

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF DECEMBER 10, 2013

Item 35, Report No. 52, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on December 10, 2013.

35 BUSINESS MISSION TO ISRAEL 2013 – POST MISSION UPDATE

The Committee of the Whole recommends:

- 1) That the recommendation contained in the following report of the Director of Economic Development, dated November 26, 2013, be approved; and
- 2) That the following deputations be received:
 1. Mr. Sheldon Potter, Coldspring Commerce Inc, Campbell Avenue, Thornhill; and
 2. Mr. Gino Di Rezze, Groundheat Systems, Bass Pro Mills Drive, Vaughan.

Recommendation

The Director of Economic Development in consultation with the Executive Director, Office of the City Manager recommends;

1. THAT staff continue following up on Economic Development and investment opportunities generated from the 2013 Business Mission to Israel;
2. THAT Council endorse a collaboration between the City of Vaughan and Centennial College to develop a strategy to establish and implement a Vaughan-Centennial Trade Development Office in Israel; and
3. THAT staff report back to Council with an updated International Business Development Strategy.

Contribution to Sustainability

Green Directions Vaughan embraces a *Sustainability First* principle and states that sustainability means we make decisions and take actions that ensure a healthy environment, vibrant communities and economic vitality for current and future generations. Under this definition, activities related to economic development contribute to the sustainability of the City.

During the business mission to Israel the City had an opportunity to explore a range of green technologies, including City applications in the areas of renewable energy, emission reduction and energy conservation. In fact many of the academic and business mission participants are focused on pursuing and establishing relationships that involve working with innovative energy, sustainability related technologies and companies, as well as social enterprises.

Economic Impact

All costs associated with the outbound trade mission in this report were budgeted within the Economic Development Department's 2013 Operating Budget.

Communications Plan

By working collaboratively with the Corporate Communications Department, the business mission to Israel has succeeded in garnering media attention locally and internationally within Israel generating close to twenty media articles (Attachments 1 & 2).

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Multiple communications channels were leveraged in the promotion of the business mission to Israel. Some of the tools used included print, social media channels, micro-site (www.vaughan.ca/Israel), Business Link and Business E-Link newsletters (Attachment 3 – 2013 Vaughan Business Mission Marketing Initiatives).

Following this Mission, the Economic Development Department will be meeting with the Province, Region of York and the Greater Toronto Marketing Alliance to ensure that the City's efforts are aligned with and supported by those organizations' international marketing strategies.

Purpose

To provide Council with an overview of the 2013 Business Mission to Israel; present results generated to date; and to seek Council approval to move forward with preparing a strategy to develop a Vaughan-Centennial Trade office in Israel.

Background – Analysis and Options

The City's 10-year Economic Development Strategy "Building a Gateway to Tomorrow's Economy" identifies international business development activities as a crucial component of improving the City's economic competitiveness. In addition to contributing toward positioning Vaughan as a gateway for flows of goods, services and capital for the Toronto economic region, international business and trade missions also assist with the development of strategic convergent sectors: Advanced Goods Production and Movement, and Innovative Research Development and Design.

The Economic & Market Opportunity

Israel is a wellspring of ingenuity and enterprise. In a very short time, millions of people from all over the world came together to build a modern, prosperous, vibrant, and democratic country. The country itself is a perpetual start-up, defying existing norms and challenging conventional industrial development.

Challenging geo-political circumstances has placed Israel in a unique position of being without a large regional trading partner. That coupled with a small domestic marketplace, has led Israel to search for global strategic partners in the development of its economy. From the outset, Israeli firms have taken a global export strategy, developing technologies and solutions to tackle complex issues such as security, water scarcity, alternative energy, etc.

Israel has positioned itself as a critical research and development center for the world's leading technology companies. Close to half of the world's top technology companies have bought Israeli start-ups or opened research and development centres to take advantage of Israel's culture of innovation.

Rather than being hamstrung by its lack of natural resources and raw materials, the country has chosen to focus its energies on creating a highly qualified labour force, scientific institutes, and R&D centers. Today, Israel's industries concentrate on manufacturing products with high added value. In the process, the technological innovations nurtured by the Israeli science and technology incubator ecosystem have found widespread applicability and transferability, generating commercial success for its firms.

As explained in the book called ***Start-up Nation – The Story of Israel's Economic Miracle***, "there are more new innovative ideas, as opposed to recycled ideas or ideas repackaged in a new box coming out of Israel than there are out in Silicon Valley now". The authors observed that this flow of ideas and innovation is not hampered or slowed by global economic downturns.

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Some recent Israeli economic achievements worth noting include:

- Israel absorbed almost 1.2 million immigrants in a decade, augmenting the country's civilian labor force, from 1.65 million in 1990 to 2.8 million in 2006.
- Foreign investments rose steadily, enlarging the GDP and accelerating growth of exports from \$175 million in 1987 to \$5.8 billion in 1997, to \$10.7 billion in 2005, and \$25.2 billion in 2006.
- Industrial exports grew almost six-fold in the past two decades, from \$6 billion in 1985 to \$35.6 billion in 2005 and \$38.1 billion in 2006.
- In 2004 there were almost 13,000 industrial plants that produced an output of more than \$58 billion, more than half of which was exported.
- Nearly 80 percent of hi-tech products are exported, while the more traditional, low-tech firms export close to 40 percent of their products.
- More than 90 percent of public budgets for R&D (\$7 billion in 2006) were allocated to hi-tech industries, much of which is channeled via joint venture capital funds.
- The quality of R&D in Israel is ranked, according to U.N. experts, among the first 10 in the world; largely due to the academic research institutes, which provide much of the basic R&D and venture capital.

Developing the Relationship between Israel and Canada

According to the Honorable James Fox, Chargé d'affaires, Embassy of Canada in Tel Aviv, Vaughan's mission came at a most opportune point in time, in that it builds upon numerous Canada-Israel initiatives that have been undertaken over the past three years, including the Canada-Israel Technology Innovation Partnership that began in November 2010.

The Canada-Israel Free Trade Agreement (CIFTA) eliminated tariffs on industrial products and some agricultural and fisheries products. Since its inception, Canada-Israel bilateral goods trade has more than doubled, from \$507 million in 1996 to \$1.4 billion in 2010. Canada and Israel have strong, multidimensional bilateral relations, marked by close political, economic, social and cultural ties. One of the underlying strengths of the Canada-Israel bilateral relationships lies in the extensive people-to-people ties.

There are approximately 20,000 Canadian citizens living in Israel and many Canadians have family in Israel. The Canadian Jewish community, which stands at around 350,000, acts as an important bridge between Canada and Israel.

Looking specifically at York Region the Jewish population is approximately 52,080 people, with 33,745 of those people living within the City of Vaughan, representing 11.8 percent of the City's total population. In terms of newcomers to Vaughan, Israeli immigrants are within the top three groups, representing 6.8 percent of all new immigrants to Vaughan. These findings were confirmed during the City's recent business mission. The strong connection between Israel and Vaughan is undeniable as many entrepreneurs mentioned they had either lived in Vaughan at one time or knew someone who lives in Vaughan today.

Creating a Results-Oriented Business Mission

A systematic approach was created to ensure a results-oriented business mission, which will become a template for future missions. This approach includes the following stages:

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Stage 1:	Exploratory Visit & Pre-Planning
Stage 2:	Mission Development
Stage 3:	Mission Execution
Stage 4:	Post-Mission Follow-up, Results Generation & Tracking

Stage 1: Exploratory Visit & Pre-Planning

Although the City of Vaughan has had cultural relations with Israel since its friendship twinning with Ramla in 1993, the Economic Development Department took its first economic-driven mission to Israel in 2012. The 2012 Mission was exploratory in nature, establishing that there were sufficient business opportunities and economic ties to make Israel a strategic market for Vaughan.

In September 2012, Council directed Economic Development Staff to undertake a business mission to Israel in 2013. The goals for the 2013 Business Mission to Israel were to help participants to:

1. **Connect** – with one of the most dynamic and innovative economies in the world.
2. **Collaborate** – and network with business owners from a targeted set of industries from around the world and identify innovative technologies and approaches.
3. **Grow** – and position their business as a significant global player.

The Economic Development Department focused on developing further market intelligence, sector research and identification of strategic partnerships with the assistance of in-market experts. Working directly with professionals that are well-known and established within the target market provided the City with a strong competitive advantage and increased the level of success with matchmaking and new investment attraction.

Strategic partners for the 2013 Business Mission included:

- UJA Federation of Greater Toronto
- Israeli Consulate
- Canada Israel Chamber of Commerce
- Government of Israel, Economic Mission to Canada
- Ambassador, Canadian Embassy in Tel Aviv
- Ministry of Industry, Trade and Labor of Israel – Office of the Chief Scientist
- Investment Promotion Center of the Israeli Ministry of Industry, Trade and Labor
- Canada-Israel Industrial Research and Development Foundation
- Vaughan Chamber of Commerce
- Jerusalem Business Networking Forum
- Local business leaders

Stage 2: Mission Development

One of the many lessons learned from the 2012 Mission is the need to take a very business-focused approach to entering the Israeli market. Israel's success has brought international attention, making it necessary for companies or organizations wishing to do business to make advance preparations, and do extensive groundwork prior to engagement. The City also took this approach in its mission development:

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April – June 2013	Development of conceptual business mission itinerary
June 27	Official Business Mission Launch Call-for-Participation Public Relations Campaign Kick-off
June – August	Participant Recruitment & Acceptance Process On-Boarding Activities (including corporate calls)
August – September	Pre-Mission Matchmaking
September – October	Business Mission Structure/Detailed Itinerary Finalization
September 16	Business Mission Participants' Breakfast

Mission Launch

The Official Business Mission Launch June 27, a collaborative effort that included the Consul General of Israel in Toronto, the UJA Federation of Greater Toronto, the Canada Israel Chamber of Commerce and ColdSpring Commerce drew attendance of approximately 200 business people not only from Vaughan, but from around the GTA. Fifty-five business owners signed up for a pre-mission consultation and evaluation.

The Mission's target audience is:

- Comprised of a diverse range of industry and interests, representing a cross section of the Vaughan economy.
- Capable of gaining immediate value from interacting with their Israeli counterparts.
- Willing to engage in long-term international relationships.
- Able to act as ambassadors to expand Vaughan's Israel Economic Development program.

Participant Recruitment

Once interested businesses were identified, or self-identified through communication efforts, significant time and effort was placed on the recruitment, qualification and on-boarding process. More than 80 one-on-one meetings were held with companies, in some cases meeting with companies multiple times. This process ensured that potential candidates met the goals of the economic mission and the team had valuable information necessary for successful matchmaking. The list of potential participants was narrowed down, and the final delegation totaled 23 participants, which included municipal representation.

Mission Matchmaking Efforts

From the onset, City Staff identified the need to establish a solid business proposition to potential participants thus, the mission needed to provide opportunities for business outcomes as a result of participation. ColdSpring Commerce was retained by the City to assist with these efforts. Based on the in-depth interview and onboarding exercise, Vaughan companies were matched with companies in Israel well in advance of the mission where possible. Pre-Mission matchmaking activities included:

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- Identifying and assessing potential Israel-based matches.
- Communication of matches with Mission delegates.
- Establishing linkages between the two parties for initial discussions, i.e. conference calls and e-mail correspondence.
- Organization of appointments and meetings with these entities prior to the mission and while in Israel for further discussions.

In this way, the City worked to have relationships commence even before the delegates were in-country. Indeed, in one instance the contacts established in the “before travel” time frame, which resulted in the reverse first happening - the Israeli entity visiting the Mission delegate prior to the Mission’s departure.

While significant effort was expended to make sure that the maximum number of business linkages could be established prior to the trip, there were some linkages that occurred during the trip.

Stage 3: Mission Execution – Activities Undertaken

Through the delegate recruitment process, the final 2013 Business Mission team was comprised of 23 delegates, including representation from industry, academia, healthcare, utilities, and municipal government. A robust, multi-stream and aggressive business mission itinerary was created to optimize the potential number of pre-qualified and intensive meetings for each of the participants.

The mission schedule was, by design, arranged to be business intensive and engaging. During the Mission, more than 100 meetings took place. Most of these meetings occurred in Tel Aviv, Eilat/Eilot, Haifa and Jerusalem. However, there were many meetings and site visits that required travel across the entire country, and took place concurrently.

The three streams represented on this mission included the following:

Business Stream: Focused on expanding their product portfolio, expanding their global market reach, entering the Israeli market, and finding quality investment targets. Participants from this stream included:

- A.B.A Science Play
- Caesarstone Canada
- Canadian Gift Concept
- CompuOffice Software Inc.
- Domir Blinds Manufacturing Inc.
- Elias Custom Metal Fabrication Ltd.
- Groundheat Systems Inc.
- Gulf & Pacific Equities Corp.
- Hughes-Decorr
- Planet Paper Box
- Mircom Group of Companies
- SLGoldberg Consulting Inc.

Academic Stream: Focused on increasing their scope of research interactions and faculty/student exchanges and developing industry cooperation opportunities. Participants from this stream included:

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- Centennial College
- York University

Municipal / Public Sector Stream: Focused on seeing new technologies to apply in the City and specifically in the Vaughan Metropolitan Centre (VMC), reinforcing relationships with different levels of Israeli government. Participants from this stream included:

- City of Vaughan
- Mackenzie Health
- PowerStream

Every participant was provided with a customized itinerary which identified their specific business meetings along with detailed company profiles on each prospective economic/business opportunity. It is important to mention that due to confidentiality agreements between the business mission participants and the prospective partners/investors with whom they have been matched, full disclosure of details is barred.

For the most part, during business hours each day, each “stream” operated on an unique agenda. Each evening, the entire team came together to participate in evening receptions with local Israeli business executives, occurring in Tel Aviv, Haifa, Eilat/Eilat, and Jerusalem. Attachment 4 provides a detailed description of the day-by-day itinerary.

Stage 4: Post-Mission Follow-up, Results Generation & Tracking

This following section presents from a high level perspective, a sample of some achievements and opportunities generated by this Mission to date.

Business Stream Results

Each one of the business participants reported one or more business-related outcomes as a result of the Mission. Again, confidentiality agreements preclude a detailed reporting on business outcomes, as they can identify individual participants; pose potential competitive advantage; or are simply too premature for discussion. On a high level, some of these outcomes include:

- requests for quotations;
- product design improvements;
- access to competitive market data;
- market entry / local market penetration opportunities;
- manufacturing process coordination opportunities;
- beta-testing opportunities in Canadian markets;
- financial investment and acquisitions; and
- project bids; etc.

All business participants came away with greater understanding of the Israeli market and other valuable intelligence, along with key contacts with industry leaders – connections necessary to advance their growth strategies. The participants also had got to know each other better, making connections at the local level.

Academic Stream Results

Both post-secondary institutions participating in the Business Mission reported outcomes that corresponded with their goals of developing research collaborations; faculty/student exchanges and industry cooperation opportunities. Discussions and exchanges with the Israeli education community increased the understanding of the nature of post-secondary education in the context

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of the Canadian system relative to the Israeli model, which is somewhat different. An overarching agreement was also signed with the Board of Public Academic Colleges of Israel (VaRaM) and with two of its members, Jerusalem College of Technology, and Hadassah Academic College.

Meetings were held with Canadian Embassy and other student interest agencies to discuss international student movements, including challenges in the visa process. Seven Memorandums of Understanding were signed by Centennial College with Israeli learning institutions and organizations in an effort to enhance student mobility and learning internationally.

York University has developed arrangements with the Technion, Israel Institute of Technology and Haifa University for joint research and student exchange and is continuing to formalize a partnership.

Following the business mission, Centennial made a return trip to Israel sending a recruiting officer to follow-up on some of the newly established relationships and successfully recruited more than 50 new international students.

Centennial College and York University have also formed new relationships with Mission companies for joint applied research and focused training initiatives.

Municipal / Public Sector Stream Results

In addition to the City's desire to see results and outcomes for its Business and Academic participants, the City/public sector stream interests lie in learning about best practices and technologies which may be applied to improve service delivery to constituents. The opportunities to network with local partners and Israeli-based entities produced results that varied from:

- Economic development best practices exchanges with Jerusalem;
- Discussions about opportunities for a foreign trade office using joint space;
- Discussions initiated establishment of a design district related to buildings and interior spaces;
- Technologies and best practices related to automated parking systems for urban areas such as the Vaughan Metropolitan Centre;
- Renewable energy technologies – knowledge exchanges with City of Eilat and Hevel Eilat Region;
- Potential showcase for leading-edge playground systems in municipal parks;
- Interests in the establishment of a Vaughan International Commercialization Centre (VICC) / Business Accelerator in Vaughan;
- Attraction of an international business conference;
- Heightened awareness amongst Israeli associations about Vaughan companies' capabilities as well as the City's commitment to being a gateway into North America;
- Enhanced brand awareness and competitiveness positioning (as a result of press coverage); and
- Increase in business investment leads.

Attachments 5 and 6 are participant testimonials and photographs, to provide further insight on the execution and outcomes from the Mission.

Proposed Vaughan-Centennial Trade Development Office

The 2012 and 2013 Business Missions to Israel highlighted the need to continue to build upon the City's successful international business development program. It was recognized that a longer term, in-country relationship was required. The momentum developed by all our business, academic and public sector partners needs to be sustained with strategic relationships and a steady or growing stream of business activity.

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To this end, Economic Development will collaborate with Centennial on a trade development office strategy in Israel. Centennial College has already established an in-market office and it has indicated that it is willing to enter into discussions to have a joint office which serves the mutual needs of its partners. From the City's perspective, the trade office will provide a venue to meet and to develop detailed plans for expanding specific economic and business opportunity relationships and linkages. Some of the goals from the municipal perspective include:

- Creation and enhancement of Vaughan's business image in Israel by showcasing its competitive advantages.
- Driving Vaughan business revenue linkages between Vaughan and Israel and recognition as a gateway to North America.
- Generating new economic investment opportunities.
- Sharing best practices and valuable market intelligence.

From Centennial's perspective, the educational institution is interested in attracting international student exchange and collaborative program development. This office also expresses a high level of commitment to this market. Their goals include:

- Driving linkages between Centennial and Israel by recruiting:
 - i. Post bachelor's level students from Israel from Centennial's Toronto campus and receive and process students from Canada for placement with Israeli institutions.
 - ii. Exchange students.
 - iii. International corporate training candidates.
- Supporting recruited students and facilitating their travel, accommodation, and government interfaces to Canada.
- Supporting collaborative research, innovation and commercialization.

The notion of an international trade office based out of Centennial College's facility in Israel appears to be in parallel from both organizations' goals and objectives. However, the City should consider this concept as a pilot project and the details of such an arrangement need to be worked out in much greater depth including: staffing, location, access, annual operating costs, and possibly even an exit strategy for the partners.

Next Steps

The foundation has been established and the Economic Development Department is now ready for the next stage of implementation which largely involves the creation of a supportive ecosystem for its business, academic and public sector partners' interests and being responsive to the business investment interests being shown in target markets.

Providing Business Support

The City's role in international business development is to facilitate efforts for collaboration amongst local partners/participants and international business groups. However, once the relationship has begun, it is incumbent on the participant to take the lead on these projects and sustain the momentum that is achieved. The Economic Development Department will play a support role in facilitating business and government connections.

Many participants are also exploring business opportunities amongst one another. In an effort to continue to nurture this now cohesive group, the opportunity exists to work with one of the business participants to host a post-mission event at their location. This event could include a tour and networking session.

An opportunity also exists to include the more than 55 companies who expressed a strong desire to participate on the business mission to Israel, completed the pre-mission evaluation process, but for many reasons was unable to commit to participating on the mission itself, but had expressed a strong desire to be a part of the Vaughan-Israel Business Development Program.

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Working with the Province, Region of York and Greater Toronto Marketing Alliance

The work that Vaughan has undertaken in the Israeli market has garnered the attention of other economic development agencies. The City will undertake to ensure that its program and initiatives are recognized and aligned with the efforts of these agencies in order that synergies can be achieved as they too engage in attraction and retention of business investments.

Enhanced Brand Awareness & Competitive Positioning

All activities related to this business mission including the pre-mission and post mission activities have succeeded to raise the City of Vaughan's profile. This initiative has generated more than 20 media articles in Canada and Israel, as well as significant word of mouth promotion across the business, academic and municipal sectors. This mission has helped to effectively differentiate the City from other jurisdictions, increasing Vaughan's competitive positioning and brand awareness on an international scale.

In an effort to continue to position Vaughan as the gateway to North America, the City needs to continue to outreach to entities interested in accessing North America via Vaughan is important. This spreading of the word can be done in several ways such as:

- Interactions and knowledge sharing among municipal Israeli and Vaughan governments, particularly in the area of share best practices in the field of Economic Development.
- Developing ongoing relationships with the overarching Israeli industry associations either directly or through the Government of Israel.
- Partnering with the Canadian Embassy, as they are often involved in such matters.
- Interfacing to the consulting professions (e.g. major accounting firms) who represent clients who are positioned to expand globally.
- Further development of strategic partnerships locally with organizations such as the Canadian Israel Chamber of Commerce, UJA Federation of Greater Toronto, Government of Israel Economic Mission to Canada, among others.

What will make the difference between a good mission and an extremely successful mission relates directly to the commitment to allocate time and resources to following up on opportunities and further developing strategic partnerships.

Relationship to Vaughan Vision 20|20 / Strategic Plan

This report is consistent with the priorities previously set by Council. Specifically, this report assists in fulfilling Vaughan Vision 20|20 Goal: Manage Growth and Economic Well-being as the International Business Development Program is focused on supporting existing Vaughan businesses with their international growth strategies, securing strategic partnerships; as well as, attracting new investors from abroad to locating in the City of Vaughan.

This results-oriented approach to international business development also aligns with the Vaughan Vision 20|20 Goal: Demonstrate Effective Leadership as the City of Vaughan's Economic Development Department is striving to become a leader within the profession and creating new and innovative approaches to international business attraction.

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Regional Implications

Geo-political borders are inconsequential to business flows, especially in a globalized economy; therefore, staff in the Economic Development Department will be working with the Economic Strategy Branch of the Regional Municipality of York to ensure they are aware of the City's international business development initiatives.

Conclusion

Vaughan's 10-year Economic Development Strategy identifies international business development objectives as being integral to supporting local business growth; attracting capital and jobs; and enhancing its global image. It recognizes that our resident populations, local businesses and public institutions house significant human, financial and intellectual capital; and needs to be leveraged for the City's future growth and prosperity.

Vaughan's direct involvement with Israel began in 2012 with an exploratory mission, which focused on gathering and evaluating market intelligence in order to adequately assess the business investment attraction opportunity for the City of Vaughan. Based on extensive meetings with business owners, government officials and other stakeholder groups, the City of Vaughan validated Israel as a strategic market for international business development, particularly as it relates to investment opportunities, business attraction potential and a strong desire from business and government leaders to work collaboratively for the common good of both countries economically.

The 2013 Business Mission further built on the work to date that established all Economic Development initiatives in foreign markets, be focused on a business agenda. The tactics employed for mission planning and execution, placed business and economic outcomes and results squarely in the crosshairs of any activities undertaken pre-and-post mission. This approach contributed tremendously to its success, and is a model for any future international business development endeavors.

One message that came across loud and clear was that many business delegations come to Israel to learn, take the insights home and never return. Should the City proceed to establish a trade office in Tel Aviv, it would send a clear signal of Vaughan's commitment to operate in the Israeli market, and that it intends to do so, with the strong support of its business, academic and public sector stakeholders.

The Economic Development Department will continue to follow-up on the prospects and leads generated by this Mission. It will provide on-going support to all participants as well as those firms that are preparing market entry strategies. And it will seek opportunities to collaborate with Jerusalem and Eilat/Eilot for best practices and new approaches for city building. Going forward the Economic Development Department intends to focus on three strategic markets: Israel, Italy and China and will be bringing a report to Council on its International Business Development Strategy.

Attachments

- Attachment 1 – Summary of Media Coverage Report
- Attachment 2 – Sample Media Coverage
- Attachment 3 – 2013 Vaughan Business Mission Marketing Initiatives
- Attachment 4 – Detailed Mission Itinerary
- Attachment 5 – Quotes for Israel Business Mission Participants
- Attachment 6 – Israel Business Mission Photos

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Report prepared by:

Jennifer Ladouceur, Director of Economic Development

(A copy of the attachments referred to in the foregoing have been forwarded to each Member of Council and a copy thereof is also on file in the office of the City Clerk.)

COMMITTEE OF THE WHOLE – NOVEMBER 26, 2013

BUSINESS MISSION TO ISRAEL 2013 – POST MISSION UPDATE

Recommendation

The Director of Economic Development in consultation with the Executive Director, Office of the City Manager recommends;

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Communications Plan

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Israel has positioned itself as a critical research and development center for the world's leading technology companies. Close to half of the world's top technology companies have bought Israeli start-ups or opened research and development centres to take advantage of Israel's culture of innovation.

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- The quality of R&D in Israel is ranked, according to U.N. experts, among the first 10 in the world; largely due to the academic research institutes, which provide much of the basic R&D and venture capital.

Developing the Relationship between Israel and Canada

According to the Honorable James Fox, Chargé d'affaires, Embassy of Canada in Tel Aviv, Vaughan's mission came at a most opportune point in time, in that it builds upon numerous Canada-Israel initiatives that have been undertaken over the past three years, including the Canada-Israel Technology Innovation Partnership that began in November 2010.

The Canada-Israel Free Trade Agreement (CIFTA) eliminated tariffs on industrial products and some agricultural and fisheries products. Since its inception, Canada-Israel bilateral goods trade has more than doubled, from \$507 million in 1996 to \$1.4 billion in 2010. Canada and Israel have strong, multidimensional bilateral relations, marked by close political, economic, social and cultural ties. One of the underlying strengths of the Canada-Israel bilateral relationships lies in the extensive people-to-people ties.

There are approximately 20,000 Canadian citizens living in Israel and many Canadians have family in Israel. The Canadian Jewish community, which stands at around 350,000, acts as an important bridge between Canada and Israel.

Looking specifically at York Region the Jewish population is approximately 52,080 people, with 33,745 of those people living within the City of Vaughan, representing 11.8 percent of the City's total population. In terms of newcomers to Vaughan, Israeli immigrants are within the top three groups, representing 6.8 percent of all new immigrants to Vaughan. These findings were confirmed during the City's recent business mission. The strong connection between Israel and Vaughan is undeniable as many entrepreneurs mentioned they had either lived in Vaughan at one time or knew someone who lives in Vaughan today.

Creating a Results-Oriented Business Mission

A systematic approach was created to ensure a results-oriented business mission, which will become a template for future missions. This approach includes the following stages:

Stage 1:	Exploratory Visit & Pre-Planning
Stage 2:	Mission Development
Stage 3:	Mission Execution
Stage 4:	Post-Mission Follow-up, Results Generation & Tracking

Stage 1: Exploratory Visit & Pre-Planning

Although the City of Vaughan has had cultural relations with Israel since its friendship twinning with Ramla in 1993, the Economic Development Department took its first economic-driven mission to Israel in 2012. The 2012 Mission was exploratory in nature, establishing that there were sufficient business opportunities and economic ties to make Israel a strategic market for Vaughan.

In September 2012, Council directed Economic Development Staff to undertake a business mission to Israel in 2013. The goals for the 2013 Business Mission to Israel were to help participants to:

1. **Connect** – with one of the most dynamic and innovative economies in the world.
2. **Collaborate** – and network with business owners from a targeted set of industries from around the world and identify innovative technologies and approaches.
3. **Grow** – and position their business as a significant global player.

The Economic Development Department focused on developing further market intelligence, sector research and identification of strategic partnerships with the assistance of in-market experts. Working directly with professionals that are well-known and established within the target market provided the City with a strong competitive advantage and increased the level of success with matchmaking and new investment attraction.

Strategic partners for the 2013 Business Mission included:

- UJA Federation of Greater Toronto
- Israeli Consulate
- Canada Israel Chamber of Commerce
- Government of Israel, Economic Mission to Canada
- Ambassador, Canadian Embassy in Tel Aviv
- Ministry of Industry, Trade and Labor of Israel – Office of the Chief Scientist
- Investment Promotion Center of the Israeli Ministry of Industry, Trade and Labor
- Canada-Israel Industrial Research and Development Foundation
- Vaughan Chamber of Commerce
- Jerusalem Business Networking Forum
- Local business leaders

Stage 2: Mission Development

One of the many lessons learned from the 2012 Mission is the need to take a very business-focused approach to entering the Israeli market. Israel's success has brought international attention, making it necessary for companies or organizations wishing to do business to make advance preparations, and do extensive groundwork prior to engagement. The City also took this approach in its mission development:

April – June 2013	Development of conceptual business mission itinerary
June 27	Official Business Mission Launch Call-for-Participation Public Relations Campaign Kick-off
June – August	Participant Recruitment & Acceptance Process On-Boarding Activities (including corporate calls)
August – September	Pre-Mission Matchmaking
September – October	Business Mission Structure/Detailed Itinerary Finalization
September 16	Business Mission Participants' Breakfast

Mission Launch

The Official Business Mission Launch June 27, a collaborative effort that included the Consul General of Israel in Toronto, the UJA Federation of Greater Toronto, the Canada Israel Chamber of Commerce and ColdSpring Commerce drew attendance of approximately 200 business people not only from Vaughan, but from around the GTA. Fifty-five business owners signed up for a pre-mission consultation and evaluation.

The Mission's target audience is:

- Comprised of a diverse range of industry and interests, representing a cross section of the Vaughan economy.
- Capable of gaining immediate value from interacting with their Israeli counterparts.
- Willing to engage in long-term international relationships.
- Able to act as ambassadors to expand Vaughan's Israel Economic Development program.

Participant Recruitment

Once interested businesses were identified, or self-identified through communication efforts, significant time and effort was placed on the recruitment, qualification and on-boarding process. More than 80 one-on-one meetings were held with companies, in some cases meeting with companies multiple times. This process ensured that potential candidates met the goals of the economic mission and the team had valuable information necessary for successful matchmaking. The list of potential participants was narrowed down, and the final delegation totaled 23 participants, which included municipal representation.

Mission Matchmaking Efforts

From the onset, City Staff identified the need to establish a solid business proposition to potential participants thus, the mission needed to provide opportunities for business outcomes as a result of participation. ColdSpring Commerce was retained by the City to assist with these efforts. Based on the in-depth interview and onboarding exercise, Vaughan companies were matched with companies in Israel well in advance of the mission where possible. Pre-Mission matchmaking activities included:

- Identifying and assessing potential Israel-based matches.
- Communication of matches with Mission delegates.
- Establishing linkages between the two parties for initial discussions, i.e. conference calls and e-mail correspondence.
- Organization of appointments and meetings with these entities prior to the mission and while in Israel for further discussions.

In this way, the City worked to have relationships commence even before the delegates were in-country. Indeed, in one instance the contacts established in the “before travel” time frame, which resulted in the reverse first happening - the Israeli entity visiting the Mission delegate prior to the Mission’s departure.

While significant effort was expended to make sure that the maximum number of business linkages could be established prior to the trip, there were some linkages that occurred during the trip.

Stage 3: Mission Execution – Activities Undertaken

Through the delegate recruitment process, the final 2013 Business Mission team was comprised of 23 delegates, including representation from industry, academia, healthcare, utilities, and municipal government. A robust, multi-stream and aggressive business mission itinerary was created to optimize the potential number of pre-qualified and intensive meetings for each of the participants.

The mission schedule was, by design, arranged to be business intensive and engaging. During the Mission, more than 100 meetings took place. Most of these meetings occurred in Tel Aviv, Eilat/Eilat, Haifa and Jerusalem. However, there were many meetings and site visits that required travel across the entire country, and took place concurrently.

The three streams represented on this mission included the following:

Business Stream: Focused on expanding their product portfolio, expanding their global market reach, entering the Israeli market, and finding quality investment targets. Participants from this stream included:

- A.B.A Science Play
- Caesarstone Canada
- Canadian Gift Concept
- CompuOffice Software Inc.
- Domir Blinds Manufacturing Inc.
- Elias Custom Metal Fabrication Ltd.
- Groundheat Systems Inc.
- Gulf & Pacific Equities Corp.

- Hughes-Decorr
- Planet Paper Box
- Mircom Group of Companies
- SLGoldberg Consulting Inc.

Academic Stream: Focused on increasing their scope of research interactions and faculty/student exchanges and developing industry cooperation opportunities. Participants from this stream included:

- Centennial College
- York University

Municipal / Public Sector Stream: Focused on seeing new technologies to apply in the City and specifically in the Vaughan Metropolitan Centre (VMC), reinforcing relationships with different levels of Israeli government. Participants from this stream included:

- City of Vaughan
- Mackenzie Health
- PowerStream

Every participant was provided with a customized itinerary which identified their specific business meetings along with detailed company profiles on each prospective economic/business opportunity. It is important to mention that due to confidentiality agreements between the business mission participants and the prospective partners/investors with whom they have been matched, full disclosure of details is barred.

For the most part, during business hours each day, each “stream” operated on an unique agenda. Each evening, the entire team came together to participate in evening receptions with local Israeli business executives, occurring in Tel Aviv, Haifa, Eilat/Eilot, and Jerusalem. Attachment 4 provides a detailed description of the day-by-day itinerary.

Stage 4: Post-Mission Follow-up, Results Generation & Tracking

This following section presents from a high level perspective, a sample of some achievements and opportunities generated by this Mission to date.

Business Stream Results

Each one of the business participants reported one or more business-related outcomes as a result of the Mission. Again, confidentiality agreements preclude a detailed reporting on business outcomes, as they can identify individual participants; pose potential competitive advantage; or are simply too premature for discussion. On a high level, some of these outcomes include:

- requests for quotations;
- product design improvements;
- access to competitive market data;
- market entry / local market penetration opportunities;
- manufacturing process coordination opportunities;
- beta-testing opportunities in Canadian markets;
- financial investment and acquisitions; and
- project bids; etc.

All business participants came away with greater understanding of the Israeli market and other valuable intelligence, along with key contacts with industry leaders – connections necessary to advance their growth strategies. The participants also had got to know each other better, making connections at the local level.

Academic Stream Results

Both post-secondary institutions participating in the Business Mission reported outcomes that corresponded with their goals of developing research collaborations; faculty/student exchanges and industry cooperation opportunities. Discussions and exchanges with the Israeli education community increased the understanding of the nature of post-secondary education in the context of the Canadian system relative to the Israeli model, which is somewhat different. An overarching agreement was also signed with the Board of Public Academic Colleges of Israel (VaRaM) and with two of its members, Jerusalem College of Technology, and Hadassah Academic College.

Meetings were held with Canadian Embassy and other student interest agencies to discuss international student movements, including challenges in the visa process. Seven Memorandums of Understanding were signed by Centennial College with Israeli learning institutions and organizations in an effort to enhance student mobility and learning internationally.

York University has developed arrangements with the Technion, Israel Institute of Technology and Haifa University for joint research and student exchange and is continuing to formalize a partnership.

Following the business mission, Centennial made a return trip to Israel sending a recruiting officer to follow-up on some of the newly established relationships and successfully recruited more than 50 new international students.

Centennial College and York University have also formed new relationships with Mission companies for joint applied research and focused training initiatives.

Municipal / Public Sector Stream Results

In addition to the City's desire to see results and outcomes for its Business and Academic participants, the City/public sector stream interests lie in learning about best practices and technologies which may be applied to improve service delivery to constituents. The opportunities to network with local partners and Israeli-based entities produced results that varied from:

- Economic development best practices exchanges with Jerusalem;
- Discussions about opportunities for a foreign trade office using joint space;
- Discussions initiated establishment of a design district related to buildings and interior spaces;
- Technologies and best practices related to automated parking systems for urban areas such as the Vaughan Metropolitan Centre;
- Renewable energy technologies – knowledge exchanges with City of Eilat and Hevel Eilat Region;
- Potential showcase for leading-edge playground systems in municipal parks;
- Interests in the establishment of a Vaughan International Commercialization Centre (VICC) / Business Accelerator in Vaughan;
- Attraction of an international business conference;
- Heightened awareness amongst Israeli associations about Vaughan companies' capabilities as well as the City's commitment to being a gateway into North America;

- Enhanced brand awareness and competitiveness positioning (as a result of press coverage); and
- Increase in business investment leads.

Attachments 5 and 6 are participant testimonials and photographs, to provide further insight on the execution and outcomes from the Mission.

Proposed Vaughan-Centennial Trade Development Office

The 2012 and 2013 Business Missions to Israel highlighted the need to continue to build upon the City's successful international business development program. It was recognized that a longer term, in-country relationship was required. The momentum developed by all our business, academic and public sector partners needs to be sustained with strategic relationships and a steady or growing stream of business activity.

To this end, Economic Development will collaborate with Centennial on a trade development office strategy in Israel. Centennial College has already established an in-market office and it has indicated that it is willing to enter into discussions to have a joint office which serves the mutual needs of its partners. From the City's perspective, the trade office will provide a venue to meet and to develop detailed plans for expanding specific economic and business opportunity relationships and linkages. Some of the goals from the municipal perspective include:

- Creation and enhancement of Vaughan's business image in Israel by showcasing its competitive advantages.
- Driving Vaughan business revenue linkages between Vaughan and Israel and recognition as a gateway to North America.
- Generating new economic investment opportunities.
- Sharing best practices and valuable market intelligence.

From Centennial's perspective, the educational institution is interested in attracting international student exchange and collaborative program development. This office also expresses a high level of commitment to this market. Their goals include:

- Driving linkages between Centennial and Israel by recruiting:
 - i. Post bachelor's level students from Israel from Centennial's Toronto campus and receive and process students from Canada for placement with Israeli institutions.
 - ii. Exchange students.
 - iii. International corporate training candidates.
- Supporting recruited students and facilitating their travel, accommodation, and government interfaces to Canada.
- Supporting collaborative research, innovation and commercialization.

The notion of an international trade office based out of Centennial College's facility in Israel appears to be in parallel from both organizations' goals and objectives. However, the City should consider this concept as a pilot project and the details of such an arrangement need to be worked out in much greater depth including: staffing, location, access, annual operating costs, and possibly even an exit strategy for the partners.

Next Steps

The foundation has been established and the Economic Development Department is now ready for the next stage of implementation which largely involves the creation of a supportive ecosystem for its business, academic and public sector partners' interests and being responsive to the business investment interests being shown in target markets.

Providing Business Support

The City's role in international business development is to facilitate efforts for collaboration amongst local partners/participants and international business groups. However, once the relationship has begun, it is incumbent on the participant to take the lead on these projects and sustain the momentum that is achieved. The Economic Development Department will play a support role in facilitating business and government connections.

Many participants are also exploring business opportunities amongst one another. In an effort to continue to nurture this now cohesive group, the opportunity exists to work with one of the business participants to host a post-mission event at their location. This event could include a tour and networking session.

An opportunity also exists to include the more than 55 companies who expressed a strong desire to participate on the business mission to Israel, completed the pre-mission evaluation process, but for many reasons was unable to commit to participating on the mission itself, but had expressed a strong desire to be a part of the Vaughan-Israel Business Development Program.

Working with the Province, Region of York and Greater Toronto Marketing Alliance

The work that Vaughan has undertaken in the Israeli market has garnered the attention of other economic development agencies. The City will undertake to ensure that its program and initiatives are recognized and aligned with the efforts of these agencies in order that synergies can be achieved as they too engage in attraction and retention of business investments.

Enhanced Brand Awareness & Competitive Positioning

All activities related to this business mission including the pre-mission and post mission activities have succeeded to raise the City of Vaughan's profile. This initiative has generated more than 20 media articles in Canada and Israel, as well as significant word of mouth promotion across the business, academic and municipal sectors. This mission has helped to effectively differentiate the City from other jurisdictions, increasing Vaughan's competitive positioning and brand awareness on an international scale.

In an effort to continue to position Vaughan as the gateway to North America, the City needs to continue to outreach to entities interested in accessing North America via Vaughan is important. This spreading of the word can be done in several ways such as:

- Interactions and knowledge sharing among municipal Israeli and Vaughan governments, particularly in the area of share best practices in the field of Economic Development.
- Developing ongoing relationships with the overarching Israeli industry associations either directly or through the Government of Israel.
- Partnering with the Canadian Embassy, as they are often involved in such matters.
- Interfacing to the consulting professions (e.g. major accounting firms) who represent clients who are positioned to expand globally.

- Further development of strategic partnerships locally with organizations such as the Canadian Israel Chamber of Commerce, UJA Federation of Greater Toronto, Government of Israel Economic Mission to Canada, among others.

What will make the difference between a good mission and an extremely successful mission relates directly to the commitment to allocate time and resources to following up on opportunities and further developing strategic partnerships.

Relationship to Vaughan Vision 20|20 / Strategic Plan

This report is consistent with the priorities previously set by Council. Specifically, this report assists in fulfilling Vaughan Vision 20|20 Goal: Manage Growth and Economic Well-being as the International Business Development Program is focused on supporting existing Vaughan businesses with their international growth strategies, securing strategic partnerships; as well as, attracting new investors from abroad to locating in the City of Vaughan.

This results-oriented approach to international business development also aligns with the Vaughan Vision 20|20 Goal: Demonstrate Effective Leadership as the City of Vaughan's Economic Development Department is striving to become a leader within the profession and creating new and innovative approaches to international business attraction.

Regional Implications

Geo-political borders are inconsequential to business flows, especially in a globalized economy; therefore, staff in the Economic Development Department will be working with the Economic Strategy Branch of the Regional Municipality of York to ensure they are aware of the City's international business development initiatives.

Conclusion

Vaughan's 10-year Economic Development Strategy identifies international business development objectives as being integral to supporting local business growth; attracting capital and jobs; and enhancing its global image. It recognizes that our resident populations, local businesses and public institutions house significant human, financial and intellectual capital; and needs to be leveraged for the City's future growth and prosperity.

Vaughan's direct involvement with Israel began in 2012 with an exploratory mission, which focused on gathering and evaluating market intelligence in order to adequately assess the business investment attraction opportunity for the City of Vaughan. Based on extensive meetings with business owners, government officials and other stakeholder groups, the City of Vaughan validated Israel as a strategic market for international business development, particularly as it relates to investment opportunities, business attraction potential and a strong desire from business and government leaders to work collaboratively for the common good of both countries economically.

The 2013 Business Mission further built on the work to date that established all Economic Development initiatives in foreign markets, be focused on a business agenda. The tactics employed for mission planning and execution, placed business and economic outcomes and results squarely in the crosshairs of any activities undertaken pre-and-post mission. This approach contributed tremendously to its success, and is a model for any future international business development endeavors.

One message that came across loud and clear was that many business delegations come to Israel to learn, take the insights home and never return. Should the City proceed to establish a trade office in Tel Aviv, it would send a clear signal of Vaughan's commitment to operate in the Israeli market, and that it intends to do so, with the strong support of its business, academic and public sector stakeholders.

The Economic Development Department will continue to follow-up on the prospects and leads generated by this Mission. It will provide on-going support to all participants as well as those firms that are preparing market entry strategies. And it will seek opportunities to collaborate with Jerusalem and Eilat/Eilat for best practices and new approaches for city building. Going forward the Economic Development Department intends to focus on three strategic markets: Israel, Italy and China and will be bringing a report to Council on its International Business Development Strategy.

Attachments

- Attachment 1 – Summary of Media Coverage Report
- Attachment 2 – Sample Media Coverage
- Attachment 3 – 2013 Vaughan Business Mission Marketing Initiatives
- Attachment 4 – Detailed Mission Itinerary
- Attachment 5 – Quotes for Israel Business Mission Participants
- Attachment 6 – Israel Business Mission Photos

Report prepared by:

Jennifer Ladouceur, Director of Economic Development

Respectfully submitted,

Jennifer Ladouceur
Director of Economic Development

Attachment 1 - Summary of Media Coverage



Media Coverage Report Vaughan Israel Business Mission

Last updated: November 14, 2013

Total number of stories: 25

Date	Publication	Headline	Author	Article Summary	Link
20-Jun-13	Partners in Project Green	Vaughan launches 2013 Israel International Business Development Program	GTAA Partners in Project Green	The City of Vaughan invites the business community to attend the launch program and a pre-mission inform competitive advantages of participating in the City of Vaughan's international business mission to Israel this session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Room.	http://www.partnersinprojectgreen.com/news/1215-vaughan-launches-2013-israel-international-business-development-program
20-Jun-13	State of Israel Ministry of Economy	Vaughan launches 2013 Israel International Business Development Program	Israel Trade & Economic Office	On June 27th, the City of Vaughan invites the business community to attend the launch program and a pre-mission information session to learn more about the competitive advantages of participating in the City of Vaughan's international business mission to Israel this fall. The launch and pre-mission information session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Room.	http://itrade.gov.il/canada/vaughan-launches-2013-israel-international-business-development-program/
27-Jun-13	VentureLAB	2013 City of Vaughan Mission to Israel launch event June 27	N/A	June 27, 2013, 3 p.m. to 4:30 p.m., Vaughan City Hall, North Loft Atrium, Lower Level Businesses and the media are welcome to join us at the launch event with an address from Hon. Maurizio Bevilacqua, P.C., Mayor, followed by a program announcement and information session. Click here to view or download a PDF for Thursday.	http://venturelab.ca/?event=2013-city-of-vaughan-business-mission-to-israel-launch-event-june-27
11-Jul-13	Vaughan Citizen	Vaughan officials plan trade mission to Israel	Tim Kelly	Businesses and the media are welcome to join us at the launch event with an address from Hon. Maurizio Bevilacqua, P.C.,	http://www.yorkregion.com/news-story/3886344-vaughan-officials-plan-trade-mission-to-israel/
11-Jul-13	Honest Reporting Canada	Vaughan, Ontario officials plan trade mission to Israel	N/A	Mayor, followed by a program announcement and information session. Click here to view or download a PDF for Thursday,	http://www.honestreporting.ca/vaughan-ontario-officials-plan-trade-mission-to-israel/12002
11-Jul-13	cija.ca	Vaughan, Ontario Officials Plan Trade Mission to Israel	N/A	June 27, Launch Event Invitation.	http://www.cija.ca/canadian-politics/vaughan-ontario-officials-plan-trade-mission-to-israel/
15-Jul-13	Canadian Jewish News	Vaughan mission to Israel seeks to build business ties	Carolyn Blackman	Thornhill Councillor Alan Shefman says he's looking for signed business deals during a City of Vaughan mission to Israel this fall.	http://www.cjnews.com/canada/vaughan-mission-israel-seeks-build-business-ties
31-Jul-13	Shalom Toronto Online	City of Vaughan officials looking to expand business ties with Israel	N/A	As the City of Vaughan attempts to expand its international economic development strategy, it appears that Israel has the potential to be one of the city's key partners in trade, innovation and investment in the near future.	http://shalomtoronto.ca/news/vaughan-officials-looking-expand-business-ties-with-israel/
Aug-13	SNAP Vaughan East	New Israel International Business Development Program	N/A	More than 200 members of the local business community attended the launch of the City of Vaughan's Israel International Business Development Program at City Hall on June 27. The event featured special addresses by Mayor Maurizio Bevilacqua and DJ Schneeweiss, the Consul General of Israel in Toronto.	http://www.snapvaughaneast.com/index.php?option=com_sngevents&id%5B%5D=563488
Sep-13	Vaughan News Magazine	Mayor Bevilacqua Leads Innovative Mission to Israel	N/A	Planning for the City of Vaughan's business mission to Israel in late September is well under way, with a number of companies signed up to participate in this innovative international program that is being headed up by Mayor Maurizio Bevilacqua.	Available only in print.
4-Sep-13	Jewishtribune.ca	Vaughan Mission to Israel Plans under way	N/A	Planning for the City of Vaughan's business mission to Israel in late September is well under way, with a number of companies signed up to participate in this innovative international program that is being headed up by Mayor Maurizio Bevilacqua.	http://www.jewishtribune.ca/news/2013/09/03/vaughan-mission-to-israel-plans-under-way
25-Sep-13	680News Online	Vaughan mayor to lead week-long trade mission to Israel	Charlene Close	Vaughan Mayor Maurizio Bevilacqua and two city councillors will be among the nearly two dozen people leaving Saturday for a trade mission to Israel.	http://www.680news.com/2013/09/25/vaughan-mayor-to-lead-week-long-trade-mission-to-israel/
7-Oct-12	680News.com	Vaughan and Centennial College to jointly open Trade Office in Israel	N/A	The City of Vaughan and Centennial College will join forces to open a Trade Development Office in Israel. The announcement came during a seven-day business trip to Israel. The trip was centered in Tel Aviv, Haifa and Jerusalem which included 23 participants from 21 different companies, including Centennial College.	http://www.680news.com/2013/10/07/vaughan-and-centennial-college-to-jointly-open-trade-office-in-israel/

10-Oct-13	salamtoronto.net	Vaughan and Centennial College to jointly open Trade Office in Israel	N/A	The City of Vaughan and Centennial College are joining forces to open a Trade Development Office in Israel.	http://salamtoronto.net/?p=18365
17-Oct-13	South Asian Focus	A world beyond the computer keyboard and mouse	N/A	In the field of business and finance, the City of Vaughan and Centennial College have joined forces to open a Trade Development Office in Israel. The announcement came during a seven-day business mission to Israel which concluded recently. "A strong international presence is essential to realizing Vaughan's economic potential, and ultimately the City wants to increase trade, generate jobs, and improve the quality of life and standard of living," said Mayor Maurizio Bevilacqua.	http://www.southasianfocus.ca/opinion/a-world-beyond-the-computer-keyboard-and-mouse/
17-Oct-13	South Asian Focus	Vaughan and Centennial College jointly open Israel trade office	N/A	The City of Vaughan and Centennial College are joining forces to open a Trade Development Office in Israel. The announcement came during the seven-day business mission to Israel which concluded recently.	http://www.southasianfocus.ca/news/vaughan-and-centennial-college-jointly-open-israel-trade-office/
18-Oct-13	Vaughan Citizen	Vaughan, Centennial College partner on trade development office in Tel Aviv	Tim Kelly	After several pilgrimages to the Holy Land, the city laid down permanent roots in Israel while on its latest trade mission Sept. 28 to Oct. 6.	http://www.yorkregion.com/news-story/4164500-vaughan-centennial-college-partner-on-trade-development-office-in-tel-aviv/
22-Oct-13	Newswire.ca	Centennial College signs seven memorandums of understanding during trade mission to Israel	N/A	Centennial College has signed seven memorandums of understanding with learning institutions and organizations in Israel this month as part of a concerted effort by the Scarborough-based college to enhance student mobility and learning internationally.	http://www.newswire.ca/en/story/1246763/centennial-college-signs-seven-memorandums-of-understanding-during-trade-mission-to-israel
24-Oct-13	Jewishtribune.ca	Vaughan opens trade office in Israel	Shlomo Kapustin	The City of Vaughan will open a trade development office in Israel in early 2014. "A strong international presence is essential to realizing the city's economic potential, and ultimately the city wants to increase trade, generate jobs and improve the quality of life and standard of living," said Mayor Maurizio Bevilacqua.	http://www.jewishtribune.ca/wp-content/uploads/2013/10/2013-10-24.pdf
24-Oct-13	Jewishtribune.ca	Eilat mayor first to return visit to Vaughan after recent city mission to Israel	N/A	The relationships forged during the City of Vaughan's recent business mission to Israel were further strengthened by a visit last week from Udi Gat, the mayor of Eilat, Israel.	http://www.jewishtribune.ca/wp-content/uploads/2013/10/2013-10-24.pdf
24-Oct-13	Vaughan Citizen	Vaughan Israeli mission proves fruitful for Centennial College	Tim Kelly	Centennial College has announced that coming off its recent trade mission with members of Vaughan council, it has signed a total of seven memorandums of understanding (MOUs) with institutes of higher learning in Israel.	http://www.yorkregion.com/news-story/4172174-vaughan-israeli-mission-proves-fruitful-for-centennial-college/
28-Oct-13	Canadian Jewish News	Results flow from Vaughan mission to Israel	Paul Lungen	Things moved pretty quickly following a recent week-long economic mission to Israel sponsored by the City of Vaughan. Within days of the return of the 23-strong contingent, Centennial College, one of the participants, had signed seven memorandums of understanding (MOUs) with Israeli academic institutions.	http://www.cjnews.com/business/results-flow-vaughan-mission-israel
Nov-13	Snapd Vaughan East	Mayor Bevilacqua Welcomes Mayor of Eilat Israel	N/A	Mayor Maurizio Bevilacqua welcomed Udi Gat, the Mayor of Eilat, Israel to Vaughan City Hall last month. Mayor Gat visited Toronto with the United Jewish Appeal Federation (UJA) and his trip included a meeting in Vaughan.	http://www.snapvaughaneast.com/index.php?option=com_sngevents&id[]=602734
14-Nov-13	The Jewish Tribune	Centennial inks pacts with Israeli schools, organizations	Shlomo Kapustin	Centennial College recently furthered its global push by inking memoranda of understanding (MoUs) with seven Israeli learning institutions and organizations.	Available only in print.
14-Nov-13	israel21c.org	Canadian city opens Tel Aviv development office	Abigail Klein Leichman	A planned medical center in Vaughan, Ontario, may install a futuristic Israeli parking system. And the Toronto suburb's 8,000 kilometers of roads may be illuminated more inexpensively by innovative lighting from an Israeli company.	http://israel21c.org/technology/canadian-city-opens-tel-aviv-development-office/



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The City of Vaughan invites the business community to attend the launch program and a pre-mission inform competitive advantages of participating in the City of Vaughan's international business mission to Israel this session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Rc

In late September, the City of Vaughan is leading a business delegation to Israel in partnership with the UJ, Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, the Canada Israel Chaml

Israel is recognized as one of the most dynamic and innovative economies in the world. A key component c involves a business mission to Israel scheduled to take place from September 28 to October 6, 2013 with tr Jerusalem. The mission will focus on a number of innovative industry sectors including advanced manufact security, information technology, and scientific and technical products.

Business delegates who participate in the mission will benefit from:

- Face-to-face meetings with pre-qualified Israeli companies ready to do business in your industry segme
- Explore partnership opportunities with Israeli companies.
- Participate in high profile networking events and receptions that will attract a large number of Israeli con Development Strategy.
- Receive first-hand briefings from local specialists on investment and trade in Israel and in Vaughan.
- Visit world leading technology parks and business incubators.
- Make connections with senior Israeli government and Canadian consular officials.

Space is limited, so register online today!

Online registration for June 27 event: <http://vaughan-israel-pre-mission-VEN.eventbrite.com>

Vaughan Launches 2013 Israel International Business Development Program

June 20, 2013, category: Business Opportunity, Cooperation, Economy, Events, Hi-tech, Investment, Life Sciences, Pharmaceutical, R&D



On June 27th, the City of Vaughan invites the business community to attend the launch program and a pre-mission information session to learn more about the competitive advantages of participating in the City of Vaughan's international business mission to Israel this fall. The launch and pre-mission

information session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Room.

In late September, the City of Vaughan is leading a business delegation to Israel in partnership with the UJA Federation of Greater Toronto, the Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, the Canada Israel Chamber of Commerce, and ColdSpring Commerce.

Israel is recognized as one of the most dynamic and innovative economies in the world. A key component of Vaughan's business development program involves a business mission to Israel scheduled to take place from September 28 to October 6, 2013 with travel centred in Tel Aviv, Haifa, Eilat/Eilot, and Jerusalem. The mission will focus on a number of innovative industry sectors including advanced manufacturing, environmental and green products, security, information technology, and scientific and technical products.

Business delegates who participate in the mission will benefit from:

-Face-to-face meetings with pre-qualified Israeli companies ready to do business in your industry segment.

-Explore partnership opportunities with Israeli companies.

-Participate in high profile networking events and receptions that will attract a large number of Israeli companies targeted in the Vaughan Economic Development Strategy.

-Receive first-hand briefings from local specialists on investment and trade in Israel and in Vaughan.

-Visit world leading technology parks and business incubators.

-Make connections with senior Israeli government and Canadian consular officials.

Space is limited, so register online today!

Please visit the [Online Registration](#) to participate in the June 27 event. [Event and Mission flyer](#) is also available.

For more information, please contact the Director of Economic Development at the City of Vaughan, Jennifer Ladouceur:

Tel. 905-832-8585 ext. 8093
Jennifer.Ladouceur@vaughan.ca

Email:

www.vaughan.ca/Israel

Tag: CICC, ColdSpring Commerce, Government of Israel Economic Mission to Canada, UJA Federation, Vaughan



Jul 11, 2013 | Vote 0

Vaughan officials plan trade mission to Israel

Vaughan Citizen
By Tim Kelly

This time, they really mean business.

When a delegation from Vaughan visits Israel this fall to meet with business and government officials, Ward 5 Thornhill Councillor Alan Shefman said, "We don't want friendship agreements with anybody. We want signed deals."

The trip, which Mr. Shefman said has been in the works for the past four or five months, will be centred on Tel Aviv, the business and financial capital of Israel, and will see upward of 25 business partners from the Greater Toronto Area join two staff members and Mr. Shefman, Ward 2 Woodbridge West Councillor Tony Carella and Mayor Maurizio Bevilacqua on a week-long working visit.

The visit will cost taxpayers about \$41,000, said economic development director Jennifer Ladouceur, who will make the trip along with executive director Tim Simmonds and the three Vaughan politicians.

Mr. Shefman is certain the cost is worth the investment.

"We want to make the City of Vaughan a significant jump-off point for Israeli business in North America, a strategic location for their businesses. The second largest number of companies on the New York stock exchange are Israeli companies and the amount of technological innovation in Israel is second to none," he said.

The largest technology giants in the world all have research facilities in Israel including Google and Microsoft, Mr. Shefman added.

"They're all there. After Silicon Valley, that's where all the research and development is."

Mr. Shefman promises to provide daily media reports of what happens on the trip and is confident companies in Canada and Israel will be successful.

"Thornhill has a large population of Israeli Canadians. There are lots of connections, lots of types of social, cultural facilities that they'll feel very comfortable living there. We're thinking of having an office in Israel and a Vaughan entrepreneurial centre, so this is a very serious venture," he said.

Mr. Shefman said the preliminary work has included partnering with the Israeli consulate and trade office, the United Jewish Appeal, the Lubovic Campus, among other major GTA Israeli-Canadian organizations with an interest in Canada-Israel business ties.

"A key element for us is to connect a company here with a company there before we go so they get together and communicate and then much of the work is done before we arrive. It's very exciting," he said.

Mr. Shefman said a key driver in pushing forward the 2013 mission was what he, Mr. Carella and Mr. Simmonds were told by the Canadian ambassador to Israel last year when they made the initial visit.

"He said, 'I see lots and lots of people coming here from Canada and the United States and from all kinds of places and they say this is such a great place to do business and then they never hear from them again."

"He said, if you want to succeed here, you need to be serious, because they have no patience and no time to fool around with anybody in Israel."

"If you're going to be serious, you have to put an extraordinary effort into whatever you're going to do."

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Vaughan, Ontario Officials Plan Trade Mission to Israel

JULY 11, 2013

A delegation from Vaughan will visit Israel this fall to meet with business and government officials. The trip, which Thornhill Councillor Alan Shefman said has been in the works for the past four or five months, will be centred on Tel Aviv, the business and financial capital of Israel, and will see upward of 25 business partners from the Greater Toronto Area join two staff members and Mr. Shefman, Ward 2 Woodbridge West Councillor Tony Carella and Mayor Maurizio Bevilacqua on a week-long working visit.

"We want to make the City of Vaughan a significant jump-off point for Israeli business in North America, a strategic location for their businesses. The second largest number of companies on the New York stock exchange are Israeli companies and the amount of technological innovation in Israel is second to none," said Shefman.



The City of Vaughan trade mission to Israel is in partnership with the UJA Federation, The Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, the Canada Israel Chamber of Commerce, Centennial College, and ColdSpring Commerce. This business focused mission will visit a number of innovative business regions all concentrated around Tel Aviv, Haifa, Eilat/Eilot and Jerusalem.

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HEADLINES AND DEADLINES BLOG

Jul 11, 2013

Vaughan, Ontario Officials Plan Trade Mission to Israel

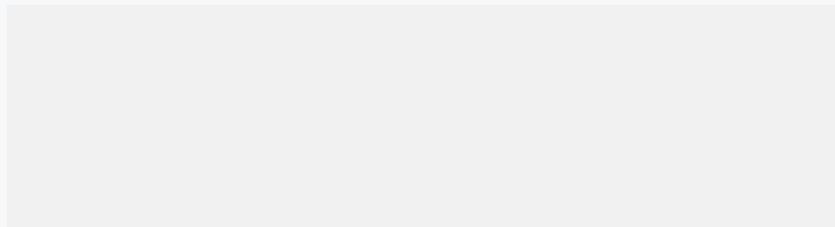
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A delegation from Vaughan will visit Israel this fall to meet with business and government officials. The trip, which Thornhill Councillor Alan Shefman said has been in the works for the past four or five months, will be centred on Tel Aviv, the business and financial capital of Israel, and will see upward of 25 business partners from the Greater Toronto Area join two staff members and Mr. Shefman, Ward 2 Woodbridge West Councillor Tony Carella and Mayor Maurizio Bevilacqua on a week-long working visit.



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Vaughan mission to Israel seeks to build business ties

CAROLYN BLACKMAN, Staff Reporter, Monday, July 15, 2013

Tags: Canada

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TORONTO — Thornhill Councillor Alan Shefman says he's looking for signed business deals during a City of Vaughan mission to Israel this fall.

The week-long trip, which has been in the works for about five months, will include about 25 business representative from the Greater Toronto Area, along with two Vaughan staff members, Shefman, Ward 2 Woodbridge West Councillor Tony Carella and Vaughan Mayor Maurizio Bevilacqua.

Shefman, who represents Vaughan Ward 5, noted that he was on a mission to Israel in 2008 that focused mainly on biotechnology.

"We didn't have a clear strategy, though, and nothing came of it," he said.

"Between then and 2010, we hired an economic development director, and we planned [our strategy] step by step."

Shefman travelled to Israel last year along with Carella and Vaughan's director of economic development, Tim Simmonds, and they explored the viability of an economic partnership between Vaughan and Israel.

"Paul Hunt, the Canadian ambassador to Israel, said that they see lots of delegations come through once, but they don't see them again," Shefman said.

"We were told we have to be serious, and we have to be willing to take risks. That is the credo and basis for [what's come to be know as] the Vaughan-Israel Economic Project. The trip isn't just a mission, it's an

overall project. It's not a one-time trip. We are going to develop business-to-business relationships over [a number] of years."

Shefman said trip organizers have connected with private businesses, as well as UJA Federation of Greater Toronto and the Israeli Consulate and trade office, among other Israeli-Canadian organizations with an interest in Canada-Israel business ties.

In a statement, Shefman said that "a key element for us is to connect a company here with a company there before we go, so that most of the work is done before we arrive."

The trip will cost taxpayers about \$41,000, he said, but he stressed that it's worth the investment.

The goal is to make Vaughan a significant jumping-off point for Israeli firms in North America – a strategic location for their businesses.

Israeli firms comprise the second-largest number of companies on the New York Stock Exchange, and the amount of technological innovation in Israel is second to none, Shefman said.

"About 100 people turned out at a recent information meeting, and we have 17 booked already, and it is quite a diverse group," he told The CJN.

"We may have to cut off registration."

Vaughan is considering setting up an office in Israel, as well as a Vaughan entrepreneurial centre.

"This is a very serious venture," he said.\

News Clippings

Online resources from Corporate Communications

City launches Israel Business Development Program

July 23, 2013

Vaughan Weekly

By Angela Gismondi



(From left to right) UJA Federation of Greater Toronto President CEO Ted Sokolsky, Mayor Maurizio Bevilacqua, Consul General of Israel in Toronto DJ Schneeweiss, Canada Israel Chamber of Commerce Chairman Leslie Dan and Canada Israel Chamber of Commerce President Oded Orgil at the launch of the City of Vaughan's Israel International Business Development Program.

The City of Vaughan is hoping to develop business relationships in Israel.

The City recently launched the Israel International Business Development Program. More than 200 members of the local business community attended the launch at City Hall.

While the business development program will offer a way of strengthening business relations between Canada and Israel and encourage Israeli companies to conduct business in Vaughan, a key component of the program is a business mission to Israel from Sept. 28 to Oct. 6.

Ultimately, the city hopes to position Vaughan as an Israel-North America gateway, develop a trade office and a Vaughan-Israel commercialization centre, something no municipality has ever done before.

Thornhill Councillor Alan Shefman said he has been focused on planning a business mission to Israel since he was first elected.

“To experience Israel’s dynamic economy, I urge you to join us on this business mission,” said Shefman. “I’m really looking forward to travelling with many of you and making this a successful economic mission for yourselves and for our city.”

The mission will be led by Shefman, Mayor Maurizio Bevilacqua and Ward 2 Councillor Tony Carella and will include business representatives from the Greater Toronto Area. The City has partnered with the United Jewish Appeal Federation (UJA), the Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, Canada Israel Chamber of Commerce and ColdSpring Commerce to organize a series of activities and meetings with international companies designed to achieve a high return on investment for all participants.

The City and its partners will work with every participant in advance to initiate a match-making process prior to the mission and to provide assistance in preparing them for international expansion.

Centred in Tel Aviv, Haifa and Jerusalem, the mission will focus on a number of innovative industry sectors including advanced manufacturing, environmental and green products, security, information technology, and scientific and technical products.

Bevilacqua said the mission will generate economic growth for the citizens of Vaughan and abroad.

“We are a forward-looking, globally-oriented city,” said Bevilacqua.

“This trip makes a great deal of sense for us. The incredible linkages it can create with Israel and the City of Vaughan will be mutually beneficial. We believe that at the end of the day, both parties will have engaged in a win-win situation. The City of Vaughan is the place to be, that is the message that will be relayed.”

He added he looks forward to working with the business community after the mission to ensure goals have been realized.

DJ Schneeweiss, the Consul General of Israel in Toronto, was at the launch. He ensured those in attendance the business mission would be worthwhile and successful.

“This economic development trip to Israel brings mutual value and potential value that is immeasurable,” he said. “There is an opportunity to bring potential value here to Vaughan, which is important because of the size of the Israeli-Jewish community here.”

Ted Sokolsky, president of the United Jewish Appeal of Greater Toronto said Israel is an innovative country with a lot to offer.

“This is about linking Vaughan to the future and part of that future is the state of Israel,” said Sokolsky.



Jennifer Ladouceur, director of economic development for the City of Vaughan, explained the purpose of the business mission is to network and make connections. Although the trip will require business owners to take time away from their business, the goal of the trip is to build and expand business for the future.

“We know we are taking time away from your business and we need you to get permanent results and connect, collaborate ,” said Ladouceur. “We are focused on getting results for businesses attending the mission. We want to support you and make sure you’re successful”

She added Israel has a proven record of innovation and commercialization when it comes to technology. In addition to allowing local businesses to showcase their products outside of Canada, the mission aims to build a connection between Israeli and local businesses and to promote Vaughan as a gateway for Israeli products.

In addition to business meetings, the mission will also include a cultural aspect and meeting with dignitaries so that business owners understand what it’s like to work with Israel, Ladouceur added.

For more information about the program and mission, visit vaughan.ca/Israel or contact Jennifer Ladouceur, Director of Economic Development, at 905-832-8585, ext. 8093 or jennifer.ladouceur@vaughan.ca.

<http://vaughantomorrow.ca/newsclippings2.html>



City of Vaughan officials looking to expand business ties with Israel

Ward 5 Councillor Alan Shefman tells Shalom Toronto about Vaughan's recent economic mission to Israel



מאת: Sammy Hudes
31.07.2012

As the City of Vaughan attempts to expand its international economic development strategy, it appears that Israel has the potential to be one of the city's key partners in trade, innovation and investment in the near future. A three-person delegation of Vaughan officials that included Ward 5 Councillor Alan Shefman, Ward 2 Councillor Tony Carella and Vaughan's Director of Economic Development Tim Simmonds visited Israel from July 2 to July 9, exploring the potential for establishing

economic relationships with Israeli companies.

http://shalomtoronto.ca/file/pic/photo/2012/07/Sammy_Hudes-ambassador-hunt1_500.jpg?t=50182e12a06d9 From left to right: Tim Simmonds, Director of Economic Development, City of Vaughan; Tony Carella, Ward 2 Councillor – Woodbridge; Paul Hunt, Canada's ambassador to Israel; Alan Shefman, Ward 5 Councillor – Thornhill; Bonny Berger, Senior Trade Commissioner, Canadian Embassy, Israel. Photo: Office of Alan Shefman

A separate delegation will also be visiting China and Italy to build upon previously established relationships with Vaughan, as part of the city's economic development strategy. But following his return, Shefman told Shalom Toronto that Vaughan's newest focus on Israel provided he and his colleagues with an "eye-opening and very enlightening" experience, as they had the opportunity to learn about the "incredible dynamic nature" of modern Israeli society, particularly in the research and development sector. The delegation was greeted by Canada's ambassador to Israel, Paul Hunt and Canada's Senior Trade Commissioner in Israel, Bonny Berger. They also visited Meir Yitzhak Halevi, mayor of Eilat, and Yoel Lavi, mayor of Ramla, which serves as Vaughan's twin city in Israel. The three officials had the opportunity to meet with representatives of MATIMOP, Israel's national agency for industrial research and development and its Global Center for Breakthrough Innovation, and with representatives from Israel's Ministry of Industry, Trade and Labor. In addition to establishing Israeli connections to the City of Vaughan by introducing Israeli businesses and government agencies to the city as potential business partners, the main purposes of the trip also included learning about the current business environment in Israel, said Shefman. "It's very much a risk-taking business environment. People are more than willing to take risks to develop their ideas," he said. "Our focus was on clean technology, which is an incredibly, vastly expanding area of technology in Israel right now. There are currently 320

companies in Israel that are defined as specializing in clean technology, said Shefman, adding that over \$300,000,000 have been invested in the cleantech industry in Israel over the past two years alone. “What we discovered was there are an incredible number of innovation-based companies in Israel, they’re all at a very wide stage of development and many of them are still in a pre-marketing situation. There is tremendous potential for making connections at an early stage of development where there might be potential for investment in a company as it does its research and development and perhaps potential for marketing in North America, once the product comes to market.” While in Israel, the Vaughan officials attended a “cleantech” conference in Tel Aviv. There they met with a company developing a tool that will be able to assess the life and quality of streetlights on an ongoing basis through wifi. Shefman said that development companies in Vaughan could potentially invest in the technology, while the company itself may wish to use Vaughan as a jump-off spot for their North American sales. The delegation also met with a solar-based power company in Eilat to look at the potential of developing a partnership with PowerStream, Ontario’s second largest municipally-owned electricity distribution company. In addition, Shefman and his colleagues met with representatives from A Better Place, an electric car development company in Israel that has already established economic connections in Ontario. The company is now looking to market their cars and given the auto manufacturing industry that currently exists in Vaughan, Shefman says there may be some opportunities for investment in order to establish a future partnership in the industry. The Jewish communities of Vaughan and the GTA, the largest in all of Canada, served as a key selling point to promote the city as a potential business partner with these Israeli companies, as facilities such as the Lebovic Campus are a “marker of the dynamic nature of the Jewish community,” said Shefman. The delegation also noted Vaughan’s close proximity to Toronto’s Pearson International Airport, the large range of highways that connect Vaughan to the rest of North America, the new Vaughan hospital that the city is building, and that two of the continent’s largest railways yards exist within the city’s borders. “Things like the MaRS development in downtown Toronto where there’s a huge amount of research going on right now may be attractive to create linkages and the fact that there are three universities within the GTA with all sorts of research going on in those institutions, we believe is also attractive,” said Shefman. The Ward 5 Councillor said that Israel’s business environment vastly differed from that of China and Italy, particularly in the sector of research and development, which is why he sees Vaughan as a great fit for future partnerships. “I think Israel is incredibly dynamic in the research and development area, much more than the other countries. There’s a great amount of entrepreneurial ventures going on in Israel right now where people are not only developing clean technology ideas, but they’re also looking at how they can market them and how they can build their company to a point where, either they develop the breadth of markets or sell their company to a larger entity to make a profit and go into their next venture,” Shefman explained. “We want to be part of that market.”

קטגוריה English » News



תגיות: Alan Shefman, Vaughan, Israel, China, Italy, Trade, investment, economic mission, Paul Hunt, Bonny Berger, Eilat, Ramla

שתף הוסף למועדפים

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Online resources from Corporate Communications

New Israel International Business Development Program

August 2013

SNAP Vaughan East



More than 200 members of the local business community attended the launch of the City of Vaughan's Israel International Business Development Program at City Hall on June 27. The event featured special addresses by Mayor Maurizio Bevilacqua and DJ Schneeweiss, the Consul General of Israel in Toronto. There also was an information session about the business development program. A key component of the program is a business mission to Israel from Sept. 28th to Oct. 6th, 2013. Centred in Tel Aviv, Haifa and Jerusalem, the mission will focus on a number of innovative industry sectors including advanced manufacturing, environmental and green products, security, information technology, and scientific and technical products.

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Vaughan Mayor Maurizio Bevilacqua
PHOTO COURTESY OF: CITY OF VAUGHAN

Vaughan mayor to lead week-long trade mission to Israel

Charlene Close and 680News staff Sep 25, 2013 12:09:13 PM

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VAUGHAN, Ont. – Vaughan Mayor Maurizio Bevilacqua and two city councillors will be among the nearly two dozen people leaving Saturday for a trade mission to Israel.

Bevilacqua will be leading the group.

Vaughan's economic development director Jennifer Ladouceur will be part of the delegation.

"Israel is a dynamic country that has come up with a lot of new innovations," Ladouceur told 680News.

She said conference calls have been held throughout the summer laying the groundwork.

"So that when we arrive in Israel ... the first meeting isn't spent getting to know each other, but them getting to understand how they can work together."

Twenty-one companies will be represented on the mission.

The focus will be on Tel Aviv, which is the country's business and financial capital.

The trip will cost taxpayers around \$40,000, but the business delegates will be paying their own way.

More

Maurizio Bevilacqua discussed the trade mission in the video below.





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Vaughan and Centennial College to jointly open Trade Office in Israel

680News staff Oct 7, 2013 07:04:51 PM



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The City of Vaughan and Centennial College will join forces to open a Trade Development Office in Israel.

The announcement came during a seven-day business trip to Israel. The trip was centered in Tel Aviv, Haifa and Jerusalem which included 23 participants from 21 different companies, including Centennial College.

"The City of Vaughan understands the important and dynamic role that cities play in global markets. A strong international presence is essential to realizing the City's economic potential and ultimately the City wants to increase trade, generate jobs, and improve the quality of life and standard of living," said Mayor Maurizio Bevilacqua in a statement.

"This announcement of a joint trade office in partnership with Centennial College is a testament to our belief that, by pooling resources together, we can have a greater impact in Israel."

The new office hopes to drive business revenue connections between Vaughan and Israel, create and enhance Vaughan's business image in Israel by showcasing its competitive advantages, and maintain Vaughan's commercial relationships in Israel.

The office will include networking and relationship building with Israeli business leaders, government and trade organizations, financial organizations and other centres of influence.

The Trade office is scheduled to open in early 2014.

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EDUCATION / OCTOBER 10, 2013

VAUGHAN AND CENTENNIAL COLLEGE TO JOINTLY OPEN TRADE OFFICE IN ISRAEL



VAUGHAN, ON – The City of Vaughan and Centennial College are joining forces to open a Trade Development Office in Israel. The announcement came on day four of a seven-day business mission to Israel which concluded on Oct. 6. The mission was centered in Tel Aviv, Haifa and Jerusalem and included 23 participants representing 21 different companies, including Centennial College.

“The City of Vaughan understands the important and dynamic role that cities play in global markets. A strong international presence is essential to realizing the City’s economic potential and ultimately the City wants to increase trade, generate jobs, and improve the quality of life and standard of living,” said Mayor Maurizio Bevilacqua. “This announcement of a joint trade office in partnership with Centennial College is a testament to our belief that, by pooling resources together, we can have a greater impact in Israel.”

The City of Vaughan Trade Development Office is scheduled to open in early 2014. The goals of this new office are to drive business revenue connections between Vaughan and Israel, create and enhance Vaughan’s business image in Israel by showcasing its competitive advantages, and maintain Vaughan’s commercial relationships in Israel.

The office’s activities will include leveraging Israeli market and business trends and promoting Vaughan to the Israeli business community. It will also include networking and relationship building with Israeli business leaders, government and trade organizations, financial organizations and other centres of influence.

The mission is led by Mayor Bevilacqua and includes Ward 2 Councillor Tony Carella and Ward 5 Councillor Alan Shefman, as well as business and educational representatives from Vaughan and the GTA. The City has partnered with the United Jewish Appeal Federation (UJA), the Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, Canada Israel Chamber of Commerce and ColdSpring Commerce to organize a series of activities designed to achieve a high return on investment for all the business mission participants.

Participating organizations include Groundheat Systems Inc., SLG Consulting, Renewables and Energy Savings, Centennial College, York University, Elias Custom Metal Fabrication Ltd., Mircom Group of Companies, Canadian Gift Concepts/ABA Science Play, Gulf & Pacific Equities Corp., CompuOffice Software Inc., ColdSpring Commerce, Bond Street Mercantile, Domir Blinds Manufacturing Inc., Gulf and Pacific Equities Corp., and Hughes Decorr.



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Vaughan mission to Israel plans under way

SEPTEMBER 3, 2013 | [JEWISH TRIBUNE](#)

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 VAUGHAN – Planning for the City of Vaughan’s business mission to Israel in late September is well under way, with a number of companies signed up to participate in this innovative international program that is being headed up by Mayor Maurizio Bevilacqua.

Organizations that have already confirmed their participation in this mission include Groundheat Systems Inc., SLG Consulting, Renewables and Energy Savings, Centennial College, York University, Elias Custom Metal Fabrication Ltd., Mircom Group of Companies, CG Technologies, Canadian Gift Concepts/ABA Science Play, Gulf & Pacific Equities Corp., CompuOffice Software Inc., Union Marketing, ColdSpring Commerce, ChannelLine and private investors, among others.

The mission, which will be from Sept. 28 to Oct. 6, will be led by Mayor Bevilacqua and will include Ward 2 Councillor Tony Carella and Ward 5 Councillor Alan Shefman.

Vaughan, Centennial College partner on trade development office in Tel Aviv

Vaughan Citizen

By Tim Kelly (mailto:tkelly@yrmg.com)

After several pilgrimages to the Holy Land, the city laid down permanent roots in Israel while on its latest trade mission Sept. 28 to Oct. 6.

In partnership with Centennial College, the city will establish a trade development office in Tel Aviv to help boost business ties.

Centennial signed five memorandums of understanding with a number of Israeli colleges and universities which will provide opportunities to liaise on the ground with Israeli institutions.

The city's goal is to continue working with Centennial College and, eventually, build a campus in Vaughan.

"Some of our businesses have taken the discussion to the next level with Centennial because one of their key problems is having access to skilled labour," said Vaughan economic development director Jennifer Ladouceur, who was part of the mission. "So Centennial is taking a close look at what programs they could develop to get employees they need."

York University is also working on signing an agreement with Haifa University for a joint research and student exchange program, she added.

Meanwhile, Thornhill Councillor Alan Shefman describes the trade mission as "extraordinary". It was his second visit there in the past few years.

Mr. Shefman marvelled at the number of business and academic meetings the 22 mission-delegates were able to participate in over the eight-day trip, which covered much territory in the small nation.

"In the morning, we had one (delegate) in Tel Aviv, in the afternoon, he was at a meeting in Haifa and at night, he was in the very south of the country. Some of them complained we were running them into the ground, but that's what they wanted," he said.

Mayor Maurizio Bevilacqua, Woodbridge West Councillor Tony Carella and executive director Tim Simmonds were also part of Vaughan's delegation.

The cost of the trip was about \$41,000.

Mr. Shefman was particularly impressed by the reception delegates received at the Jerusalem Business Network Forum.

"I can't believe how many people had projects they wanted to discuss, their innovations, things they're trying to market and they want to be in Canada," he said of the 90-person strong showing at the event.

"I know that one of the fellows was rushing to respond to a (request for proposal) that they basically presented him, another fellow was juggling so many things during the session. I don't know how many deals he is going to end up making," Mr. Shefman added.

Ms Ladouceur saw another benefit of the forum.

“A lot of them (Jerusalem business owners) had lived in Thornhill at one time,” she said, adding there was a natural connection between Israel and Vaughan.

“Every single business has a minimum of two to three projects or initiatives they are exploring. In some cases, they have more than that. One of our manufacturers on the mission has five opportunities to manufacture products here in Vaughan,” she said.

As well, the economic development officer for Jerusalem is expected to arrive in Vaughan in a few weeks to speak with Ms Ladouceur about best practices and share more information.

“We want to understand, from their perspective, what’s made them so successful. They don’t have a large partner to trade with. Israel is a small marketplace, so you have to have a global export strategy. They are looking for partners to come on board and Vaughan wants to be that,” she added.

But Mr. Shefman said to keep in mind that this mission is only a start.

“A lot of people in Israel know the city of Vaughan exists and that we’re very serious about doing business with Israeli companies. We’re a good alternative to New York because everyone wants to be in New York or California, so let’s put Vaughan in that mix,” he said.

As part of a trip this week to Toronto with the United Jewish Appeal Federation, Eilat Mayor Udi Gat visited Vaughan city hall.

TEL AVIV

Vaughan opens trade office in Israel

Shlomo Kapustin

CORRESPONDENT

The City of Vaughan will open a trade development office in Israel in early 2014.

"A strong international presence is essential to realizing the city's economic potential, and ultimately the city wants to increase trade, generate jobs and improve the quality of life and standard of living," said Mayor Maurizio Bevilacqua.

The announcement came on the fourth day of a seven-day business mission in Israel. Notable participants in the 23-member mission included Ward 2 Councillor Tony Carella and Ward 5 Councillor Alan Shefman.

The office, which will be in Tel Aviv, will aim to drive business between Vaughan and Israel, and grow the city's business image in the Jewish state. At least one third-party representative will staff the office throughout the year.

Israel continues to deliver on its reputation as a technology powerhouse. The Tel Aviv area has been nicknamed 'Silicon Wadi' – a Hebrew translation of California's startup magnet Silicon Valley – and the country boasts the second-largest concentration of high-tech companies after its American counterpart. This year, Google purchased Israeli company Waze for \$1.3 billion.

Bevilacqua's announcement reflects an aggressive approach to economic development for Toronto's northern neighbour. Home to just 310,000 inhabitants, Vaughan will become the only Canadian government body aside from the federal government to have a permanent trade development office in Israel. A Vaughan office in Italy – in partnership with the Canadian Trade Consulate and Italian Chamber of Commerce – is also in the offing, and the city has been strengthening its economic ties with China, as well.

"With the emerging role of cities...if we're going to do this, we have to do it right," said Bevilacqua, who noted the importance of face-to-face relationships in business.

With one of the world's fastest-growing Jewish communities outside Israel over the last decade, Vaughan's Jewish population numbers about



Brad Chapman (left), Centennial College chief financial officer and vice president, business development, with Vaughan Mayor Maurizio Bevilacqua on a recent business mission to Israel.

60,000. Israel ranks as the third-highest source country of recent immigrants. The fast-growing city also has a sizable Italian population.

Partnering with Vaughan is Centennial College, which has increased its global reach during the last eight years, as it seeks further revenue sources. Foreign students and overseas corporate training have helped the Toronto school's bottom

line.

"We're happy to join the city of Vaughan in the trade office," said Brad Chapman, Centennial's chief financial officer and vice-president, business development, "and we know that it will be successful."

Vaughan's mission to Israel, which ended Oct. 6, was the city's second mission to the country in two years.

"Significant work was con-

ducted prior to the mission...

to help move the process along faster," said Jennifer Ladouceur, director of economic development for Vaughan.

Bevilacqua's announcement at Herod's Hotel in Tel Aviv capped an evening of presentations by Israeli companies. Other cities visited by the mission include Haifa and Jerusalem.



Udi Gat (left), mayor of Eilat, Israel, visited Vaughan shortly after Vaughan Mayor Maurizio Bevilacqua visited Israel to open trade office.

Eilat mayor first to return visit to Vaughan after recent city mission to Israel

VAUGHAN – The relationships forged during the City of Vaughan's recent business mission to Israel were further strengthened by a visit last week from Udi Gat, the mayor of Eilat, Israel.

Vaughan Mayor Maurizio Bevilacqua and his team, which included Councillors Tony Carella and Alan Shefman, as well as business and educational representatives from Vaughan and the GTA, were in Israel from Sept. 28 to Oct. 6. While there, they held more than 150 meet-

ings with representatives from Israeli businesses, announced a joint effort with Centennial College to establish a trade development office in Israel and visited the Eilat-Eilat Region to meet with Gat and members of the Eilat-Eilat Renewable Energy Initiative.

"It was a pleasure to welcome Mayor Gat to city hall and build upon the relationship we established with our recent mission," said Bevilacqua. "Israel represents a tremendous business opportunity for

Vaughan in the developing industrial, financial and high-tech service sectors. Creating and building strong business relations and increasing our presence on the international stage allow us to remain competitive. The success of this business mission illustrates our commitment to pursuing excellence and demonstrating that Vaughan is a location for business success."

Gat was brought to Canada by the United Jewish Appeal of Greater Toronto.

News Clippings

Online resources from Corporate Communications

Vaughan Israeli mission proves fruitful for Centennial College

Vaughan Citizen

October 24, 2013

By Tim Kelly

Centennial College has announced that coming off its recent trade mission with members of Vaughan council, it has signed a total of seven memorandums of understanding (MOUs) with institutes of higher learning in Israel.

An MOU is a written agreement whereby the parties undertake to carry out commitments made on a given initiative.

The week-long mission that took place earlier this month resulted in unofficial agreements with Ben-Gurion University of the Negev, Hadassah Academic College of Jerusalem, the College of Law and Business, the Jerusalem College of Technology and Tel-Hai Academic College.

It also has forged links with Magen David Adom and VARAM, Israel's board of public academic colleges.

Centennial College communications officer Mark Toljagic admitted the agreements were just the first step in a multi-step process of attempts to forge official contracts with Israeli colleges and universities.

"The senior people have agreed to a partnership. Now, it filters down to the people at the academic level to talk about what kinds of things we could do. It's going to take a year or two to find some commonalities that both groups want to do in taking advantage of us being here and them being there," Mr. Toljagic said.

Vaughan Mayor Maurizio Bevilacqua, who led the trade mission to Israel, invited Centennial to come along as a delegation and is also pursuing the idea of a Centennial campus for Vaughan.

Centennial's main campus is located in North Scarborough.

At the conclusion of the trip, it was announced the college and Vaughan would team up to open a new trade development office in Tel Aviv.

Member Login:

Email: * Postal Code: *

Shabbat times

Canada

Candle lighting: 4

This week's Torah

Havdalah (45 min

Shabbat times

Results flow from Vaughan mission to Israel

Paul Lungen, Staff Reporter, Monday, October 28, 2013

Tags: Business

0 Comments



Mayor Maurizio Bevilacqua, right, with Amos Harel, one of Israel's leading media experts on military and defense issues, at a briefing during the Vaughan economic mission to Israel.

Things moved pretty quickly following a recent week-long economic mission to Israel sponsored by the City of Vaughan. Within days of the return of the 23-strong contingent, Centennial College, one of the participants, had signed seven memorandums of understanding (MOUs) with Israeli academic institutions.

The MOUs were concluded "with learning institutions and organizations in Israel... as part of a concerted effort by [Centennial] to enhance student mobility and learning internationally," the college said in a statement.

The agreements are meant to create linkages between Centennial and Ben-Gurion University of the Negev, Hadassah Academic College Jerusalem, the College of Law and Business, the Jerusalem College of Technology and Tel-Hai Academic

College. In addition, there are new ties with the Magen David Adom, Israel's version of the Red Cross, and VARAM, Israel's board of public academic colleges.

"Centennial and other colleges are looking for new academic partners to enhance learning opportunities for their students, as well as opportunities for collaborative research, innovation and commercialization," Centennial said.

Vaughan city councillor Alan Shefman, who, along with Mayor Maurizio Bevilacqua, spearheaded the mission and accompanied it to Israel, said that's just the kind of outcome he'd been looking for.

Vaughan has been working on a new economic development plan geared to increasing economic ties with three countries: Israel, Italy and China. The idea is to bring together Canadian and foreign firms, along with educational institutions, who can partner in pursuing business opportunities. On the educational front, it was hoped that it would lead to student exchanges and training programs, he said.

During the trip to Israel, organizers arranged 160 meetings with local companies and agencies, most of them one-on-one sessions, Shefman stated.

ColdSpring Commerce, a Canadian company that specializes in facilitating business partnerships, created the network that brought together Canadian and Israeli participants. "They were critical to the success of the program as they were on the ground in Israel," Shefman said.

The initiative was mounted in co-operation with Israel's Toronto consulate, the UJA Federation of Greater Toronto and the Canada-Israel Chamber of Commerce.

"Any trade collaboration has to be mutually beneficial. This is the philosophy I bring to international trade for the city. It has to be a win-win that fosters further growth and expands both economies," Bevilacqua said.

"Israel is a country that is widely admired," particularly for its advances in the tech sector," he added.

One of the Canadian participants, Gino Di Rezze, founder of Groundheat Systems, was impressed at the vitality of Israeli entrepreneurs.

"I was excited seeing the energy of a small country. It was amazing," he said.

Di Rezze participated in one-on-one meetings that appear to have already spawned business relationships. In conjunction with an Israeli company, Groundheat is bidding on the installation of a geothermal power plant in a government building near the Knesset in Jerusalem. © 2013 - CJNEWS.COM, all rights reserved.

The company's Rome office is also partnering with an Israeli firm to bid on installing a geothermal plant at an Israeli army base, Di Rezze said.

Shefman said Canadian participants represented a wide range of industries, from those specializing in security products, to metal fabricators, to investment funds.

Shefman said one Israeli company, A.B.A. Science Play, produces "high-end, scientific playgrounds" that add an educational element to children's playground activities.

"They're looking to establish a Canadian office in Vaughan," Bevilacqua said.

Another Israeli company that participated in the meetings makes an advanced automated parking system that moves cars to designated spots on a conveyor system and does not require a driver. It's a real money-saver, said Shefman, since it reduces the costs of excavating underground parking and allows more cars to use less space.

Canadians can offer their marketing and management skills to the roll-out of those sorts of products, or perhaps provide infusions of capital to develop them. For its part, Vaughan can serve as "a jump-off point in North America," providing a base from which Israeli firms, with a limited local customer base, can sell to a huge market, Shefman said.

Adding to the Vaughan sales pitch is the fact that many Israelis are quite familiar with the community.

"You can't believe the number of Israelis who have knowledge and connections to Toronto and Thornhill," Shefman said. "Then you start playing Jewish geography with them. It's a huge issue that we have a significant Israeli population that helps for familiarity. The fact we have a dynamic Jewish community adds value to them. They're not going to unfamiliar territory."

As part of the initiative, Vaughan will open a business development office in Tel Aviv, "to show Israel's business community we're serious and to continue to build relationships," said Shefman.

News Clippings

Online resources from Corporate Communications

Canadian city opens Tel Aviv development office

'As a looking-forward city, we need to connect with the most forward-looking country, and that's Israel,' says Vaughan city councillor.

israel21c.org

November 14, 2013

By Abigail Klein Leichman

A planned medical center in Vaughan, Ontario, may install a futuristic Israeli parking system. And the Toronto suburb's 8,000 kilometers of roads may be illuminated more inexpensively by innovative lighting from an Israeli company.

These and dozens of other possible cooperative ventures are the fruit of a 23-person business and academic delegation to Israel this October.

"There's really a three word answer why we're here: to do business," said Vaughan Councillor Alan Shefman.

"Our city is fast-growing – for seven of the last 10 years we've done over a billion dollars of construction – so we're coming to Israel as part of our economic development plan, which identified China, Italy and Israel as strategic partners," he added.

"As a looking-forward city, we need to connect with the most forward-looking country, and that's Israel."

Led by Vaughan Mayor Maurizio Bevilacqua, the mission followed up on a previous trip laying the groundwork for industrial and academic R&D cooperation as well as joint ventures between Israeli firms and Vaughan's 9,900 businesses.

Participants set up 175 meetings and signed a flurry of memorandums of understanding (MOUs), including several with Israeli colleges such as the Jerusalem College of Technology (JCT), where ISRAEL21c attended a presentation by the Canadians to 100 members of the Jerusalem Business Networking Forum (<http://jbnf.org/>).

Set up shop in Tel Aviv

Shefman said that after reading the bestselling *Start-Up Nation* book on Israeli entrepreneurship, three leaders of the 17th largest city (population 310,000) came on an exploratory trip earlier this year to build relationships with industry leaders across Israel.

The October mission included representatives of 21 companies, as well as Centennial College and York University.



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“Two hundred people attended an event we held to attract interest, and an additional 22 companies were interested in participating but couldn’t come,” Vaughan Director of Economic Development Jennifer Ladouceur told ISRAEL21c.

“We identified opportunities for them in Israel and arranged conference calls beforehand so they could progress a lot faster with potential partners once we got here.”

Underlining Shefman’s assertion that the city is “very, very serious” about going forward with Israeli collaborations, Vaughan has established a development office in Tel Aviv to facilitate all future partnerships.

“I think next year we can bring double or triple the number of people to Israel,” predicted City Councillor Tony Carella. “Our ultimate goal is have [the Israelis see] Vaughan as a gateway to the North American market.”

Business between Israel and Canada is already brisk, said Sheldon Potter, managing director of ColdSpring Commerce, which services Israeli companies doing business with Canada.

“We’re seeing some Israeli companies buying or partnering with Canadian companies to gain a market foothold in North America, such as Amiad (<http://israel21c.org/environment/bringing-clean-water-to-the-globe/>) for water technology,” Potter said. “But we’re not focused on one particular sector. They have product, innovation and technology here that is second to none.”

Educating diverse populations

Centennial College – encompassing eight schools across five campuses – announced that in addition to JCT, MOUs were signed with academic institutions including Ben-Gurion University of the Negev, Hadassah Academic College of Jerusalem and the College of Law and Business in Ramat Gan. Discussions also were held with Tel-Hai College, the Technion-Israel Institute of Technology, the University of Haifa and Magen David Adom (the Israeli emergency response system) to explore possible joint projects.

One of the areas of cooperation will be based on Israel’s experience in integrating immigrant and disadvantaged populations into institutions of higher learning, according to Centennial’s CFO and Vice President for Development Brad Chapman.

“We have lots of new immigrants just as Israel does, and we need to learn how to absorb them and make them successful,” Chapman said.

Stuart Hershkowitz, CEO of JCT’s tech transfer company, JC Technologies, said Centennial is interested in adapting JCT’s successful pre-college program crash course in science, technology, English and math for college-bound ultra-Orthodox and Ethiopian students who did not formally learn these essentials in their early schooling.

In addition, Hershkowitz told ISRAEL21c, “We have various areas of research we can share and areas of cooperation in business. We have projects in road safety, communications, public health and biotech that can be developed going down the road.”

Avi Kay, head of JCT’s Shuman Center for Entrepreneurship, pointed out that more than 60 startups have been launched by graduates of the 40-year-old college for religious men and women — including NDS,  wired by Cisco last year for \$5 billion.

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“Colleges have taken a new role in Canada in filling the innovation gap,” Centennial College Director of International Education Virginia Macchiavello told the business forum. “So we’re here to do business with you.”

<http://vaughantomorrow.ca/newsclippings2.html>



‘As a looking-forward city, we need to connect with the most forward-looking country, and that’s Israel,’ says Vaughan city councillor.



Signing an MOU at Jerusalem College of Technology, from left, JC Technologies CEO Stuart Hershkowitz; JCT President Chaim Sukenik; and Centennial College’s Brad Chapman, Trish Dryden and Virginia Macchiavello

A planned medical center in Vaughan, Ontario, may install a futuristic Israeli parking system. And the Toronto suburb’s 8,000 kilometers of roads may be illuminated more inexpensively by

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NEWS

TORONTO

Centennial inks pacts with Israeli schools, organizations

Shlomo Kapustin
CORRESPONDENT

Centennial College recently furthered its global push by inking memoranda of understanding (MoUs) with seven Israeli learning institutions and organizations.

"We felt that we shared strong traditions of academic excellence and that we're really supportive of the student experience," said Trish Dryden, associate vice-president, research and corporate planning at the Scarborough-based school.

"These were very strong institutions, especially in particular programming areas such as sustainable energy, technology and emergency preparedness."

The agreements forged ties between Ontario's first public college and the Ben-Gurion

University of the Negev, Hadassah Academic College Jerusalem, the College of Law and Business, the Jerusalem College of Technology and Tel-Hai Academic College. Agreements were also signed with Magen David Adom and VARAM, Israel's board of public academic colleges.

Dryden was one of three Centennial executives who travelled to Israel on the October trade mission that yielded the agreements.

Vaughan Mayor Maurizio Bevilacqua organized the trip, which culminated in the announcement of a permanent trade office. The city and the college will partner in the Tel Aviv office, which the school hopes will help its recruiting and corporate-training efforts. "We have had a long-standing relationship with the City of Vaughan," said Dryden, "so



Trish Dryden, associate vice-president, research and corporate development, Centennial College, is pleased with the pacts signed with Israeli academic institutions. They looked to us to come represent Canadian colleges."

The mayor's invitation coincided with discussions among

about 140 relationships with foreign institutions. About 5,000 international students belong to Centennial's 18,000-strong student body, part of Centennial's strategy to supplement its traditional revenue sources. The college has also branched out into corporate training in foreign countries.

While MoUs are non-binding, they signal an "absolute statement of intent," said Dryden, the first step in a process that crystallizes as its mandate trickles down to a school's individual programs. Deans then can determine which elements of a partner school fit their needs: student and faculty exchange, for example, or applied research.

School leaders won't need to wait long for tangible results from the mission. They expect to see "many" Israeli students on campus in September and,

perhaps, even by this summer. Dryden also expects a return visit from one Israeli institution in November.

Centennial's newest collaborations stand in contrast to the actions of some academics, particularly in the United Kingdom. Boycott efforts — driven by the BDS movement urging "boycott, divestment and sanctions" — have chilled cooperation between some schools and Israeli institutions. "That wouldn't have been a question for us," said Dryden, citing the school's Signature Learning Experience program as an example of its aim to graduate socially conscious citizens. "We believe in strengthening understanding and diversity, and pursuing every socially and culturally inclusive angle that we have... and Israel would very much be a part of that."

Attachment 3 – 2013 Vaughan Business Mission Marketing Initiatives

The marketing strategy for the Vaughan-Israel International Business Development Program targeted organizations from both the private and public sectors. Marketing materials were developed in several phases which focused on stakeholder development, business recruitment and international business development. These materials include: Mayor's letter and business invitation flyer; an Israel webpage for online registration; Vaughan Business Link, Summer 2013 Edition; TV slide; 2-minute promotional video; Vaughan e-Business Link, electronic invitations; a 12-page promotional brochure and travel itinerary; posters and banners; six-panel marketing brochure for business development; a 22-page company and mission participant profile; the 2013 Israel business mission participant directory; 3'x6'ft. banners; and an Israel webpage focused on business development.

Mayor's letter of business invitation, May 2013



[date]

Name

Title

Company

Address 1

Address 2

City, Province, Postal Code

**RE: Vaughan Launches 2013 Israel International Business Development Program
Thursday, June 27 from 3 p.m. to 4:30 p.m. at Vaughan City Hall**

Dear *(INSERT NAME)*,

I am pleased to inform you that the City of Vaughan will be conducting a Vaughan Business Mission to Israel from September 28 to October 6, 2013 and would like to personally invite you to participate. Travel over the seven days will be centered in Tel Aviv, Eilat, Haifa, and Jerusalem.

The City of Vaughan has partnered with the United Jewish Appeal Federation (UJA), the Israel Consulate General, Canada Israel Chamber of Commerce, and ColdSpring Commerce to organize a series of activities created specifically to achieve a high return on investment for all those participating.

Israel is a wealthy country with a technologically advanced market economy, recognized for their ability to innovative and successfully commercialize new technologies across a wide range of sectors...



2013 Vaughan Business Mission to Israel

September 28 - October 6

Tel Aviv | Haifa | Eilat/Eilot | Jerusalem



City of Vaughan Launches the 2013 Israel International Business Development Program

June 27, 2013
3 p.m. to 4:30 p.m.
Vaughan City Hall,
Multi-Purpose Room



Businesses and media are invited to join us at the launch event and to learn more about the 2013 Vaughan Business Mission to Israel.

Space is limited, so register today:
www.Vaughan.ca/Israel

For more information:
Janet Whitehouse
Community Business Development Officer
Economic Development Department
Tel: 905-832-8585 ext. 8472
Email: Janet.Whitehouse@vaughan.ca



The City of Vaughan in Association
with the UJA Federation and
Coldspring Commerce Present:

Vaughan Business Mission to Israel

with Hon. Maurizio Bevilacqua, P.C., Mayor

**Connect with one of the most dynamic and
innovative economies in the world:**

- Meet with pre-qualified Israeli companies ready to do business in your industry segment.
- Explore partnership opportunities with Israeli companies.
- Participate in high profile networking events and receptions that will attract a large number of Israeli companies targeted in the Vaughan Economic Development Strategy.
- Receive first-hand briefings from local specialists on investment and trade in Israel and in Vaughan.
- Visit world leading technology parks and business incubators.
- Make connections with senior Israeli government and Canadian consular officials.

In collaboration with:



[Webpage - Israel Business Mission program information and online registration: www.vaughan.ca/Israel](http://www.vaughan.ca/Israel)

 
PRINT SHARE

Home > [Economic Development](#) > [International Business Development](#) > [Israel International Business Development Program](#)

Israel International Business Development Program



2013 Vaughan Business Mission to Israel
September 28 - October 6
Tel Aviv | Haifa | Eilat/Eilot | Jerusalem

Contact Information

Economic Development Department
Tel: 905-832-2281
Email: ecdev@vaughan.ca

Vaughan City Hall
Level 200
2141 Major Mackenzie Drive
Vaughan, Ontario, Canada L6A 1T1

Additional Resources

[Register for your private consultation meeting for business mission applicants.](#)

[Economic Development Strategy](#)

[International Business Development Program](#)



[Vaughan Metropolitan Centre](#)
See Vaughan's new downtown vision - 3D video animation on YouTube

Related Links

[UJA Federation of Greater Toronto](#)

[The Centre for Israel and Jewish Affairs](#)

[Government of Israel Economic Mission to Canada](#)

[Canada Israel Chamber of Commerce](#)

[Coldspring Commerce](#)

[ChannelLine](#)

[Union Marketing](#)

Connect with one of the most dynamic and innovative economies in the world:

Israel has established itself as world leaders in the development of new and highly innovative technologies in sectors such as: advanced manufacturing; environmental and green products and services; security; information technology; scientific and technical products and services.

Participants in the 2013 Vaughan Business Mission to Israel will:

- Meet with pre-qualified Israeli companies ready to do business in your industry segment.
- Explore partnership opportunities with Israeli companies.
- Participate in high profile networking events and receptions that will attract a large number of Israeli companies targeted in the Vaughan Economic Development Strategy.
- Visit world leading technology parks and business incubators.
- Make connections with senior Israeli government and Canadian consular officials.

[Sign up here for your private consultation meeting.](#)

Spaces are limited on the mission, so register today!

For more information:
Jennifer Ladouceur
Director of Economic Development
Tel. 905-832-8585 ext. 8093
Email: Jennifer.Ladouceur@vaughan.ca

[Web banner for City homepage](#)



**Vaughan Launches 2013
Israel International Business Development Program**
June 27 at 3 p.m.
Vaughan City Hall, Multi-Purpose Room

[LEARN MORE](#)

International Business Development



CleanTech Exhibition 2012, Vaughan 2012 Exploratory Mission to Israel. Far right: Ward 5 Councillor Alan Shefman, and Ward 2 Councillor Tony Carella.

Space is limited, so register online today!
www.vaughan.ca/Israel



VAUGHAN LAUNCHES 2013 INTERNATIONAL BUSINESS MISSION TO ISRAEL THURSDAY, JUNE 27

The City invites the business community to attend the launch program and a pre-mission information session to learn more about the competitive advantages of participating in the City of Vaughan's international business mission to Israel this fall. The launch and pre-mission information session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Room.

This fall the City of Vaughan is leading a business delegation to Israel in partnership with the UJA Federation of Greater Toronto, the Government of Israel Economic Mission to Canada, the Canada Israel Chamber of Commerce, and ColdSpring Commerce.

The mission will feature one-on-one business meetings with pre-qualified Israeli companies, visits to world leading technology parks and business incubators. Network with business owners from a targeted set of industries that can help your business grow and help the City of Vaughan execute its Economic Development Strategy. These include, but are not limited to:

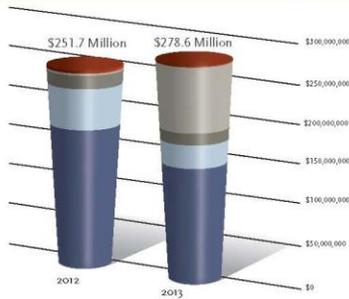
- Advanced Manufacturing
- Environmental and Green Products & Services – Water, Energy, Construction, Building Products
- Security – Transportation, Logistics, Warehousing & Distribution, Public Safety & First Responders
- Information Technology – Hardware, Software, Specific Applications
- Scientific and Technical Products & Services – Health Care & Education

See how Renewable Energy, Health and Infrastructure initiatives have opened up new avenues of economic growth and opportunity for Israel's southern most city of Eilat/Eilat.

For more information:
 Jennifer Ladouceur
 Director of Economic Development
 Economic Development Department
 Tel: 905-832-8525 ext. 8093
 Email: jennifer.ladouceur@vaughan.ca

Building Statistics and Tax Rates

CONSTRUCTION ACTIVITY IN VAUGHAN: 2012 vs. 2013 ISSUED BUILDING PERMIT DOLLARS, YEAR-TO-DATE (JAN. - MAY)



Source: City of Vaughan, Building Standards Department, June 2013

STRONG MARKET ACTIVITY

According to Colliers Canada, the GTA North industrial market was fairly active this quarter, with the availability rate declining from 4.8 per cent at the end of 2012 to 4.4 per cent at the end of the first quarter. Vaughan's availability rate fell below the average, standing at 3.8 per cent, down from 4.9 per cent for the same time last year. Seven transactions occurred during Q1 2013, with approximately 2.7 million square feet still available on the market. Significant lease transactions in Vaughan included 121 Stone Ridge Road (leased by ATS Andlauer Transportation Services); 8150-8162 Keele Street (leased by Calibre Marketing & Sales) and 111 Creditview Road (purchased by Del Monte Canada for their own use).

From January to May 2013, the City of Vaughan issued permits worth \$278.6 million, a 10.7 per cent increase (\$26.9 million) compared to the same period last year. Institutional permit values were disproportionately high due to the Black Creek Pioneer Village subway station permit issued in February.

VAUGHAN'S COMPETITIVE INDUSTRIAL AND COMMERCIAL TAX RATES, 2013

The City of Vaughan's new property tax rates for industrial occupied property is 2.158917 per cent, a decrease from 2.231555 per cent in 2012. The 2013 budget impact for an industrial property assessed at \$100,000 is \$8.70. Similarly, the new commercial occupied tax rates will be decreased to 1.859228 per cent from 1.921736 per cent in 2012. The 2013 budget impact for a commercial property assessed at \$100,000 is \$7.41.

Year	Industrial Occupied	Commercial Occupied
2012	2.231555%	1.921736%
2013	2.158917%	1.859228%

Source: City of Vaughan, Finance Department, Tax Rates Effective July 2013

TV slide displayed at Vaughan City Hall monitors



2-minute promotional video produced for the June 27 launch event



Electronic business invitations for the June 27 launch event

To view this page in browser [please click here](#)

City of Vaughan
2013 Israel International
Business Development Program

Israel

Connect with one of the most dynamic and innovative economies
in the world - Israel



City of Vaughan, Economic Development Department: 905-832-2281 June 18, 2013

Vaughan Launches 2013 International Business Development Program Thursday, June 27 at 3 p.m. - 4:30 p.m.

The City of Vaughan invites the business community to attend the launch program and a pre-mission information session to learn more about the competitive advantages of participating in the City of Vaughan's international business mission to Israel this fall. The launch and pre-mission information session will be held on Thursday, June 27 from 3 p.m. to 4:30 p.m., at Vaughan City Hall, Multi-Purpose Room.

In late September, the City of Vaughan is leading a business delegation to Israel in partnership with the UJA Federation of Greater Toronto, the Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, the Canada Israel Chamber of Commerce, and ColdSpring Commerce.

Israel is recognized as one of the most dynamic and innovative economies in the world. A key component of Vaughan's business development program involves a business mission to Israel scheduled to take place from September 28 to October 6, 2013 with travel centred in Tel Aviv, Haifa, Eilat/Eilat, and Jerusalem. The mission will focus on a number of innovative industry sectors including advanced manufacturing, environmental and green products, security, information technology, and scientific and technical products.

Business delegates who participate in the mission will benefit from:

- Face-to-face meetings with pre-qualified Israeli companies ready to do business in your industry segment.
- Explore partnership opportunities with Israeli companies.
- Participate in high profile networking events and receptions that will attract a large number of Israeli companies targeted in the Vaughan

Join Us! Businesses and the media are invited to attend the launch event for the 2013 Vaughan Business Mission to Israel on Thursday, June 27 at Vaughan City Hall. **Space is limited, so register online today.**

2013 Israel International Business Development Program - online information on the City's website.

Vaughan Business Mission to Israel, in collaboration with:

- Government of Israel Economic Mission to Canada
- Canada Israel Chamber of Commerce
- UJA Federation of Greater Toronto
- ColdSpring Commerce
- ChanneLine
- Centennial College
- Union Marketing

12-page promotional brochure and travel itinerary



2013 Vaughan Business Mission To Israel

I look forward to participating in this important business mission to Israel, a country with a strong, vibrant economy that is respected and admired for its ability to lead and innovate. The focus of this mission is to explore investment potential and business development opportunities between Vaughan and Israeli companies operating in a wide range of industry sectors.

As a City we are committed to economic, social and cultural growth for our residents and businesses. A vital part of our strategy is to pursue opportunities that serve to strengthen the City's global reach. Join us in this important mission to explore new business opportunities and build strong strategic alliances between the Vaughan and Israeli business communities.

HON. MAURIZIO BEVILACQUA, P.C.,
MAYOR



Poster and Banner June 27 Launch

City of Vaughan
2013 Israel International
Business Development Program

Israel

Mission Dates: September 28 - October 6

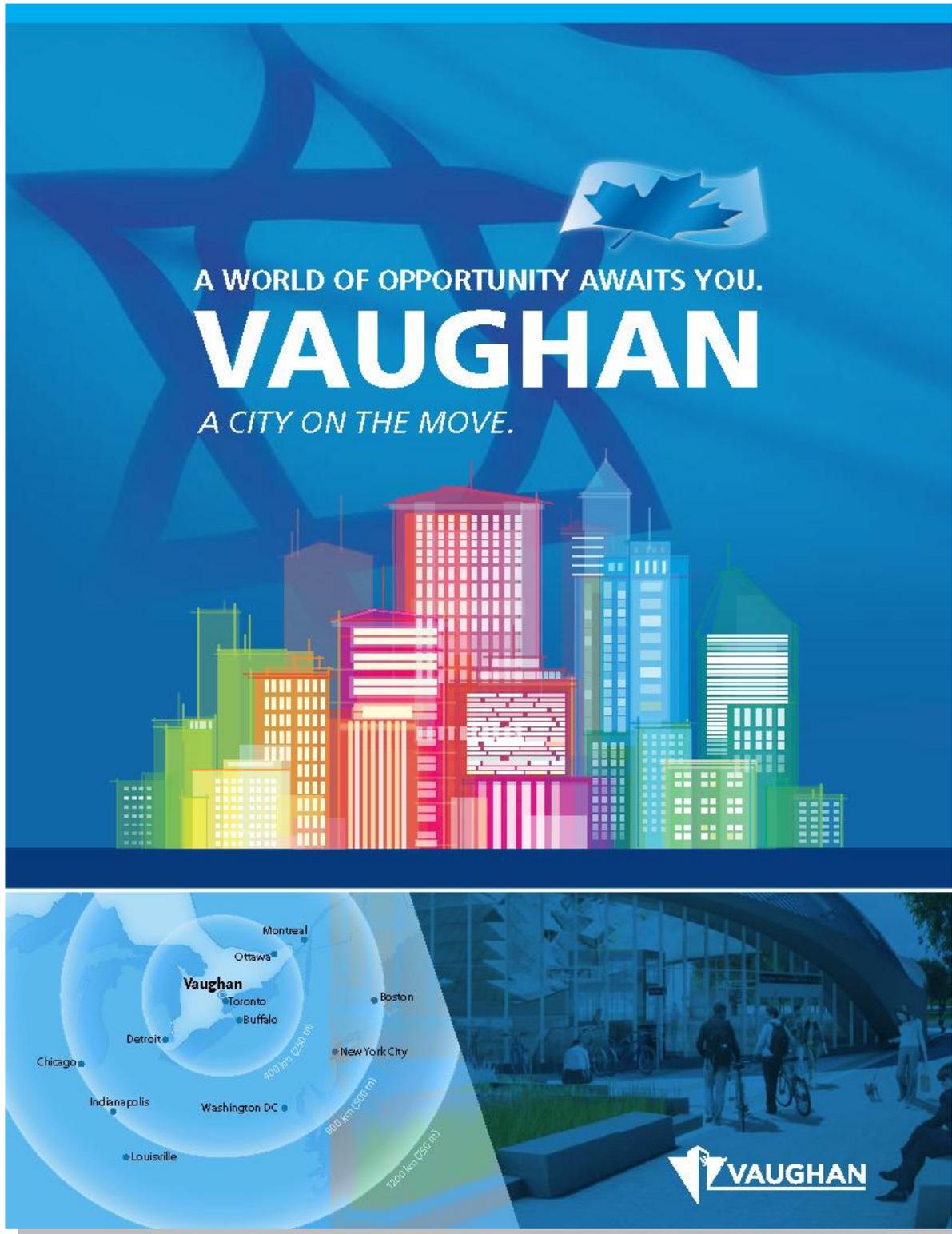
Connect with one of the most dynamic and innovative economies in the world - Israel.

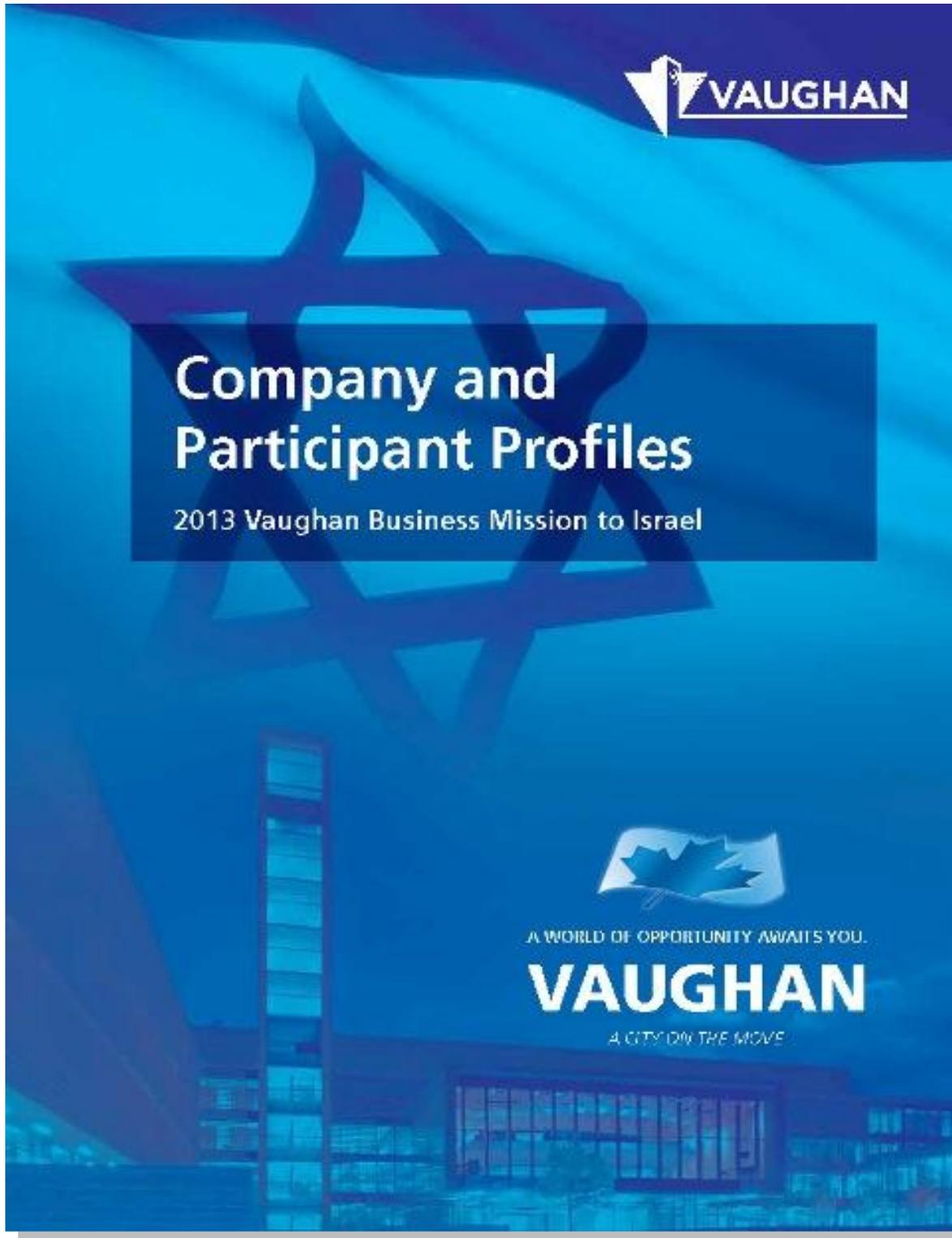
Businesses and the media are invited to attend the launch event and to learn more about the 2013 Vaughan Business Mission to Israel and Vaughan's International Business Development Program.

Thursday, June 27 at 3 p.m.
Vaughan City Hall, Multi-Purpose Room

Space is limited, so register today: www.vaughan.ca/Israel







2013 Business Mission to Israel Participants

CITY OF VAUGHAN

T: 905-832-2281
www.vaughan.ca

- Hon. Maurizio Bevilacqua, P.C., Mayor
E: maurizio.bevilacqua@vaughan.ca
- Tony Carella, Ward 2 Councillor
E: tony.carella@vaughan.ca
- Alan Shefman, Ward 5 Councillor
E: alan.shefman@vaughan.ca
- Tim Simmonds, Executive Director
Office of the City Manager
E: tim.simmonds@vaughan.ca
- Jennifer Ladouceur, Director
Economic Development
E: jennifer.ladouceur@vaughan.ca

ACADEMIC

Centennial College

T: 416-289-5000
www.centennialcollege.ca

- Brad Chapman, CFO/Development
E: bradchapman@centennialcollege.ca
- Trish Dryden, AVP Applied Research
E: tdryden@centennialcollege.ca
- Virginia Macchiavello
Director of International Education
E: vmacchiavello@centennialcollege.ca
- Fred Winegust
Lead Investigator - Applied Research
and Innovation Centre
Part Time Faculty - School of Business
E: winegust@gmail.com

York University

Robert Haché, VP of Research
E: hache@yorku.ca
T: 416-736-5479
www.yorku.ca



www.vaughan.ca/Israel

HEALTHCARE INSTITUTION

Mackenzie Health

T: 905-883-1212
www.mackenziehealth.ca

- Altaf Stationwala, President & CEO
E: altaf.stationwala@mackenziehealth.ca
- Mayor Maurizio Bevilacqua
Board of Directors
- Mark Falbo, Board of Directors

POWER DISTRIBUTOR

PowerStream

T: 905-417-6900
www.powerstream.ca

- Neetika Sathe, Vice President
Corporate Development
E: neetika.sathe@powerstream.ca
- Mayor Maurizio Bevilacqua
Vice-Chair, Board of Directors
- Councillor Tony Carella
Board of Directors
- Councillor Alan Shefman
Board of Directors

PRIVATE SECTOR

Caesarstone Canada

Ami Dreifuss, CFO
E: adreifuss@caesarstone.ca
T: 416-479-8400
www.caesarstone.ca

Canadian Gift Concept / ABA Science Play

Eli Cohen, President
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T: 905-738-4804
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ColdSpring Commerce Inc.

Jeremy Nickerson, President
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sheldon@coldspring.ca
harvey@coldspring.ca
T: 416-342-9505
www.coldspring.ca

CompuOffice Software Inc.

Ami Maishlish, President
E: ami@lifeguide.com
T: 905-475-7500
www.compuoffice.com

Domir Blinds Manufacturing Inc.

Michal Ben-Aharon, President
E: michal@domirblinds.com
T: 416-479-9669
www.domirblinds.com

Elias Custom Metal Fabrication Ltd.

Fadi Emeid, President
E: fadi@eliasmetal.com
T: 905-761-5577
www.eliasmetal.com

Groundheat Systems Inc.

Gino Di Rezze, President
E: gino@groundheat.com
T: 416-410-0586
www.groundheat.com

Gulf & Pacific Equities Corp.

Anthony Cohen, President & Director
E: acohen@gpequities.com
T: 416-968-3337
www.gpequities.com

Hughes-Decorr / Planet Paper Box

Jason Berns, President
E: jason@hughes-decorr.com
T: 416-665-8200
www.hughescontainers.com
www.planetpaper.com

Mircom Group of Companies

Mark Falbo, President
E: mfalbo@mircomgroup.com
T: 888-660-4655
www.mircomgroup.com

SLGoldberg Consulting Inc.

Sam Goldberg, Consultant
E: sam@slgoldberg.com
T: 416-897-7518
www.slg-consulting.com

Valanim Inc.

Fred Winegust, CEO
and Business Value Animator
E: winegust@gmail.com

3'x6'ft banner - International Business Development

KPMG

A WORLD OF OPPORTUNITY AWAITS YOU.
VAUGHAN
 A CITY ON THE MOVE.
www.vaughan.ca

Expanding your Business Opportunities
 Vaughan is a fast growing city in Canada, bordering Toronto. Vaughan offers a diverse range of opportunities to fuel the growth of your business. The city is well-positioned for economic growth with billions of dollars being invested in a new urban centre plus a \$2.9 billion subway and regional rapid transit network.

Montreal
 Ottawa
Vaughan
 Toronto
 Buffalo
 Boston
 New York City
 Washington DC
 Detroit
 Chicago
 Indianapolis
 Louisville

400 km (250 mi)
 800 km (500 mi)
 1200 km (750 mi)

VAUGHAN

Vaughan is a gateway to the Greater Toronto Area with road access to 145 million US and 26 million Canadian consumers within a one day drive.

The new Vaughan Metropolitan Centre subway station scheduled for opening by the end of 2015. Source: Transit Foundation © 2011

City of Vaughan
 2013 Israel International
 Business Development Program

Israel

September 28-October 6

VAUGHAN
www.vaughan.ca/Israel



Welcome to the City of Vaughan
Official Website.

Weather 5 °C

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- Budget
- City By-Laws
- City Hall
- City Page Online
- City Update



[Home](#) > [Economic Development](#) > [International Business Development](#) > [Israel International Business Development Program](#)

Israel Business Mission led by the Hon. Maurizio Bevilacqua, P.C., Mayor

[Contact Information](#)

2013 Vaughan Business Mission to Israel
September 28 - October 6
Tel Aviv | Haifa | Eilat/Eilot | Jerusalem

Economic Development Department
Tel: 905-832-2281
Email: ecdev@vaughan.ca

Vaughan City Hall
Level 200
2141 Major Mackenzie Drive
Vaughan, Ontario, Canada L6A 1T1

Vaughan and Centennial College to Jointly Open Trade Office in Israel

The City of Vaughan and Centennial College are joining forces to open a Trade Development Office in Israel. The announcement came on day four of a seven-day business mission to Israel which concluded on Oct. 6. The mission was centered in Tel Aviv, Haifa and Jerusalem and included 23 participants representing 21 different companies, including Centennial College.

"The City of Vaughan understands the important and dynamic role that cities play in global markets. A strong international presence is essential to realizing the City's economic potential and ultimately the City wants to increase trade, generate jobs, and improve the quality of life and standard of living," said Mayor Maurizio Bevilacqua. "This announcement of a joint trade office in partnership with Centennial College is a testament to our belief that, by pooling resources together, we can have a greater impact in Israel."

The City of Vaughan Trade Development Office is scheduled to open in early 2014. The goals of this new office are to drive business revenue connections between Vaughan and Israel, create and enhance Vaughan's business image in Israel by showcasing its competitive advantages, and maintain Vaughan's commercial relationships in Israel.

The office's activities will include leveraging Israeli market and business trends and promoting Vaughan to the Israeli business community. It will also include networking and relationship building with Israeli business

[Click here](#) to view or download a PDF of the City of Vaughan's promotional brochure - international business development opportunities.

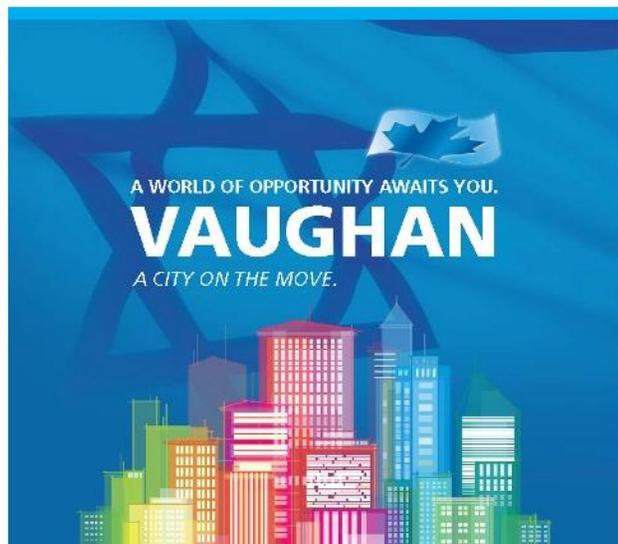
BUSINESS RESOURCES

- [News Release - September 25, 2013](#)
- [News Release - October 2, 2013](#)
- [News Release - October 7, 2013](#)
- [Jerusalem Business Networking Forum](#)



[2013 Vaughan Business Mission to Israel 2:36-minute promo video](#)

- [Government of Israel Economic Mission to Canada](#)
- [Canada Israel Chamber of Commerce](#)
- [The Centre for Israel and Jewish Affairs](#)
- [Coldspring Commerce](#)
- [Centennial College](#)
- [Mackenzie Health Vaughan](#)
- [PowerStream](#)
- [York University](#)



Attachment 4 – Detailed Mission Itinerary

Each and every business mission participant was provided with a customized itinerary, which identified their specific matchmaking business meetings along with detailed company profiles on each prospective economic/business opportunities.

It is important to mention that due to confidentiality agreements between the business mission participants and the prospective partners/investors with whom they have been matched, full disclosure of details is barred.

Sunday Sept 28 – Business Mission Departs for Israel

- Networking opportunities among business mission participants begin immediately while at the airport awaiting the flight.

Sunday Sept 29 – Tel Aviv

All Streams (Business, Academic, and Municipal)

1330 – 1530: Business Lunch at the Olive Leaf Restaurant, Sheraton Tel Aviv Hotel.

- Mood of the Country and Geo-political Debriefing presented by Amos Harel, one of Israel's leading media experts on military and defense issues.

1800 – 1000: Networking Cocktail Reception & Welcome Business Dinner at Lilioth Restaurant, Tel Aviv.

- Welcoming address by City of Vaughan Mayor, Hon. Maurizio Bevilacqua, P.C.
- His Excellency, James A. Fox, Chargé d'affaires, Embassy of Canada.
- Bonny Berger, Senior Trade Commissioner, Embassy of Canada.

Monday Sept 30 – Tel Aviv & Eilat/Eilat

TRACK 1: Business Stream – Activities in Tel Aviv

0800 – 0900: Israel Economic Briefing.

- Presenting Sherwin Pomerantz, President, Atid EDI Ltd., Chairman of the American State Offices Association in Israel, a Founder of the Israel Life Sciences Association and a member of the Management Committee of the Israel-America Chamber of Commerce. (www.atid-edi.com)

0930 – 1730: B2B Meetings

Academic Stream – Centennial College (with some Municipal Stream Representation)

- 0930 – 1200: The Board of Public Academic Colleges of Israel (VaRaM) Board Meeting [Association represents 20 Academic Colleges in Israel].
- 0900 – 1200: Meeting with Dr. Eli Yafe, Director, Magen David Adom.
- 1000 – 1200: Centennial meeting with Canadian Embassy Officials and other dignitaries, including:
 - Bonny Berger, Senior Trade Commissioner (www.canadainternational.gc.ca/israel)
 - Rebecca Shafir, Education Industry Portfolio Owner
 - Kristin Janson, Student Visa Department representative
 - Les Abelson, Canada-Israel Industrial Research and Development Foundation (CIIRDF) Director in Israel (www.ciirdf.ca)
- 1200 – 1300: The Board of Public Academic Colleges in Israel (VaRaM) Centennial Lunch and Networking. (VaRaM, represents Israel's 21 academic public colleges, serving 68,000 students).
- 1300 – 1600: VaRaM Centennial Workshop.

Business & Academic Streams – Activities in Tel Aviv

1830 – 2000: Networking Reception (*Approx. 30 Israeli business participants in attendance*)

- Presentation by Dr. Amir Guttman, Managing Partner, Aviv Venture Capital discussing the strengths and needs of Israeli industry when reaching out abroad. (www.avivvc.com)

TRACK 2: Mixed Business, Academic, and Municipal Stream Representation – Activities focused on Renewable Energy Focus within the City of Eilat and the Hevel Eilat Regional Council

- Eleven delegates travelled to Eilat/Eilat representing a mix of each of the mission streams business, academic and municipal to meet green technology organizations and entrepreneurs engaging in networking sessions, formal presentation and plant tours. This effort was supported heavily by UJA Federation of Greater Toronto.

1000 – 1730: Comprehensive business meetings with renewable energy focused businesses including the following:

- Greeting by Richard Summers, UJA Federation of Greater Toronto's representative in Eilat/Eilat Region accompanying the group all day while traveling in the Eilat Region.
- Presentation by Udi Gat, Mayor of the Eilat Regional Council and Dorit Bannet, Director of the Eilat/Eilat Renewable Energy Initiative. (www.renewable-energy-eilat.org and www.eilatenergy.org)
- Meet with John Cohen, CEO, Arava Power Company. (www.aravapower.com)

- Visit Algitech Biotechnology Co., specializing in the commercial cultivation of microalgae.
- Lunch at Kibbutz Ketura with local entrepreneurs.
- Meet with Dr. Tareq Abu Hamed, Arava Institute, Director of the Center for Renewable Energy and Energy Conservation. (www.arava.org)
- Meet with Noam Ilan, VP Business Development of Renewable Energy financing firm Capital Nature. (www.capitalnature.com)
- Visit Aora's Solar and learn about its unique solar hybrid technology. (www.aora-solar.com)
- Visit Mekorot's Sabcha C Seawater Desalination Plant in Eilat, Israel's first commercial reverse osmosis facility.

1830 – 2000: Dinner in Eilat with Israeli business owners.

2055 – 2155: Return to Tel Aviv to rejoin mission.

Tuesday Oct. 1 – Haifa & Tel Aviv

0830 – 1630: B2B meetings in Haifa.

Academic Stream – York University

0930 – 1500: Professor Robert Haché of York University meets with Haifa University.

Academic Stream – Centennial Group

1000 – 1100: Arrival at Tel Hai, tour of campus and meeting with Prof. Chen, President and Prof. Goren, Vice President.

1130 – 1300: Explored the wine/culinary program component of the campus, including a site visit and meeting with graduates in the profession.

1330 – 1400: Meeting with Resiliency Research Center (Profs. Lahad, Kimhi & Goren).

1415 – 1500: Meeting with Stress & Trauma Study Program team.

1500 – 1630: Summary discussion with Prof. Chen, President and Prof. Goren, Vice-President.

1600 – 1700: Rejoin group for reception in Haifa.

Municipal Stream

0930 – 1300: Caesarstone meeting with senior management team, tour manufacturing plant, and lunch meeting in Kibbutz Sdot Yam. (www.caesarstone.com)

1340 – 1400: Pango Parking Solutions, Kadima. (www.pango-parking.com)

1530 – 1630: Powercom Ltd., Kibbutz Ramat Hakovesh. (www.powercom.co.il)

1600 – 1700: Rejoin group for reception in Haifa.

All Streams (Business, Academic, and Municipal) – Haifa

1700 – 1900: Cocktail reception with local business executives. (*Approx. 15 Israeli business participants in attendance*)

Wednesday Oct 2 – Tel Aviv

Academic Stream – York University

0900 – 1130: Prof. Robert Haché, York University visits Weizmann Institute of Science.

1130 – 1300: Rejoin Group in Ramat HaChayal.

Municipal Stream

1000 – 1100: View A.B.A Science Play playground deployment in Rishon Le'Zion. (www.aba-playground.com)

1130 – 1230: Lunch with A.B.A Science Play and Microdel senior management team at A.B.A Offices in Tel Aviv's landmark Azrielli Centre office tower.

1300 – 1330: Rejoin main mission group at Leonardo Boutique, Ramat HaChayal and network with Israeli businesses.

1430 – 1530: Mobix (*Smart Metering for electricity & water utilities*) (www.mobix.com)

1530 – 1630: Parko (*Community-based mobile app that finds parking for its users*) (www.parko.co.il)

Academic Stream – Centennial College

1000 – 1530: Centennial College meets with Ben Gurion University of the Negev.

Business Stream

1000 – 1600: B2B Meetings.

All Streams (Business, Academic, and Municipal)

1730 – 2000: Microdel & Hagshama Fund sponsored cocktail business networking event, trade show, dinner and presentation of business opportunities, searching for strategic Canadian partners. (*Approx. 40 Israeli business participants in attendance*) Microdel is a business conglomerate of innovative, technology driven Israeli companies. (www.microdel.co.il)

Hon. Mayor Maurizio Bevilacqua, P.C., Mayor of the City of Vaughan together with Brad Chapman, Chief Financial Officer and Vice President of Development announce the joint Vaughan-Centennial trade office in Tel Aviv, Israel.

Formal presentations from the owners of the following Israeli companies interested in working with Vaughan based companies and investors:

- Mr. Gabi Wolkinson, *Microdel CEO*
- Mr. Hanan Shemesh, *CEO & Founder Hagshama Fund*
- Dr. David Michaeli, *Meni-Med*
- Mr. Israel Aharoni, *Periphon*
- Mr. Nimrod Rotem, *Combilock*
- Dr. Orna Levine, *Wake Up*
- Dr. Oded Eizenberg, *Corsens Medical*
- Mr. Eran Elad, *A.B.A Science Play*
- Mr. Avner Kitai, *Novomic*
- Mr. Ori Elyada, *Daipertech*
- Mr. Tal Mashraki, *Accele Radio*
- Mr. Gabi Wolkinson & Mr. Yoav Dagan, *SeaDream*

Thursday Oct 3 – Jerusalem

All Streams (with the exception of York University)

0900 – 1000: Tour of Har Hotzvim Tech Park, Jerusalem which one of the largest and leading hi-tech hubs in the country and home to some of the top-level companies within the hi-tech industry such as TEVA, Intel, AVX, RAD, Bynet, Brightsource, among others. In addition to large companies, the park also hosts nearly 100 small and medium-sized high-tech companies, as well as a technological incubator. (www.biojerusalem.org.il)

Academic Stream – York University

0830 – 0930: Breakfast meeting with Benny Soffer, Mgr., Technology Transfer Office.

0930 – 1020: Meeting with Dr. Harry Yuklea, Bronica at the Entrepreneurship Center.

1030 – 1230: Meeting with Prof. Yoav Henis, VP R&D at Tel Aviv University.

1600 – 1645: Overview of Research at the Technion by Prof. Noam Adir, Deputy Exec. VP for Research.

1700 – 1745: Meeting with Prof. Irad Yavneh, Dean, Faculty of Computer Science.

Business and Municipal Streams

1000 – 1200: B2B meetings.

1200 – 1300: Presentation from the industry leading company called Our Crowd, given by Elan Zivotofsky, General Partner discussing the economic climate in Israel as it relates to accessing funding for growth in Israel. (www.ourcrowd.com)

1300 – 1430: Luncheon and networking with local business owners and representatives from the Jerusalem Business Networking Forum (JBNF).

1430 – 1600: B2B Meetings continued.

Academic Stream – Centennial College

1030 – 1300: Visit Hadassah Academic College.

1330 – 1600: Visit Jerusalem College of Technology.

All Streams (Business, Academic, and Municipal)

1900 – 2100: Jerusalem Business Networking Forum event with local executives and entrepreneurs. The following is a direct link to the City of Vaughan event with some interactive discussion with participants and pictures posted of the event: <http://www.meetup.com/JerusalemBNF/events/140228992/>
(Approx. 90 Israeli business participants in attendance)

Friday Oct 4 – Cultural Portion of Business Mission

- 0800 – 0845: Speaker Gil Yaron, providing a high level overview of the history of Jerusalem and the politics of the peace process.
- 0930 – 1200: Visit the Yad Vashem holocaust museum. This museum presents the story of the Holocaust from a unique Jewish perspective, emphasizing the experiences of the individual victims through original artifacts and survivors' testimonies.
- 1230 – 1300: Lunch and Jerusalem Old City walking tour.
- 1730 – 1900: Traditional Sabbath Dinner, networking opportunity among business mission participants.

Saturday (Sabbath) Oct 5 – Cultural Portion of Business Mission

- 1000 – 1200: Visit Masada, the site of King Herod's desert mountain get-away palace and scene of the zealots' last stand against the Roman legion. Explore the ancient excavation of Herod's palaces and one of the oldest synagogues in the world.
- 1000 – 1200: Lunch, visit to the Dead Sea and short hike at Ein Gedi Oasis.
- 1800 – 2000: Farewell dinner with business mission participants at the Mamilla Café in Jerusalem.

Sunday Oct 6 – Business Mission Return's Home to the City of Vaughan

Attachment 5 – 2013 Vaughan International Business Mission to Israel Photo Gallery

The City of Vaughan's Economic Development Department took a very entrepreneurial and highly results oriented initial step to developing, launching and implementing an aggressive International Business Development Program - the 2013 Vaughan International Business Mission to Israel.

The mission's goal was to engage partners, build support and engage business owners and academia and build support amongst them and external parties. The following six phases summarize the mission's activities: stakeholder development; June 27th pre-mission launch event and Israel program kick-off; mission participant recruitment and acceptance process; pre-mission match-making; conducting the actual Israel business mission from September 28 – October 6; and post-mission activities.

Phase 1: Stakeholder Development

**2013 City of Vaughan
International Business Mission
to Israel Organizing Committee**

- Hon. Maurizio Bevilacqua, P.C., Mayor
- Ward 2 Councillor, Tony Carella
- Ward 5 Councillor, Alan Shefman
- City of Vaughan, Economic Development Department
- UJA Federation of Greater Toronto
- ColdSpring Commerce
- Government of Israel, Economic Mission to Canada
- Canada Israel Chamber of Commerce
- The Centre for Israel & Jewish Affairs


Government of Israel
Economic Mission to Canada

 UJA Federation
OF GREATER TORONTO


CANADA ISRAEL CHAMBER OF COMMERCE

 COLDSPRING
COMMERCE

 THE
CENTRE
FOR
ISRAEL &
JEWISH
AFFAIRS

 ChannelLine
YOUR PARTNER IN CHANNEL SUCCESS

 KPMG Enterprise™
Your Private Company Adviser

 CENTENNIAL
COLLEGE

Phase 2: June 27 Pre-Mission Launch Event and Israel Program Kick-Off





June 27, 2013 Vaughan-Israel International Business Development Program launch held at Vaughan City Hall.

The launch event successfully attracted more than 200 attendees and more than 21 organizations from the private sector, public sector and academia, who expressed interest in participating.. Strategic program partners included: UJA Federation of Greater Toronto; The Centre for Israel & Jewish Affairs; Israeli Consulate; Canada Israel Chamber of Commerce; Government of Israel, Economic Mission to Canada; and ColdSpring Commerce.

Photo from left: Ward 2 Councillor Tony Carella; Caesarstone Canada, CFO Ami Dreifuss; Hon. Mayor Maurizio Bevilacqua; Dishon Ltd., President Ilan Dishy; Consul General of Israel in Toronto, DJ Schneeweiss; Canada Israel Chamber of Commerce (CICC), Leslie Dan, Chairman CICC; President Oded Orgil, President CICC; and Ward 5 Councillor Alan Shefman.

Phases 3-4: Pre-mission Participant Recruitment, Acceptance and Match-Making Process



The City of Vaughan hosted the pre-mission delegation meeting for the 2013 Vaughan Business Mission participants on September 16.



The Hon. Maurizio Bevilacqua, P.C., Mayor, delivered his address to the mission delegation in a pre-mission event on September 16, where mission participants met for the first time.

Phase 5: Israel Business Mission from September 28 – October 6, 2013



2013 VAUGHAN BUSINESS MISSION TO ISRAEL
SEPTEMBER 28 - OCTOBER 6

The Vaughan business mission was led by Mayor Bevilacqua and included Ward 2 Councillor Tony Carella and Ward 5 Councillor Alan Shefman as well as 16 organizations which include business and educational representatives from Vaughan and the GTA. The City partnered with the UJA, the Centre for Israel and Jewish Affairs, the Government of Israel Economic Mission to Canada, Canada Israel Chamber of Commerce and ColdSpring Commerce.

Mayor Maurizio Bevilacqua, Councillor Tony Carella and Centennial College representatives attending business meetings in Tel Aviv, Israel

The collage at the bottom of the page contains numerous small photographs showing various scenes from the mission, including group photos, business meetings, and individuals in professional attire. A large, faint image of a city skyline is visible in the background on the right side of the collage.



Sunday, September 29: arrival in Tel Aviv, Israel.

Photo from left: Ward 3 Councillor Tony Carella; Hon. Maurizio Bevilacqua, P.C., Mayor; and Ward 5 Councillor Alan Shefman.



Sunday, September 29: Geo-political debriefing at Tel Aviv.

Photo from left: Hon. Maurizio Bevilacqua, P.C., Mayor and Amos Harel, one of Israel's leading media experts on military and defence issues.



Sunday, September 29: Networking reception and business dinner with Embassy of Canada at Tel Aviv.

Photo from left: His Excellency James Fox, Charge d'Affairs, of the Canadian Embassy and the Hon. Maurizio Bevilacqua, P.C., Mayor.



Monday, September 30: Centennial College meeting with the Board of Public Academic Colleges of Israel (VaRaM), Tel Aviv.



Monday, September 30: mixed business, academic, and municipal stream representation – mission activities focused on renewable energy within the City of Eilat and the Eilat Regional Council.



Tuesday, October 1: Business-to-Business meetings in Haifa.



Tuesday, October 1: Caesarstone international headquarters and manufacturing plant tour.



Wednesday, October 2: A.B.A Science Play – Playground Deployment and Presentation at A.B.A Science Play Head Office, Tel Aviv.

Photo from left: Gabriel Wolkinson, CEO, Microdel; Eli Cohen, President, Canadian Gift Concepts; Ward 5 Councillor Alan Shefman; Hon. Maurizio Bevilacqua, P.C., Mayor; Ward 2 Councillor Tony Carella; and Gitit Aharoni, Director, on behalf of Hagshama.



Wednesday, October 2: business meetings. Photo from left: Eli Cohen, President, Canadian Gift Concepts Gitit Aharoni, Director (behalf of Hagshama Eran Elad) and Chairman & Co-Founder, A.B.A Science Play.



Thursday, October 3: networking with local business owners and representatives from the Jerusalem Business Networking Forum.



Thursday, October 3: Sheldon Potter, Managing Director, ColdSpring Commerce addressing the Jerusalem Business Networking Forum.

Phase 6 Post-Mission Activities



2013 VAUGHAN BUSINESS MISSION TO

ISRAEL

On October 16, 2013, Mayor Maurizio Bevilacqua welcomed Udi Gat, the Mayor of Eilat, Israel to Vaughan City Hall.

His visit follows the City of Vaughan's business mission to Israel which took place from Sept. 28 to Oct. 6. The mission included a stop in the Eilat/Eilat Region and a meeting with the mayor and representatives of the Renewable Energy Initiative sector.

On October 16, 2013: Udi Gat, Mayor of Eilat Regional Council, travelled from Israel to visit with the Mayor of Vaughan, Hon. Maurizio Bevilacqua, P.C., to further discuss strategic partnership opportunities.

Photo from left: Bryan Keshen, VP of Capacity Building for Emerging Communities and Neighbourhoods; Udi Gat, Mayor of Eilat Regional Council; Hon. Maurizio Bevilacqua, P.C., Mayor; Jennifer Ladouceur, Director of Economic Development.

Attachment 6 – Testimonials from the 2013 Israel Business Mission Participants

“The mission was nothing short of excellence, productive, exciting, and beyond all of it, it was my honour to meet and know each individual mission participants, in particular Mr. Maurizio Bevilacqua, who exudes great personality and inspirational figure with a great sense of humor. For me the work just begun and I wish to make a point to see you in person to share with you new ideas and follow up from our presentations at Microdel on Oct 2, 2013. I am looking forward to the next Business Mission.”

~ Eli Cohen, President, Canadian Gift Concepts / A.B.A Science Play

"York University's participation in the 2013 Business Mission to Israel with the City of Vaughan, in cooperation with the United Jewish Appeal of Greater Toronto, was instrumental in helping to build academic and business contacts in the region. The mission has helped to further develop and enhance existing partnerships and provided opportunities to seed new collaborations and partnerships. A sincere thank you to the whole team for a professionally executed program."

~ Robert Haché, Vice-President Research & Innovation, York University

“The 2013 Business Mission to Israel was professionally run and met all of my expectations in terms of developing potential business relationships with various companies in Israel. I might add that the City of Vaughan is showing great foresight by developing business, cultural and academic relationships with Israel, Italy and China – 3 very important business partners for both Vaughan and Canada.”

~ Anthony Cohen, President & Director, Gulf & Pacific Equities Corp.

"We are continuing to build our global presence by coming to Israel for the first time, a market that is world-renowned for its technological innovations and entrepreneurial spirit," says Brad Chapman, CFO and Vice President Business Development, Centennial College. "We're excited by the prospect of creating pathways between institutions for students to gain remarkable learning opportunities across cultures and overseas. Israel has much to offer us."

~ Brad Chapman, CFO and Vice President Business Development, Centennial College

“I was impressed at the vitality of Israeli entrepreneurs and excited to see the energy of a small but dynamic country. It was amazing. This mission has already resulted in spawning new business opportunities as we are now working in conjunction with an Israeli company, bidding on the installation of a geothermal power plant in a government building near the Knesset in Jerusalem. We are also bidding on another project involving the installation of a geothermal power plant at an Israeli army base. The mission has already paid for itself and was a great success from our perspective.”

~ Gino Di Rezze, founder of Groundheat Systems

“Being part of the City of Vaughan delegation to Israel gave me the opportunity to showcase my services and expertise and establish connections with leading manufacturing companies. I trust that the trade mission has been a gateway to lucrative business opportunities and I look forward to many more Trade Missions.”

~ Fadi Emied, President, Elias Custom Metal Fabrication Ltd.