



TORONTO REGION RESEARCH ALLIANCE



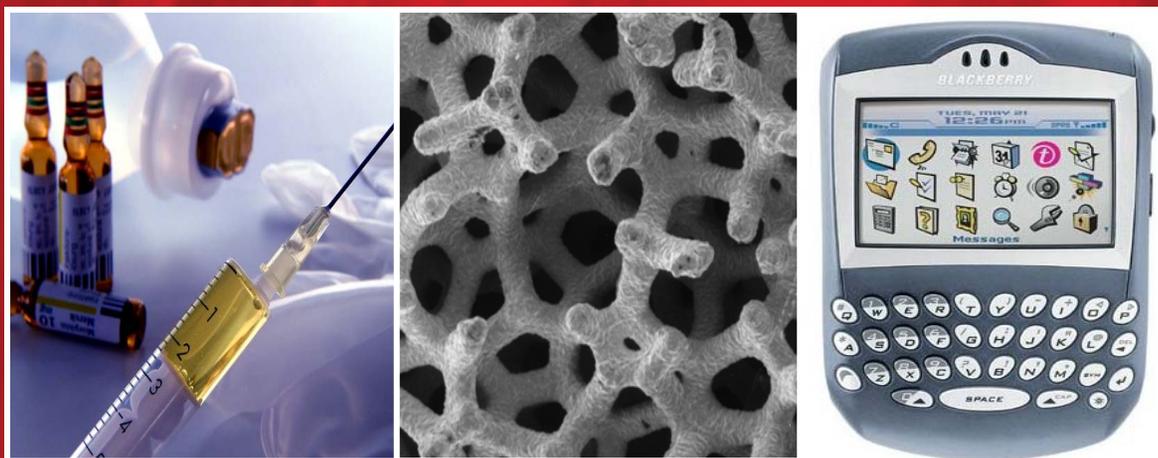
**Presentation to
Economic Development Committee
Town of Markham**



AGENDA

1. Mission/Vision
2. Background
3. Operations
4. Regional Branding and Messaging
5. Key Advantages to Markham

Breakthrough Innovation



MISSION / VISION

Make the broader Toronto region a world leading centre for research & research intensive industry by:

- **Building public and private research capacity**
- **Enhancing the commercialization of research**
- **Attracting research-intensive companies and working to retain/expand those already here**
- **Creating awareness of the importance of research & innovation**

In particular:

- **Destination of choice for leading researchers**
- **Sustained public & private investment in research**
- **Have one of the highest levels of corporate r&D spending in the world**
- **Interconnected network of researchers, entrepreneurs, tech transfer and investors**
- **Lead this country and North America in our ability to transform discovery into commercial success**
- **Have a worldwide reputation for research excellence**
- **Be an opportunity rich area for investors**
- **Have an unmatched collaboration culture**

BACKGROUND

2005

Group of concerned leaders (including academic presidents, mayors and business leaders) want action in response to doubts about the Region's economic future – they see an opportunity to focus on R&D as an Economic Driver. This group includes:

Don Cousens

Dan Fortin (IBM)

Rick Miner (Seneca)

And about 30 other leaders from around the Region

BACKGROUND Con't

2005

The Group (originally as volunteers only) approaches all orders of government as well as academia, hospitals and leading private sector companies for start-up and core funding.

Markham agrees to be a core funder

As do:

Federal government (roughly 1/3)

Provincial government (roughly 1/3)

Regional Stakeholders (roughly 1/3)

- 3 local governments**
- 20 Hospitals**
- 8 universities**
- 7 colleges**
- 15 major private sector companies**

BACKGROUND Con't

Oct 2005

TRRA officially launched by Premier McGuinty.

Ross McGregor appointed CEO and a Business Plan established.

March 2007

Finish first full operating year

April 2007

**Publicly launch Regional Brand and hold first 'CEO Call to Action'
Event that attracts 150 senior executives from the Region**

TRRA FUNCTIONAL STRUCTURE

Investment Attraction

**Research Capacity
Building**

Supported By:

Communications

Research & Analysis

Investment Attraction

- **In-depth industry knowledge and networks**
- **Coordinated marketing of region's R&D advantages**
- **Cultivation & sales strategies**
- **One-to-one direct sales to prospects and multi-national firms already in region**
- **Indirect selling to key intermediaries**
- **Key conferences, trade missions, industry events**

Research Capacity Building

- **Ensure sustained and competitive public research investment and improved regional share**
- **Accelerate investment and capacity building in priority research areas**
- **Facilitate joint industry/academic research**
- **Address industry R&D investment barriers**
- **Enhance access to early stage VC & promote technology transfer best practices**

Communications and Public Awareness

- **Foster regional culture of innovation**
- **Promote regional industry and research successes**
- **Toronto Region Research Summit**
- **Media relations**
- **Targeted stakeholder communications**
- **Toronto region R&D brand and story**
- **Strong web presence to promote region**
- **Targeted marketing and sales materials**
- **Writing and design**

Research & Analysis

- R&D fact base
- Assess research capacity & strengths
- Policy research & analysis
- Competitive intelligence & Competitor benchmarking
- Annual report on regional innovation performance
- Industry analysis
- Identify high potential target firms for recruitment and other company analysis to support sales

KEY OPERATING PRINCIPLE: BE COLLABORATIVE

Investment Attraction Working Group has:

- Stephen Chait (Markham)
- GTMA
- Burlington
- CTT (Waterloo)
- Mississauga
- City of Toronto
- MEDT (Province)
- Industry Canada
- Foreign Affairs and International Trade Canada

Meets quarterly with frequent contact in between meetings

Collaboration cont'd

Research Capacity Building has Research Working Group with key VP's from most universities, colleges and hospitals (including Seneca and York)

Other working groups drive Communications and Research

KEY ACHIEVEMENTS IN FIRST YEAR

- 1. Established strong collaborative network (over 100 organizations in region)**
- 2. Developed R&D Branding and Visual Identity**

**TORONTO
REGION** 
ACCELERATE INNOVATION.



KEY ACHIEVEMENTS IN FIRST YEAR

1. Established strong collaborative network (over 100 organizations in region)
2. Developed R&D Branding and Visual Identity
3. Produced initial marketing materials and enhanced website
4. Compiled first edition of regional fact base
5. Early advocacy for NRC centre here
6. Intense advocacy for strong incentives (also compiling Directory of Incentives and Support Services)
7. ICT Benchmarking Study, Adv Mfg Study
8. Pan Canadian Alliance to critique federal Science & Technology Strategy (when it gets released)
9. Strong sales support for impact on region of several acquisition situations, including AMD
10. Sales contacts with 150 R&D intensive companies and 4 small successes

KEY REASONS FOR MARKHAM'S CONTINUING SUPPORT

General:

- **Strong support for Markham's high-tech brand – your economic future is tied to how well you do in research-intensive industries**
- **Help with advocacy on R&D issues of great importance to Markham**
- **Regional approach is key to long term future of us all**

Specific

4. **Will result in investment in Markham (new, expanded, retained)**
 - **Direct and from spin-offs of investments elsewhere**
5. **Continuing advocacy for R&D capacity growth in the public sector (for projects that include NRC facilities)**
6. **Intense advocacy for strong incentives (also compiling Directory of Incentives and Support Services) – collectively we will have more impact than separate endeavours**
7. **Contacts with other levels of government to support your own**

CLOSING

Thank you for your support to date!

Questions?