtv.ca/2017-08-22/news/hamilton-boosts-trade-with-colombia-amid-nafta-uncertainty/>

How did the trade mission to Colombia go?

AM900 CHML

Bill Kelly Show

September 13th, 2017

<https://omny.fm/shows/bill-kelly-show/how-did-the-trade-mission-to-columbia-go>

International Media

Portafolio

Tecnología nacional atrae a Canadá (National technology attracts Canada)



Dinero Business Magazine

Colombia recibe misión comercial desde Canadá

September 1st, 2017

<http://www.dinero.com/empresas/confidencias-on-line/articulo/colombia-recibe-mision-comercial-desde-canada/249478>

Dinero ECONOMÍA EMPRESAS PAÍS INVERSIONISTAS INTERNACIONAL EMPRENDIMIENTO OPINIÓN E

f t G+ in
0 0 0 0

🏠 ✉️ A+ A-



MISIÓN COMERCIAL | 2017/09/01 17:56

Colombia recibe misión comercial desde Canadá

Una misión comercial conformada por 14 empresarios de diferentes sectores productivos como son: hierro y acero, agroindustria, educación, alimentos y bebidas y tecnologías de la animación estará en Colombia. Los representantes de las industrias atenderán reuniones comerciales con empresas en Bogotá, Barranquilla y Medellín entre este 2 y 9 de septiembre. La misión comercial estará liderada por Fred Eisenberger, alcalde de la Región de Hamilton- Niagara. "Esta es una misión para consolidar las conexiones comerciales, fomentar la inversión bilateral y crear nuevas oportunidades de trabajo. Nuestro objetivo es explorar alianzas con empresas colombianas interesadas en oportunidades de crecimiento mutuamente beneficiosas que generen expansión y desarrollo de nuevos productos y oportunidades de trabajo para nuestros países", dijo el alcalde Eisenberger. Air Canada Cargo, Kubes Steels, Nix Sensors, Pipeline Studios, Tattica Group, MacMaster University, Niagara College y Mohawk College, son algunas de las empresas canadienses que hacen parte de la misión. ANDI, Fedsoft, Intersoft, Whimex, Sikuani, Universidades de Los Andes, Rosario y Atlántico son algunas de las empresas colombianas que se alistan a recibir a los empresarios canadienses.

CONFIDENCIALES

1 2 3 4 5 6 7 »» »

2017/09/12 14:06

El Heraldo of Barranquilla

Misión de empresarios canadienses

August 28th, 2017

<https://www.elheraldo.co/columnas-de-opinion/la-movida-empresarial-396827>

COLUMNAS DE OPINIÓN | Actualizado hace 1 meses

La movida empresarial



Empresarios canadienses llegarán a Barranquilla para estrechar lazos comerciales. Firms internacionales invierten en la Costa y en el país.

Misión de empresarios canadienses

Una misión comercial conformada por 14 empresarios de diferentes sectores productivos (como hierro y acero, agroindustria, educación, alimentos y bebidas y tecnologías de la animación) estará en Barranquilla, y los representantes de las industrias atenderán reuniones con empresas de la ciudad; además de otras en Bogotá y Medellín entre el próximo 2 y 9 de septiembre. La visita estará liderada por Fred Eisenberger, alcalde de la Región de Hamilton-Niagara, conocida como la "Herradura de Oro" debido a que es una de las zonas más pobladas e industrializadas de Canadá. "Esta es una misión para consolidar las conexiones comerciales, fomentar la inversión bilateral y crear nuevas oportunidades de trabajo. Nuestro objetivo es explorar alianzas con empresas colombianas interesadas en oportunidades de crecimiento mutuamente beneficiosas", destacó el alcalde Eisenberger. Entre las reuniones se destaca la que se tendrá con la Cámara de Comercio de Barranquilla, que será la apertura de encuentro comercial.

El Mundo of Medellin

September 5th, 2017

<http://www.elmundo.com/noticia/Colombia-y-Canada-fortalecen-relaciones-comerciales/358537>

 Cortesía

La misión comercial será encabezada por Fred Eisenberger, alcalde de la Región de Hamilton-Niagara, una de las zonas más industrializadas de Canadá.

Colombia

Una misión comercial conformada por 14 empresarios de diferentes sectores productivos estará en Colombia. Los representantes de las industrias atenderán reuniones comerciales con empresas en Bogotá, Barranquilla y Medellín entre el 2 y el 9 de septiembre de este 2017.

La misión estará liderada por Fred Eisenberger, alcalde de la Región de Hamilton-Niagara, conocida como la "Herradura de Oro" debido a que es **una de las zonas más pobladas e industrializadas de Canadá.**

"Esta es una misión para consolidar las conexiones comerciales, fomentar la inversión bilateral y crear nuevas oportunidades de trabajo. Nuestro objetivo es explorar alianzas con empresas colombianas interesadas en oportunidades de crecimiento mutuamente beneficiosas que generen expansión y desarrollo de nuevos productos y oportunidades de trabajo para nuestros países", dijo el alcalde Eisenberger.

Puede interesarle: Colombia trabaja decretos de control para frenar contrabando textil

Uno de los hechos más importantes de este encuentro será la **firma de un Memorando de Entendimiento en Medellín con Ruta N, cuyo objetivo es fortalecer las relaciones comerciales entre los dos países** y establecer una sólida unión de trabajo para impulsar las iniciativas empresariales, especialmente en negocios relacionados con innovación, ciencia y tecnología.

Relaciones comerciales entre Colombia y Canadá

Canadá fue en 2016 el país que más invirtió en Colombia, seguido de Estados Unidos y España. El año pasado sus inversiones en el país fueron por US\$2.1 billones lo que indica la confianza que tienen los empresarios canadienses en la economía nacional.

Asimismo, el flujo comercial se ha mantenido, especialmente desde 2010 cuando se firmó el Tratado de Libre Comercio (TLC) entre los dos países. El año pasado las exportaciones colombianas al país norteamericano totalizaron US\$388 millones mientras que se recibieron importaciones canadienses por US\$712 millones.

Colombia exporta principalmente café, carbón, flores, productos químicos y agrícolas. Las importaciones canadienses se basan en productos agroindustriales, químicos, maquinaria y papel.