



EXCHANGE



EDCO Corner

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Heather Lalonde, Ec.D.
EDCO Executive Director

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Engage with EDCO!

It is the time of year once again when EDCO Directors are assuming new chairmanships of committees and looking for EDCO members to assist them on various initiatives. This can be a very rewarding experience and you can dedicate as much or as little spare time that you have to better your association. Benefits to becoming involved include broadening your economic development network and getting to know your fellow members, sharing your economic development knowledge and even learning from others' experiences.

There are several committees which I have outlined below. I can tell you that many of the committees meet year round while others are event based. As you know, 2007 was a very exciting year for EDCO with the Local Economies in Transition Initiative. EDCO plans to continue with many of the projects launched last year which will transcend through many 2008 activities.

Please review the list below and if you have been considering becoming involved – now is the time. Contact the EDCO office for more information or the chairpersons listed. Remember, this is your association – become involved and benefit from your efforts.

EDCO Exchange – EDCO's electronic newsletter – Chair Lauren Millier – lmillier@millierdickinsonblais.com
 EDCO Directory – Co-Chair Norm Lingard – norm.lingard@caledon.ca & Kathy Weiss – kathy.weiss@kitchener.ca
 EDCO Annual Conference – Chair – Eleethea Marson – eleethea.marson@sudbury.ca
 EDCO Economic Development Awards – Chair – Jennifer Patterson – pattersonj@burlington.ca
 EDCO Website – Chair Paul Blais – pblais@millierdickinsonblais.com
 EDCO Membership Committee – Chair Robert Brindley – rbrindley@barrie.ca
 EDCO Professional Development Committee – Chair Cindy Symons-Milroy – csymons-milroy@oshawa.ca

For further explanation of each committee's mandate, please contact me at the EDCO office at edco@sympatico.ca or 613-931-9827. We are always open to new ideas and feedback from our membership.

At your service,
Heather Lalonde, Ec.D.
Executive Director

Provincial and Federal Government Initiatives

RURAL EASTERN ONTARIO BENEFITS FROM A \$10 MILLION GOVERNMENT OF CANADA INVESTMENT IN ECONOMIC DEVELOPMENT

CORNWALL, Ontario, February 18, 2008 --- Stormont-Dundas-South Glengarry Member of Parliament and Parliamentary Secretary to the Minister for FedNor. Guy Lauzon, on behalf of the Honourable Tony Clement, Minister of Health and Minister for FedNor, today announced a Government of Canada investment of \$10 million toward the renewal of the Eastern Ontario Development Program (EODP) for one year.

Today's announcement demonstrates our Government's commitment to addressing the challenges facing businesses and residents in rural Eastern Ontario," said Minister Clement. "Through this investment of \$10 million, our Government is promoting economic development in rural Eastern Ontario that will lead to a com-

petitive and diversified regional economy."

"The Government of Canada has set out a tangible action plan to create an entrepreneurial advantage for Ontario businesses," said Parliamentary Secretary Lauzon. "The Eastern Ontario Development Program and the Community Futures Program are two vital components of that plan."

Managed by FedNor, the regional economic development organization responsible for the Community Futures Program in rural Ontario, the EODP will be delivered by the 15 Community Futures Development Corporations (CFDCs) located throughout rural Eastern Ontario, as well as the Eastern Ontario communities to pursue the creation of a competitive and diversified regional economy through investments within five key economic development priorities-business and community development, access to capital, skills development, retention and attraction of youth, and technological enhancements.

"We are grateful for this latest commitment by the Government of Canada to the people of rural Eastern Ontario," added Allan Thom, Chair of the Eastern Ontario CFDC Network Inc. "The EODP has proven to be a major contributor to the successful development of business and job opportunities in the region and we are proud to carry on this important work."

To find out more about Ontario CFDCs and the EODP, visit <http://cfdc-ontario.ic.gc.ca>

For more information, please contact:

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Canada

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Ontario International Marketing Centre – Munich, Germany

Co-located in the Canadian Consulate in Munich



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As part of its Global Strategy, the Ministry of Economic Development and Trade (MEDT) has opened international marketing centres co-located in various Canadian High Commissions, Consulate Generals, Consulates and the Embassies. The general objective of each centre is to increase the awareness of the many business opportunities Ontario has to offer. This is achieved in a number of ways including corporate calls to encourage investment, assistance to

Ontario exporters at various events, and the establishment of contacts with local government and the media. This month's EDCO Exchange profiles the Munich Germany IMC office.

The Ontario International Marketing Centre (IMC) in Munich works to attract foreign direct investment to Ontario and to promote awareness of and access to Ontario-produced goods and services. The IMC builds

relationships with domestic media; develops government-to-government relationships and represents the economic interests of other Ontario ministries and agencies in Germany.

Territory and Background: Currently experiencing an economic revival with a booming manufacturing sector and decreasing unemployment. German companies are world-leaders in advanced manufacturing, the

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automotive sector and alternative energies like wind power and solar energy. There are still regional disparities with high-unemployment and ongoing restructuring of the traditional industries in the new German states to the east. The innovation-based expansion of the economy is being led by the two southern states (of 16 in total) of Baden-Wuerttemberg and Bavaria where over half of German patents originate and which produce 1/3 of the country's GDP. In the former east, the state of Saxony has a positive economic outlook and has attracted a core of photovoltaic cell manufacturers to the region.

Opportunities: Key sectors are Life

Sciences and ICT, where German companies are actively looking for partners in Canada, and Alternative Energies and Automotive/ Advanced Manufacturing where technology transfer is also of mutual benefit. Germany is also a centre of international trade shows like CEBIT (ICT), MEDICA (Life Sciences) and Hanover (Machinery, Advanced Manufacturing, Energy) at which the Ontario IMC represents Ontario. As a result the Munich IMC also promotes Ontario outside its territory and collects leads for other IMCs.

Our Partners: Ministries of Research and Innovation; Agriculture, Food and Rural Affairs; Environment; Energy; Tourism;

Northern Development and Mines; Small Business and Entrepreneurship; Training, Colleges and Universities; Municipalities and Economic Development Commissioners (e.g. Waterloo, Chatham, Windsor); Canada's Technology Triangle; Greater Toronto Marketing Alliance; Southwest Ontario Marketing Alliance; colleges and universities (e.g. Windsor, Toronto, Conestoga, St. Lawrence); German state governments and agencies; German Chambers of Industry and Commerce; Canadian Consulates in Munich, Stuttgart, Dusseldorf, Hamburg and Canadian Embassy, Berlin.

Latin America and the Caribbean Market Plan

Why Latin America and the Caribbean and Why Now?

In a foreign policy speech to the Canadian Club of Ottawa on February 6, 2007, Prime Minister Stephen Harper stated: "Our neighbourhood doesn't end at the 49th parallel – and neither do our interests. That's why we will seek to re-engage relationships throughout the Americas". As part of Advantage Canada - the Global Commerce Strategy (GCS) – and this Market Plan - aim to ensure that Canada maintains its economic strength and prosperity in the increasingly complex and competitive Latin America and the Caribbean (LAC) region¹.

The relationship that Canada has with the LAC region is often overshadowed by the closeness of the ties between Canada and the United States. Within the context of the GCS, and Canada's renewed commitment to the region, the country's objective is to boost its presence in LAC countries in order to advance its interests and contribute to building a more prosperous, democratic and secure hemisphere.

With free trade agreements (free trade agreements) in force with Chile and Costa Rica, the recent conclusion of negotiations with Peru and talks continuing with Colombia, the Dominican Republic, the Caribbean Community and Common Market (CARICOM) and the Central America Four (CA4)², Canada is well positioned to become an even

more significant player in the market.

The region is vast and diverse. From the oil and mineral-rich Andean sub-region to the agrarian lands of the Southern Cone or the tourist resorts of the Caribbean Islands and Central America, LAC offers a wide array of opportunities for Canadian businesses.

The level of economic development throughout Latin America and the Caribbean varies substantially from country to country, and also within each country. Haiti, for example, is the poorest country in the hemisphere while Chile and Argentina have reasonably high standards of living³.

Canadian businesses can benefit from the ability to sell their products to growing economies with an emerging middle class, thus promoting prosperity and market access through solid commercial relations;

Priorities and Objectives:

Canada's overarching objective is to engage proactively and creatively with the LAC region in order to secure its future prosperity within the hemisphere and to ensure its global competitiveness. Major objectives include growing Canada's market share in the region, increasing the number of Canadian companies that are active in the market, and boosting the value-added content of Canadian exports to this market.

Priority Sectors:

The sectors that have been chosen are those which offer the most growth potential over

the course of the five-year Market Plan, "up and coming" rather than "already established" sectors in LAC, where the Canadian Trade Commissioner Service can make a difference or have an influence, and where the utilization of limited departmental resources will bring the "biggest bang for the buck". When selecting priority sectors in the LAC region, three key factors are taken in consideration: clear market opportunity for Canadian companies in the sector; Canadian capability to exploit the market; clear, demonstrable Canadian interest in exploiting the market.

Through an extensive research and consultative process with Canadian Government trade missions in the LAC region throughout 2007, a pattern emerged that indicated that Canada's best opportunities for success generally lie within five "priority" sectors:

- Building products & construction (includes services)
- Electric power equipment & services
- Environmental industries
- Information & communications technologies
- Oil & gas equipment & services

Action Plan:

The Government of Canada, through the LAC Market Plan, will encourage more export-ready Canadian companies to pursue targeted opportunities in the region. Canadian companies need to be exposed to and convinced of the importance of the LAC market in securing future growth and improving their global competitiveness. This Plan

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will help to collectively increase LAC decision-makers' knowledge of Canada's capabilities and strengths.

In support of this marketing focus in the LAC region, the Department will, over time, enhance its ability to provide real-time market intelligence and in-market support through expansion of the trade network and the development of marketing and communication tools to help our Canadian SMEs (examples: Virtual Trade Commissioner (VTC), on-line sector market profiles). The Canadian Trade Commissioner Service (TCS) and its partners will also enhance their capacity to monitor, research, assess and influence trade, investment and economic policies and regulations through integrated

trade.

(An Excerpt from Market Plan - Latin America and the Caribbean)

For Additional Information:

wol@international.gc.ca
www.infoexport.gc.ca/ie-en/EmbassyCountryListing.jsp?rid=14

The Government of Canada has prepared this report based on primary and secondary sources of information. Readers should take note that the Government of Canada does not guarantee the accuracy of the information contained in the report, nor does it necessarily endorse the organizations listed

herein. Readers should independently verify the accuracy and reliability of the information.

¹ This Market Plan does not specifically include Brazil, or Mexico; separate Plans have been prepared for each of these two markets. For this Market Plan the LAC region includes Central America (Belize, Guatemala, Panama, Costa Rica, Honduras, El Salvador, Nicaragua), the Caribbean (Bahamas, Cuba, Dominican Republic, Haiti, St Kitts and Nevis, Suriname, St Maarten, Caymen Islands, Grenada, Jamaica, St. Lucia, Dominica, Trinidad & Tobago, Barbados, Guyana, St Vincent & the Grenadines, Turks & Caicos), the Andean Region (Bolivia, Peru, Colombia, Venezuela, Ecuador) and the Southern Cone (Argentina, Uruguay, Paraguay, Chile).

² The CA4 includes El Salvador, Guatemala, Honduras and Nicaragua.

³ According to November 2007 UN Human Development Index, Argentina placed 38th of 177 countries, Chile 40th.

Beyond the City Lights Rural Tourism Conferences

Don't Miss the Beyond the City Lights Rural Tourism Conferences



"Beyond the City Lights" Conferences have been held throughout the province for the past several years. These conferences provide the opportunity to explore industry trends, hear about tourism success stories and pick up marketing ideas and strategies.

Regional staff with the Ontario Ministry of Agriculture Food and Rural Affairs (OMAFRA) have partnered with local tourism organizations to host and present these conferences. The local planning committees have developed exciting, informative and practical programs for those involved in tourism.

Each event has a unique theme and will feature presentations on topics such as: making connections in business, delivering exceptional guest experiences, creating powerful partner-

ships, packaging for profits and maximizing your marketing efforts. Each conference will also feature the ever-popular panel of local business owners and festival coordinators sharing their success stories. Networking, brochure swaps and exhibits are also a part of the events.

The Conferences will be held this spring at:

April 16 - **"Connection, Attraction, Satisfaction, Tourism Excellence"**

- Lakeview Arts Barn, Bobcaygeon

April 23 & 24 - **"A Recipe for Tourism Success"**

- Pelee Days Inn, Leamington

April 29th - **"Making a BIG DEAL of Customer Service"**

- Casino Rama

May 5 - **"Creating the 'WOW' Experience"**

- St. Marys Golf and Country Club, St Marys

Register today, as space is limited!

Download the full Program schedules and registration forms at:

www.omafra.gov.on.ca/english/rural/bclights/btcl.htm

Kathy Simpson,
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EDCO

ECONOMIC DEVELOPERS COUNCIL OF ONTARIO

March 2008 Membership

EDCO would like to welcome the following new members:

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millierdickinsonblais inc.

Experience. Leadership. Results.

We Want You on Our Team.

Millier Dickinson Blais Inc. is one of Canada's leading economic development consulting firms, with offices in Toronto, Hamilton and Sydenham. Established in 2007, the firm works on economic development initiatives for public and private clients across Canada and around the world. For full details, see our website at www.millierdickinsonblais.com. Millier Dickinson Blais has a strong track record of success, and a growing list of

clients. To help meet the increasing demand for our company's services, we are looking for three new members of our team:

Senior Consultant

A highly skilled economic developer and outstanding communicator, the individual filling this senior role will have at least ten years experience in the profession and a solid academic background in a relevant field. In this role, she or he will lead and manage consulting projects, deal directly with clients and partners and prepare project and funding propos-

als. The successful candidate will possess an excellent work ethic, strong writing skills and the ability to both work independently and supervise staff on projects across the country. Travel will be required. The successful candidate will have a valid driver's license and be familiar with a Microsoft Office environment. This position has a target salary of \$65,000 to \$75,000 plus a generous benefits and bonus program. The successful candidate may choose to work from any of the firm's offices. Application deadline for this position: March 31, 2008.

News and Events

Associate Consultant

This support position requires an individual with outstanding research, communications and writing skills. In this role, the successful candidate will work alongside the firm's partners and senior consultants to provide intelligence and analysis to ongoing consulting projects across Canada and around the world. The ideal candidate will have 1-2 years professional experience and a solid academic background in a relevant field. Able to work independently, she or he will be flexible, creative, precise and professional in their approach to work. Occasional travel will be required. The successful candidate will have a valid driver's license and be familiar with a Microsoft Office environment. The position has a target salary of \$36,000 to \$42,000 plus a generous benefits and bonus program. The successful candidate may choose to work from any of the firm's offices. This job has closed.

Communications and Operations Coordinator

This support position requires an individual with a background or training in public relations, communications or marketing. The successful candidate will assist with the production and distribution of marketing materials and web resources, coordinate the publication of the firm's reports and proposals and manage a range of inter-office communications and performance tracking mechanisms. She or he will possess relevant technological skills, outstanding written and verbal communications abilities and a strong work ethic. The successful candidate will have a valid driver's license and be familiar with a Microsoft Office environment. The target wage for this position is \$12 to \$14 per hour, plus a generous benefits and bonus program. The successful candidate may choose to work from any of the firm's offices. Application deadline for this position: April 7, 2008.

All positions offer the opportunity to build a career with a successful and rapidly expanding company, with opportunities for promotion and professional development. Come grow with us!

Interested candidates should submit a detailed résumé with a full covering letter outlining their interest in the relevant position to Millier Dickinson Blais Inc., 172 King Street East, 3rd floor, Toronto, ON, M5A 1J3 by the date specified in the position description. For further information, please e-mail info@millierdickinsonblais.com. Applications by e-mail will be accepted at this address, but should be followed by a hard copy version.

Advertise in the Exchange

The EDCO Exchange is a key communications piece for the organization and the economic development profession in the Province of Ontario. Designed to inform and educate our members about EDCO activities, key issues and initiatives affecting the profession and the ongoing programming efforts of provincial and federal economic development ministries. The EDCO Exchange is a publication not to be missed. Widely read, the Exchange is published ten times per year and delivered to almost 500 EDCO members that include federal and provincial government ministries, local and regional economic development staff, as well as private industry.

Advertising opportunities are now available in the Exchange.

Interested parties should contact Heather Lalonde at edco@sympatico.ca for advertising rates.