



Committee Report

To: Councillor Steve Hammell, Chair and
Members of the Planning and Development Committee

From: Claire Dodds
Director of Planning and Development

Date: April 20, 2023

Re: MIPIM Outcomes and Next Steps

Staff Recommendation:

The “MIPIM Outcomes and Next Steps” report is for information

Background:

As part of the 2023 workplan, economic development staff identified an opportunity to apply for a highly competitive award to attend the 2023 MIPIM event, provided by the Economic Developers Association of Canada. As the successful applicant to this award, Bruce County sent a delegation to attend this event. Included in this delegation were: Warden Chris Peabody, Mayor Luke Charbonneau, Claire Dodds, Jeff Loney, and Cherie Leslie from the Municipality of Kincardine.

MIPIM is the world’s leading real estate market event including an exhibition, conference, and networking event. This year’s event attracted over 2,400 global companies to attend the event with over 24,000 participants from around the world with the goal of finding new investment opportunities. The 2023 MIPIM event occurred from March 14 to March 17 in Cannes, France. Attendance at this event represented Bruce County’s first time promoting itself directly on an international stage.

During attendance at the event, the delegation participated in several additional activities that assisted in driving leads and interest to Bruce County:

- Operated a booth within the Road to Net Zero area of the event, where local real estate opportunities, lands and upcoming projects were displayed. This was a new section at this years MIPIM, as such was a popular place for participants to engage with exhibitors. This booth was also utilized as a meetings space with potential businesses and was an effective way to draw in potentially interested parties.
- Warden Peabody participated in a forum for elected officials that included discussions around housing, long-term care and other global issues. This event was attended by mayors from large cities across Europe.
- Bruce County participated as a panelist, alongside large-scale companies such as JLL and Prologix at one of the conference sessions. This session focused on what developers could do to move towards electrification and how they could collaborate with local governments to ensure investments were well utilized.

- Warden Peabody and Mayor Charbonneau attended a networking session specific for communities looking to attract foreign investment, Warden Peabody was asked to provide opening remarks, further upping Bruce County's presence at the event.
- The delegation attended a networking event specifically for Canadian companies participating in the event, which led to a number of good leads from companies throughout Canada.
- Lead generation occurred through visiting other exhibiting booths, many that were identified prior to attending the event. Significant work was undertaken prior to the event in developing leads and meetings for the event. This was done in conjunction with several provincial and federal level economic development agencies.

Over the course of the event well over 200 potential contacts were made and countless other connections were developed. From these contacts, 21 potential leads were identified. Leads are defined as a person or company who expresses some interest in local opportunities and is interested in additional information. Next steps include qualification of these leads and ongoing nurturing. Once qualified, high level details of these leads will be shared with local economic development staff and connections will be made where projects mutually exist. At the time of drafting this report 12 leads have already been qualified and continued to show interest in the region.

Several lessons were learned as part of this experience that will inform future and processes related to investment attraction in Bruce County and are outlined below:

- Bruce County has a value proposition that is competitive on a global scale. Many contacts were surprised to hear about the level of energy investment in the area, the amount of agricultural opportunity and the level of visitation from both domestic and international visitors.
- Relationships built during preparation and attendance at the event will have long-lasting impacts. This extends from relationships with local municipalities with Bruce County, to other levels of government in Canada and government agencies throughout Europe.
- Several operational considerations were developed for future events, both domestic and international, that would help scope the number of delegates, type of events and different materials to use when attending.
- Collaboration with other levels of government to have a regional, provincial, or national presence at these types of events is highly beneficial. Future events should consider and value collaboration with other levels of government and other jurisdictions within our immediate vicinity. Collaboration with private sector businesses could also be beneficial.
- Attending MIPIM allowed delegates to better see and understand how other jurisdictions promote themselves. Other exhibitors provided great insight into value propositions and future projects, which can be used as templates to further refine and improve our own exhibiting and lead generation processes.

Overall, Bruce County's participation at MIPIM was a positive one and showed the value of continuing investment attraction and lead generation. While there are no specific missions planned for the remainder 2023 the lessons learned will inform future opportunities as they

become available. The lessons learned will continue to inform ongoing work planning and process development within the economic development division.

Financial/Staffing/Legal/IT Considerations:

There are no financial, staffing, legal or IT considerations associated with this report.

Interdepartmental Consultation:

The delegation who took part in the event met to debrief on their experiences with the event. Comments from that meeting are integrated into this report.

Link to Strategic Goals and Elements:

Goal #7 - Stimulate and reward innovation and economic development

Goal #9 - Coordinated, concerted effort to advance our agenda

Report Author:

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Departmental Approval:

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Director of Planning and Development

Approved for Submission:

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