

brampton



IN BRAMPTON

Economic vitality, creativity and entrepreneurial spirit – in Brampton, innovation is the way to success.

BRAMPTON

Renewing our commitment to developing Brampton as the right place to do business, the new economic development marketing strategy leverages the spirit of entrepreneurship and our people powered economy. With a focus on attracting knowledge based jobs through foreign and domestic investment and our growing creative economy, Brampton is setting the pace to create a sustainable economy and superior quality of life.



TABLE OF CONTENTS

Mayor's Message 3

GPS

Where in the World Are We? 4

BRAMPTON'S RÉSUMÉ

Brampton is Connected 5

Dynamic Business Climate 6

Business Sector Diversity 7

BRAMPTON'S PEOPLE POWERED ECONOMY

A Young, Diverse and Creative Workforce 8

Top Employers 9

Talent and Education 10

Research Excellence 11

Innovation and Ingenuity 12

Wired Connectivity 13

THE HEART OF BRAMPTON

Downtown and Central Area 14

UNPARALLELED LIFESTYLE

Quality of Life 16

Health Services 17

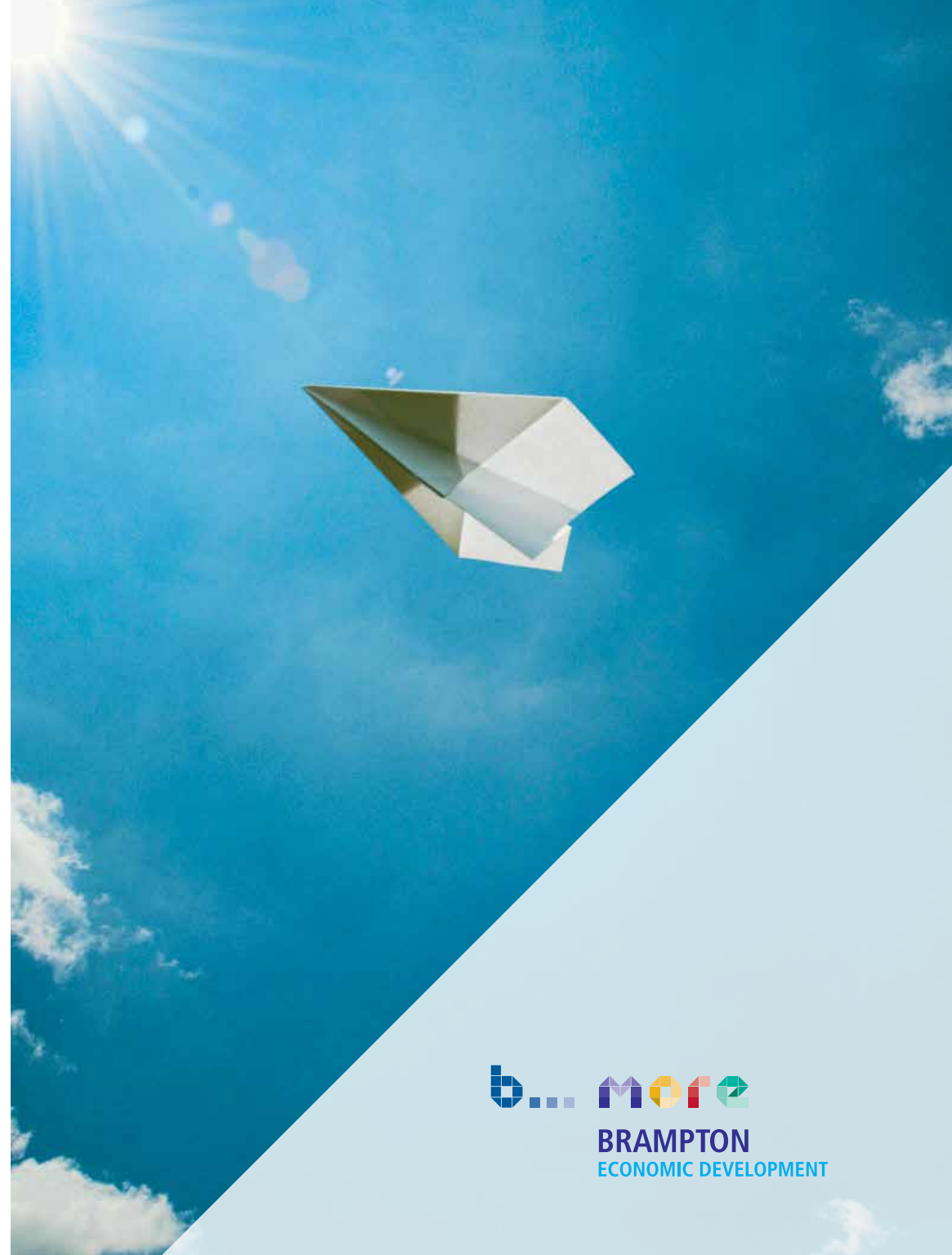
A Great Place to Work, Live and Play 18

Keeping Brampton Moving 19

AT YOUR SERVICE

Economic Development & Tourism Office 20

Brampton Entrepreneur Centre 20





Brampton has been included in the Top 10 Mid-Sized American Cities of the Future 2013/2014 – Best Business Friendliness and Best Infrastructure. In 2015/2016 Brampton was the overall winner for FDI strategy and included in the Top 10 in Mid-Sized American cities for Connectivity and Business Friendliness.



Brampton has a strong economy and is well-positioned for business investment. Its stable marketplace offers competitive energy prices, streamlined regulations and a low-risk investment climate. AAA credit rating from Standard and Poor's for nine consecutive years.



First city in the Greater Toronto Area (GTA) and one of only 10 in North America to be designated an International Safe Community by the World Health Organization (WHO).

MAYOR'S MESSAGE



It's not just us saying it.

The Financial Times recognizes Brampton as an FDI Americas City of the Future for business friendliness and infrastructure. The World Health Organization designated Brampton as an International Safe City.

Leading national and multi-national companies from all sectors have set up operations in Brampton, in a nod to our strategic market position, the diversity of our young and skilled workforce and the diversity of our business community.

Existing and developing life sciences facilities put Brampton in an enviable position as a leading destination in Ontario for health sciences services and research.

And when it's time to relax, Brampton steps it up. With theatres, museums, galleries, shopping, dining, recreation facilities and about 9,000 acres of parkland and seemingly endless walking and cycling trails, Brampton offers many destinations to pursue entertainment, relaxation, creative expression and physical fitness options.

Brampton is home to more than 200 different cultures and more than 80 languages. Add to the mix our robust representation in the creative economy, and you have all the ingredients for a constant buzz of energy and excitement – from our historical downtown area to our sustainable suburban communities.

But we're more than happy to say it too - Brampton is the destination city to live, work, play and invest.

Mayor Linda Jeffrey



WHERE IN THE WORLD ARE WE?

Canada's stability and prosperity, with the lowest business costs in the G7 and the world's soundest banking system, make it ideal for business investment.

The province of **Ontario** is Canada's economic engine, with the most highly educated workforce in the G8. And its tax incentives are recognized worldwide.

The **Greater Toronto Area (GTA)** is the fastest growing region in Ontario with more than 6 million residents generating 45 per cent of Ontario's and 20 per cent of Canada's GDP, in excess of \$323 billion.

If location is everything, then Brampton has it all.



BRAMPTON IS CONNECTED

Brampton's strategic location plays a key part in the major North American market. Brampton is the ninth largest city in Canada and the third largest in the GTA.

Adjacent to Canada's largest airport, Toronto Pearson International, Brampton is home to the largest intermodal railway terminal in Canada and has immediate access to an extensive network of trans-continental highways. At the centre of Canada's major transportation corridors and near the U.S. border, Brampton is within a day's drive of 158 million consumers.

Rail—CN's largest Canadian intermodal railway terminal transports 660,000 units annually to all over North America from its 195-acre multimodal facility in Brampton. 58 per cent of North American business comes through the Brampton facility.

Air—Brampton is just minutes away from Toronto Pearson International, Canada's busiest airport and one of the largest in North America. It is the hub for 400,000 flights a year and over 36 million passengers annually and provides passenger service to over 180 cities around the world.

Sea—The Port of Toronto's connection to the St. Lawrence Seaway provides transportation, distribution, storage and containerization for international and domestic markets.

Land—Brampton sits at the cross-point of Ontario's major roadways, the 400 series highways, including the Trans-Canada Highway. All roads lead to Brampton.

“Where else can you find accessibility like this? From the biggest airport in Canada to an extensive network of trans-continental highways, and the largest intermodal railway terminal in Canada, Brampton is one of the most connected cities in North America. We're right in the middle of it all - just where you want to be.”

**Doug Munro, President,
Maritime-Ontario Freight Lines Ltd.**



DYNAMIC BUSINESS CLIMATE

Brampton's economic advantages, exceptional infrastructure and lifestyle attributes have attracted the headquarters for some of Canada's leading brands. More than 8,600 businesses have been established in the city within the advanced manufacturing, automotive and aerospace, retail administration and logistics, information and communication technology, food and beverage, life sciences and business services sectors.

Over 80 per cent of businesses in Brampton are small and medium sized (less than 50 employees) within a mixed industrial-commercial economy (72 per cent services-producing; 28 per cent goods-producing).

AFFLUENT CONSUMER BASE

Designated an urban growth centre by the Province of Ontario, Brampton has the second highest growth rate among Canada's 50 largest cities. An average of 18,000 people move to Brampton each year with estimated average incomes above the Provincial average.

PROPERTY AVAILABILITY

Of all municipalities within 40 kilometres of Toronto Pearson International Airport, Brampton has the largest inventory of designated vacant residential and employment land for new construction with approximately 3,000 acres of employment land immediately available and coming on-stream in the near future.



BUSINESS SECTOR DIVERSITY

LIFE SCIENCES

As part of the GTA, Brampton is within the largest pharmaceutical and biotechnology cluster in Canada. Brampton companies employ 11,700 highly skilled people in over 250 companies like Medtronic, Taro Pharmaceuticals, Canadian Blood Services and Stericycle.

FOOD AND BEVERAGE

The Ontario Food Cluster is the second largest food processing cluster in North America and the largest in Canada. Brampton's thriving food and beverage sector represents approximately five per cent of all employment in Brampton, with major employers like Coca-Cola Bottling Company, Bacardi and Italtasta, with a combined total of 16,700 employees in 120 companies.

INFORMATION AND COMMUNICATIONS TECHNOLOGY (ICT)

The GTA is North America's third largest technology cluster, after Silicon Valley and New York, employing more than 148,000 people. Brampton serves as a major hub for industry leaders such as Rogers Communications, IT Weapons and Open Storage Solutions, employing over 7,800 professionals in 275 ICT businesses.

ADVANCED MANUFACTURING

Industry titans FCA Canada (formerly Chrysler), MDA and Massive Die-Form, among others, call Brampton home. Over 30 per cent of Brampton's economic output is generated by this sector's 1,300 companies employing over 51,500 workers.

RETAIL ADMINISTRATION AND LOGISTICS

Brampton's retail administration and logistics sector has experienced a 32 per cent increase in employment over the past twelve years. It represents a total of over 2,200 companies employing over 42,800 people.

BUSINESS SERVICES

The GTA is the third largest financial services centre in North America. In Brampton this sector directly and indirectly employs over 31,000 people, which represents over seven percent of the total workforce in Brampton and has grown 11 per cent over the past 10 years.



Brampton is the right place to do business. People can do more, achieve more, and be more.



BRAMPTON'S TOP EMPLOYERS

Brampton's corporate community is vibrant, featuring an impressive list of corporations from Canadian and international enterprises that have invested in the Brampton business community.

Choosing a national or international head office site demands a well-planned blend of business and lifestyle amenities. Brampton's prosperity and corporate achievements have shaped the City to become a successful business location. Loblaw, Medtronic, Canon Canada, Taro Pharmaceuticals, exp. Services Inc. and Maple Lodge Farms are just a few of the corporations that have established their headquarters in our community.

Other top employers that have taken up residence in Brampton include: ABB, MDA Corporation, FCA Canada (formerly Chrysler), Air Canada Global Operations Centre, Canadian Tire Corporation, Rogers Communications, Coca-Cola Bottling Company, Amazon and Gamma Dynacare.

“Brampton has proven to be a great location to do business. Great access to highways and being close to the airport has made it easy to do business globally. Overall, Brampton is a practical and cost-effective location.”

Vlad Stritesky, President and CEO,
exp. Services Inc.

TALENT AND EDUCATION

The GTA has the highest concentration of post-secondary institutions in Canada with many of the country's most innovative and intelligent individuals located in and around Brampton. Brampton is home to 25 private career colleges and schools, with 19 post-secondary educational institutions within an hour's drive.

Sheridan Institute of Technology and Advanced Learning and Algoma University's satellite campus are located in Brampton.

Brampton's Davis Campus is Sheridan's largest campus. Home to 9,000 students, it offers an extensive list of programs in business, health care, community studies, liberal arts, engineering, architecture, and information technology. Research Infosource Inc. ranks Sheridan first in Ontario and sixth in Canada for applied research. Research income at Sheridan totalled more than \$4.5 million in 2012.

“Applied research helps to advance the innovation goals of our local communities, our province and our country. At a time when success is increasingly tied to innovation, colleges have a tremendous role to play in addressing real-world challenges faced by business and creating practical solutions to better our quality of life.”

Jeff Zabudsky, President and CEO
Sheridan College





RESEARCH EXCELLENCE

Brampton is home to several corporate-based private research centres which include Taro Pharmaceutical, who has the largest topical product R & D team in Canada and Magna Technical Training Centre, which provides world-class training and education to its top tier automotive workforce. MDA is a world leader in space robotics and builder of the famous Canadarm and Canadarm2 for the international space station and RADARSAT-1. It is also the technical training centre for the Canada's top astronaut Chris Hadfield.

“MDA, a global leader in space and communications technology, is making a name for Brampton in space. The Canadarm used by NASA is a real Canadian success story made right here in Brampton.”

Craig Thornton, General Manager, Robotics and Automation, MDA

The affiliated research institutions of the nearby University of Toronto's medical school make up the fourth-largest medical Research and Development (R & D) community in North America, providing a significant boost to Brampton's life sciences sector.

INNOVATION AND INGENUITY

The World Intellectual Property Organization, which tracks the number and types of patents that have been issued worldwide, reported that Toronto had the eighteenth-highest number of patents globally.

In addition, the GTA was nominated as one of the top 7 intelligent communities in the world. The University of Toronto has also been ranked as Canada's top research-intensive university, with 6 Nobel Prize-winning graduates.

Toronto is recognized as the 2014 Intelligent Community of the Year due to its diverse economy, with key clusters in finance, media, information and communication technologies and film production.



Brampton, a centre for excellence in innovation.



WIRED CONNECTIVITY

For businesses today, being connected is crucial. With point-to-point fibre and access ring infrastructure and a multi-million dollar high-capacity optic network expansion, Brampton is one of the most wired communities in Canada. Brampton is at the forefront of innovation and well prepared to provide technological leadership in the future.

Brampton's robust Information and Communication Technology (ICT) sector speaks volumes to the City's technological excellence. Brampton is home to telecommunications giant, Rogers Communications, as well as telecommunications equipment manufacturers, hardware manufacturers, software developers, system integrators and computer service providers.

Brampton is one of the most wired and connected cities in Canada.



Brampton is a well-planned city with a rich history and cultural heritage.



DOWNTOWN AND CENTRAL AREA

Downtown Brampton is the historic and cultural centre of the city. It is uniquely different from any other part of the city. As the commercial hub of the city since 1853, the downtown combines historic and contemporary residential space with commerce, culture, entertainment, recreation and dining, in a vibrant, walkable, attractive environment.

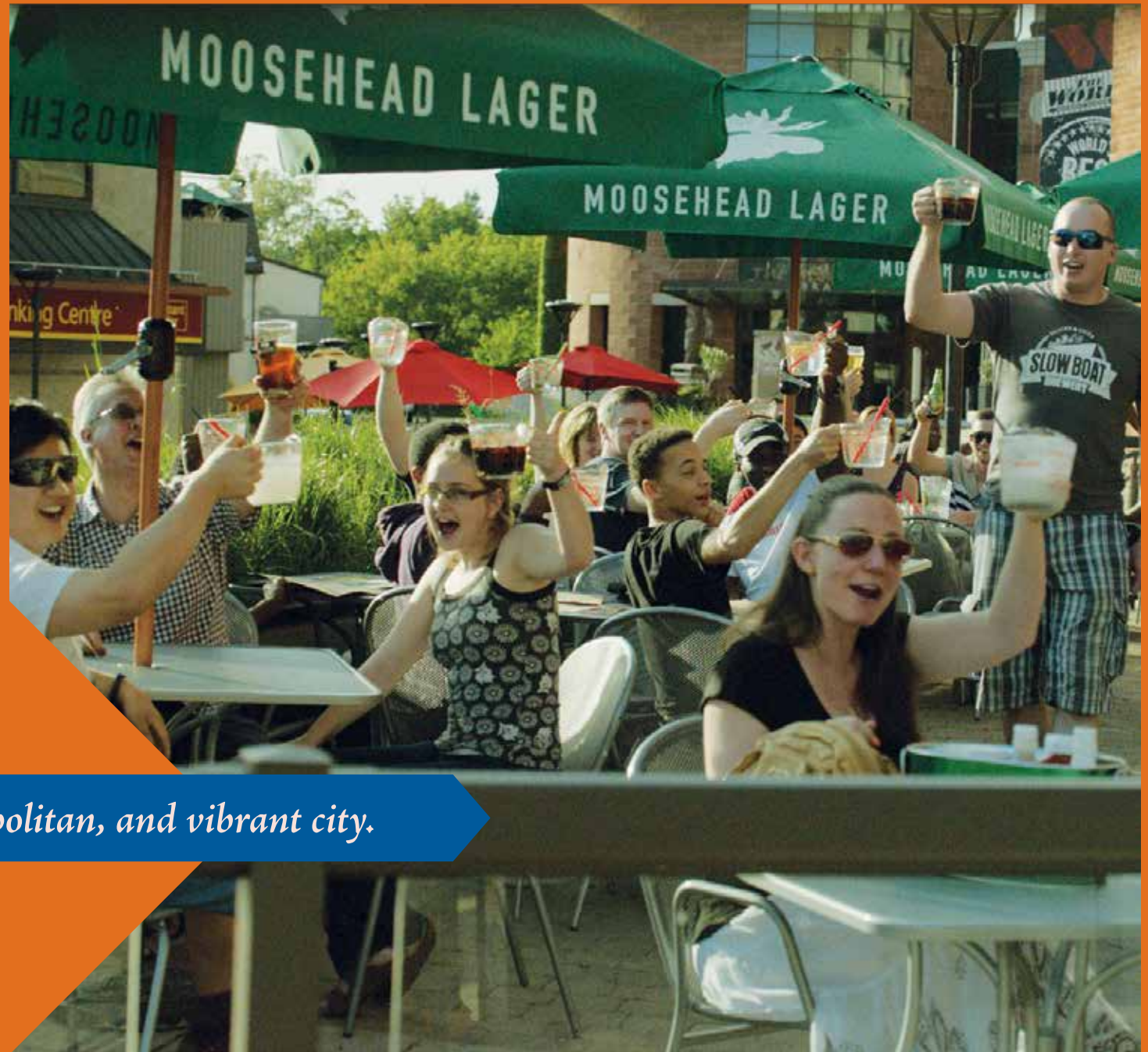
Brampton is home to the 800-seat Rose Theatre, a stunning, state-of-the-art performing arts complex located in the heart of downtown Brampton, boasting 64,000-square-feet of architectural innovation with the world's finest and most precise stage and sound technology. The Rose Theatre draws 190,000 patrons annually.

The newly renovated Peel Art Gallery, Museum and Archives (PAMA) plays a large part in the cultural centre of the downtown. PAMA is one of only three facilities of its kind in Canada.

Over half a million visitors attend special events in the downtown annually.

The Central Area

The Central Area is home to diverse businesses and services including a major retail shopping mall, The Bramalea City Centre. The corridor benefits from an exciting transformation with the opening of many new residential projects in the area and the addition of a new rapid transit system (Züm) connecting downtown Brampton to York University and Humber College.



Brampton is a diverse, cosmopolitan, and vibrant city.

Brampton offers an unparalleled quality of life.



QUALITY OF LIFE

Aside from the City's location, infrastructure and cost efficiencies, a large factor behind Brampton's allure is our plentiful and varied amenities.

Brampton offers an unparalleled quality of life with access to excellent health care, education, transit, recreation, and arts and culture opportunities.

TRAILS

Brampton has three trail systems, running over 217 kilometres north and south throughout its borders. These pedestrian and cycling trails are a tranquil and scenic feature of this large city and connect many of Brampton's parks, playgrounds and recreational facilities.

COMMUNITY AND RECREATIONAL CENTRES

Brampton has more than 25 community centres, offering facilities for a variety of recreational activities for children, seniors and families. Some of Brampton's Best in Class facilities include the PowerAde Centre, Brampton Soccer Centre, Cassie Campbell Community Centre and Gore Meadows Library and Community Centre.

HEALTH SERVICES

William Osler Health Centre's new Brampton Civic is a full-service community hospital covering 1.3 million square feet with 608 beds and 18 operating rooms. It offers many specialized services including a Critical Care Response Team, Cardiac Catheterization Suite, a Regional Kidney Wellness Centre, a Centre for Complex Diabetes Care and an expansive Mental Health and Addictions Program.

Peel Memorial Centre for Integrated Health and Wellness is Brampton's newest health care facility and is slated to open in 2016. It will provide specialized outpatient based care including urgent care, day surgery and specialty clinics with a focus on helping individuals better manage chronic conditions. Representing the leading edge in integrated health care delivery, Peel Memorial will provide access to specialized, patient-centred care in a state-of-the-art facility that offers a wide variety of traditional and alternative health care services.

ErinoakKids Centre for Treatment and Development provides treatment, rehabilitation and support services to children with disabilities. Set to open in early 2017, the new 121,00 square foot Brampton facility will house 250 staff on an 8-acre parcel of land that backs onto a forested area and natural stream, offering opportunities for outdoor treatment sessions and activities.





A GREAT PLACE TO WORK, LIVE AND PLAY

Brampton's impressive business growth rates, low average annual operating costs, low living costs and peaceful, safe community attracts a population proud to live and work in Brampton. It is an engaging and culturally exciting city, with great schools, housing, sports, wellness and recreation options, and is internationally recognized as a safe and attractive place to work, live and play.

HOUSING

Brampton is a city of neighbourhoods offering a broad range of housing including upscale, executive-style and historical estates, single-family detached homes, town homes, rental apartments and high-rise condominiums located in new subdivisions, as well as established traditional neighbourhoods.

BUSINESS SUPPORT SERVICES

Brampton offers close proximity to the airport, convenient transportation and amenities perfect for all of your business needs. With ten globally branded hotels with over 1,400 rooms and 30,000 square feet of conference space, plus a variety of meeting and banquet facilities for up to 1,200 people, Brampton is able to accommodate both corporate and social event venue requirements.

KEEPING BRAMPTON MOVING

The City of Brampton's enviable network of public transit efficiently keeps people moving, both to and from the city, and within.

An innovative rapid transit bus system, Brampton Züm, connects Brampton's businesses and workforce to the Greater Toronto Area.

GO train and GO bus passenger services link Brampton to Toronto's downtown Union Station.

VIA rail services connect travelers to Toronto, Sarnia, Chicago and all points between.



Brampton has the infrastructure of a big city with the communal feel of a small town.

ECONOMIC DEVELOPMENT & TOURISM OFFICE

Brampton's Economic Development Team understands the complexities of everyday business and has the tools and expertise to assist. Services include:

- Site selection services
- Assistance with municipal approvals and requirements
- Business listings resources
- Market insight and municipal cost analysis
- Economic, real estate, market and demographic statistics
- Business-to-business services
- Expert market insight
- Tourism and Film Services
- International trade missions, and strategic alliances

At your service



BRAMPTON ENTREPRENEUR CENTRE (BEC)

BEC is dedicated to helping business owners and entrepreneurs succeed. Whether you're opening a business, developing a business plan or transforming an established business, we have the expertise to help propel your ideas forward.

Services include:

- Guidance on business start-up steps, permits, and regulations
- Leading-edge information, resources and templates
- Low-cost and free workshops and seminars
- Private consultations
- Business plan reviews
- Referral services
- Counsel on growth and change issues
- Professional development and networking opportunities

Through our partnership with the Research, Innovation, Commercialization Centre, we help companies accelerate innovation and growth in the fields of advanced manufacturing, aerospace, life sciences, digital media and ICT, and emerging technology.



peoplepoweredeconomy.ca

 twitter.com/bramptoncodev
 youtube.com/bramptoncodev
 linkedin.com/in/bramptoneconomicdevelopment



City of Brampton Economic Development Office
2 Wellington Street West, Brampton, ON, Canada L6Y 4R2
T: 905 874 2650 TF: 1 888 381 BRAM E: edo@brampton.ca