

CITY OF VAUGHAN

EXTRACT FROM COUNCIL MEETING MINUTES OF NOVEMBER 20, 2012

Item 14, Report No. 43, of the Committee of the Whole, which was adopted without amendment by the Council of the City of Vaughan on November 20, 2012.

14 INTERNATIONAL BUSINESS DEVELOPMENT MISSION TO ITALY – POST MISSION UPDATE

The Committee of the Whole recommends approval of the recommendation contained in the following report of the Executive Director, dated November 6, 2012:

Recommendation

The Executive Director in consultation with the Mayor, Ward 3 Councillor, and the City Manager, recommend that report be received, and:

1. THAT the Execution of the Economic Agreement with the Province of Milan and the City of Rome be ratified;
2. THAT staff continue to explore new innovative opportunities to expand the international business development program, and;
3. THAT staff continue working the business prospects established during the course of the mission to locate in Vaughan, and;
4. THAT staff begin the work to host an incoming business mission from Milan and Rome in 2013 and work at organizing a future outgoing mission to Italy.

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 attracting and retaining business investments consistent with the Economic Development Strategy contribute to the economic vitality of the City.

Economic Impact

All costs associated with the 2012 Italian Chamber of Commerce Business Mission to Italy were budgeted in the Economic Development Department's 2012 operating budget.

Communications Plan

Formal communications and one-on-one meetings will continue with the Province of Milan, City of Rome, and the Chambers of Commerce in Milan, Novara, Turin, Verona, Brescia and Monza, Italian Chamber of Commerce of Ontario, local business leaders and other stakeholders. These communications will continue to emphasize Vaughan's international business development strategy and desire to open new markets for Vaughan companies. Also, the International Business Development Mission to Italy will be highlighted in upcoming Economic Development communications such as the Business Link and the monthly Business E-Link.

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Purpose

This report provides Council with an overview of the City's participation in the Italian Chamber of Commerce (ICCO) International business development mission to Italy led by the Honourable Mayor Maurizio Bevilacqua, September 21- October 3, 2012.

Background – Analysis and Options

The international business development mission to Italy was organized by the Italian Chamber of Commerce of Ontario and led by the Honourable, Mayor Maurizio Bevilacqua. The City was represented also by; Ward 3 Councillor Rosanna DeFrancesca, City Manager Clayton D. Harris, Executive Director Tim Simmonds and Media Relations/Special Assistant Michelle DeBuono. The mission to Italy and all international business development must be strategically aligned with the City's 10 Year Economic Development Strategy that was adopted by Council in 2010. The strategy emphasizes a multi-phase program of activity, with checks and balances built in at each stage. This will allow staff to identify logical points in the larger process where an assessment of overall effectiveness may be used in order to refocus or fine tune efforts before critical decisions are made.

A recent example of this was the City's exploratory mission to Israel in July 2012 that was led by Ward 2 Councillor Tony Carella and Ward 5 Councillor Alan Shefman. That mission was purposely designed to explore and investigate the business climate in Israel and gain a better understanding of the economic development opportunities associated with the green and cleantech sectors. The City through the exploratory business mission was able to create a solid understanding of the business climate, forge new relationships with government agencies in Israel and begin to build a local stakeholder base. This work encourages the City to place more emphasis on Israel as a point of international business development through the economic development office.

It is also important to note that International business development should not be focused solely on foreign direct investment but should also create export opportunities for local business as well as create learning opportunities for the City's administration. Therefore, having local businesses travel with the City on international business development missions is an important consideration and opportunity for the economic development department in growing the international business development program.

Why Italy

There are a number of reasons why Italian companies should look at investing in Canada, and more specifically in Vaughan, which includes a mix of savings in tax, energy and labour costs, plus a highly skilled workforce and capacity in advanced sectors. These advantages were discussed at the delegation's meeting with the Canadian Embassy in Rome. The trade consultant, Tyler Wordsworth, Trade Commissioner, Embassy of Canada to Italy, strongly recommended that the City's economic development staff use the Invest in Canada website (<http://investincanada.gc.ca>) as an excellent resource for critical stats, and downloadable publications.

Economic Indicators

In review of various points of data and research, Italy still leads many of the European Union nations in trading status and manufacturing. With more than 60 million people, Italy is Europe's fourth-most populous country and a founding member of the European Union and the G8 group of nations.

The northern province of Lombardy, where the business development mission was focused, is considered by many as the economic powerhouse of Italy, led by the industrial and financial centres of Milan, Bergamo, Brescia and Monza, and is a common point of entry for offshore companies

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interested in doing business in Italy. As mentioned, the trade mission to Italy focused its efforts on this region and met with businesses and the Chambers of Commerce in Milan, Novara, Turin, Verona, Brescia and Monza.

Key economic highlights of Italy and Lombardy include:

- Italy – World's seventh largest economy (2008 GDP of US \$2.3 trillion)
- Italy – World's sixth largest exporter of manufactured goods
- Lombardy – Largest regional economy in Europe (GDP of US\$400 billion)
- Lombardy – Per capita GDP higher than the United States or Switzerland
- Member of the European Union single market and the EMU (€ zone)

A Key Economic Driver: Italy, An Entry Point to the European Union (EU)

The Comprehensive Economic and Trade Agreement (CETA) with the EU are advanced, the next round of negotiations will be the tenth. Most provisions have been agreed to and those involved in negotiations are now working on outstanding issues, for instance the rules around Geographical Indicators for food and beverage.

Canada and the EU have a long history of economic cooperation. The EU is composed of 27 Member States with a total population of over 500 million and a GDP of nearly \$16.8 trillion in 2010, the EU is the world's largest single common market, foreign investor and trader.

As an integrated block, the EU represents Canada's second largest trading partner in goods and services. In 2010, Canadian goods and services exported to the EU totalled \$49.1 billion, and imports from the EU amounted to \$55.2 billion.

According to Statistics Canada, the EU is also the second largest source of foreign direct investment (FDI) in Canada, with the stock of FDI amounting to \$148.7 billion at the end of 2010. In 2010, the stock of Canada's direct investment in the EU totalled \$145.7 billion, and the EU is the destination of 23.6% of Canadian direct investment abroad. According to Eurostat, the EU identified Canada as its third largest destination and its fourth largest source of FDI in 2009. Bilateral economic relations with the EU are very important to Canada, and this economic relationship is a high priority for the Government of Canada.

Growing Role of Partnerships in the New Economy

In the new knowledge economy, the principles of economic development are being transformed as identified in the City's Economic Development Strategy. Instead of a focus on physical assets and economies of scale, the drivers of success reside in connectivity and intangibles. Cities increasingly need to develop and manage strategic partners with whom to collaborate. Strategic alliances enable economic development to gain competitive advantage through access to a partner's resources, including markets, technologies, capital and people.

As global markets open up and competition grows, cities need to be increasingly creative and strategic about how and with whom they align themselves.

Province of Milan and Rome: Strategic Partners

The Province of Milan is in the Lombardy Region of Italy and has a population of more than 3 million people, governs the largest metropolitan area in Italy, and is situated in the middle of one of the most highly populated regions of Europe. The Province's largest city is Milan.

The City of Milan is the economic and financial centre of Italy and is home to most international banks and the country's principal stock exchange. It is also a manufacturing centre and is home to a variety

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of industries including telecommunications and health care. The area's economy also has key economic clusters in chemistry and pharmaceuticals (with an emerging cluster in biotechnologies and cleantech), mechanics, and electro-mechanics.

Milan has become a mega city region that reaches beyond the borders of Lombardy, reaching Piedmont, Emilia and right up to the Canton Ticino, focusing on building a system of networks and alliances with other mega city regions in Europe.

Rome is the capital of Italy and is located in the central region of Lazio. It has a population of approximately 2.8 million people. The City's economy is largely driven and has a strong presence in the service industry, high-technology companies, research, construction, retail and tourism

The economic agreement with the Province of Milan (Attachment 1) and the City of Rome (Attachment 2) give the City a strategic presence in Italy. Both agreements are focused on building business, job creation, sharing of ideas, and promoting each other's regions, all of which will help to attract business and development into Vaughan and the converse from Vaughan into Italy.

Leveraging Local Stakeholders

Goal one in the 10 year economic development strategy is to position Vaughan as the gateway of economic activity to the Greater Toronto Area. The goal is intended to build on the "Edge City" and gateway concepts presented several times in the strategy. The goal recognizes that geo-political borders are inconsequential to business and flows, especially in a globalized economy, and connections to international trade flows position Vaughan as an excellent gateway to the Greater Toronto Area and the economic region.

The business development mission to Italy worked in concert with this goal by including and leveraging our local stakeholders.

The mission was organized and facilitated by the Italian Chamber of Commerce of Ontario. Staff responsible for the mission included; Mr. Corrado Paina, Executive Director of the ICCO, Deputy Director of Development, Ms. Elena Dell'Ossel, and Associate, Claudia Barbiero who works at the ICCO desk in Milan.

Through the work of the ICCO, the City was able to participate in approximately 70 face-to-face meetings with businesses over the course of the 10 day mission. In addition, presentations to larger business audiences were arranged at the various Chambers of Commerce that had more than 200 business people in attendance. At each group presentation, the Mayor was able to present the Vaughan Advantage and then show the Vaughan Metropolitan Centre Video – It'll Move You to the audience. The economic development office had the video translated to Italian.

In addition to the ICCO leading this business development mission to Italy the delegation was accompanied by Mr. Tony Romano, Director, Corporate Affairs, Greater Toronto Marketing Alliance (GTMA). During the mission, Mr. Romano had meetings with 14 companies in the Milan, Novara, Monza, Torino, Verona and Rome regions who have all expressed an interest in internationalizing their operations in Canada. The mission also allowed the GTMA the opportunity to further develop their network of contacts with business intermediaries in various B2B meetings, as well as schedule follow-up meetings with previously identified investment leads.

Mr. Romano focused on positioning the Greater Toronto Area (GTA) as the location of choice for the Italian companies' North American market entry. At the conclusion of the Mission, the GTMA has reported that these meetings resulted in three companies that will be visiting the GTA by the end of 2012 and also set the foundation for a trade show in the Toronto area for 10 to 15 companies.

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Opportunities beyond business

During the 10 day mission it was easy to understand that some of the greatest cities of the world exist in Italy and we were fortunate enough to visit and walk the streets of some of them.

Looking at opportunities to enhance the Vaughan Metropolitan Centre and other areas of the City, Staff took note of the built form that encouraged and promoted a sense of place, beyond the architectural significance that was overwhelmingly abundant. For instance, in visiting with the head of urban planning in Torino staff were able to visit and be given a tour of Torino's newest subway station located minutes from City Hall and gain a better understanding of the development that was being considered around the new station. The visit allowed staff to ask questions about the mix of commercial, residential and office that was being considered and how it would come together into a mixed use area that still retained the essence of Torino but moved the City to the future.

This type of conversation and opportunity to learn goes well beyond a workshop, reviewing information on an internet site or in a professional periodical. The City should consider establishing a professional exchange program for members of the Senior Management Team with the administration of other cities - this could be coordinated through the international business development program. Being an exchange program, it would also entail having staff, like the head of urban design in Torino, come to Vaughan to work and learn in our City. This is another key component of establishing strategic partnerships with other cities around the world and goes well beyond a cultural or friendship partnership.

Business Outcomes- Attracting Investment and Job Creation

Of the nearly 70 face-to-face meetings that were conducted during the mission and the larger group presentations, the City is actively working with six leads. These leads are companies that have contacted the Economic Development office since the delegations return to Vaughan and are actively pursuing business opportunities here in Vaughan or the Greater Toronto Area.

One company who is engaged in renewable energy that staff met with while in Verona has now set-up a temporary office and is doing their due diligence over the course of the next 12 weeks to further identify opportunities and joint ventures.

Another company that Vaughan met with, Novamont S.p.A, is considered to be one of the leading edge bio/green companies in the world. Novamont's mission is to find solutions to environmental problems by developing products from renewable raw materials of agricultural origin, minimizing post-consumer waste and using low environmental impact processes. Their products meet and exceed environmental standards that have been established. Novamont, has engaged York Region in a pilot project for its compostable bags (Attachment 3). One of the pilot locations for the bags is the Fortino's location on Major Mackenzie Drive and Jane Street in Vaughan. In addition there are four other pilot locations in York Region. Meeting this company at their global headquarters in Novara gave the Vaughan team an unprecedented opportunity to sit face-to-face with Alessandro Ferlito; Commercial Director and Christian Garaffa; Marketing Manager to discuss Vaughan from an economic development perspective. This work, as part of the "sales cycle" puts Vaughan in a much stronger position to potentially have Novamont locate a multi-million dollar manufacturing facility in the City and create much sought after manufacturing jobs in the "green" sector rather than other jurisdictions across the Province. Another important aspect of the site search is the need for production. If the pilot project for the compostable bags does not create the foundation for Ontario retailers to adopt this product, the likelihood of a production facility will not exist.

Staff in the economic development office will continue to follow-up on these leads and work with all of the companies to promote job creation, business investment or find joint venture opportunities for partnerships with established Vaughan companies.

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Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically, this report fulfills Vaughan Vision 20|20 Goal: Plan and Manage Growth and Economic Vitality.

Regional Implications

N/A

Conclusion

The international business development program in the City's economic development department has taken great strides in the past three years and continues to build on success. The work directly and indirectly related to the first China Trade mission in 2009 and subsequent mission to Yiwu in China in 2010 has resulted in Vaughan building its image as the Gateway into the GTA and North American markets. This work has had a positive influence on two Chinese companies locating to Vaughan- both involved in manufacturing. Furthermore, Vaughan was able to assist and attend the successful opening of CanadaMart, an import centre of Canadian consumer goods located in Yiwu. Also, the exploratory mission to Israel has already led to one Vaughan company working with economic development staff to engage in conversation with the Israeli Trade consulate to export product to Israel.

Since returning to Vaughan, the economic development office has been actively working with six companies that the City met while in Italy– all six of the companies initiated further discussion about the City and are inquiring about manufacturing opportunities, professional services and construction services.

Staff have also begun working with the Italian Chamber of Commerce of Ontario to host a post mission event in December with the objective of increasing awareness about doing business in Italy and enhancing future incoming and outgoing missions.

Signing the economic partnerships with the Province of Milan and the City of Rome during this trade mission are two outstanding achievements. Both the Province of Milan and the City of Rome boast populations that are 10x that of Vaughan – one is the economic capital of Italy, while the other is the capital of the country. However, the work associated with the partnerships will require a level of continuity and constant involvement by staff. The relationships that the City is creating today can produce significant economic results in the future with a dedicated focus on initiatives and will continue to allow our City to remain competitive in today's fast-paced global economy.

Attachments

Attachment 1 – Agreement with Province of Milan
Attachment 2 – Agreement with City of Rome
Attachment 3 – Novamont and York Region
Attachment 4 – Photo Gallery
Attachment 5 – News Clippings

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Report prepared by:

Tim Simmonds, Executive Director

(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 6, 2012

INTERNATIONAL BUSINESS DEVELOPMENT MISSION TO ITALY – POST MISSION UPDATE

Recommendation

The Executive Director in consultation with the Mayor, Ward 3 Councillor, and the City Manager, recommend that report be received, and:

1. THAT the Execution of the Economic Agreement with the Province of Milan and the City of Rome be ratified;
2. THAT staff continue to explore new innovative opportunities to expand the international business development program, and;
3. THAT staff continue working the business prospects established during the course of the mission to locate in Vaughan, and;
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Contribution to Sustainability

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Economic Impact

All costs associated with the 2012 Italian Chamber of Commerce Business Mission to Italy were budgeted in the Economic Development Department's 2012 operating budget.

Communications Plan

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Growing Role of Partnerships in the New Economy

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Province of Milan and Rome: Strategic Partners

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The City of Milan is the economic and financial centre of Italy and is home to most international banks and the country's principal stock exchange. It is also a manufacturing centre and is home to a variety of industries including telecommunications and health care. The area's economy also has key economic clusters in chemistry and pharmaceuticals (with an emerging cluster in biotechnologies and cleantech), mechanics, and electro-mechanics.

Milan has become a mega city region that reaches beyond the borders of Lombardy, reaching Piedmont, Emilia and right up to the Canton Ticino, focusing on building a system of networks and alliances with other mega city regions in Europe.

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Staff in the economic development office will continue to follow-up on these leads and work with all of the companies to promote job creation, business investment or find joint venture opportunities for partnerships with established Vaughan companies.

Relationship to Vaughan Vision 2020

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved. Specifically, this report fulfills Vaughan Vision 20|20 Goal: Plan and Manage Growth and Economic Vitality.

Regional Implications

N/A

Conclusion

The international business development program in the City's economic development department has taken great strides in the past three years and continues to build on success. The work directly and indirectly related to the first China Trade mission in 2009 and subsequent mission to Yiwu in China in 2010 has resulted in Vaughan building its image as the Gateway into the GTA and North American markets. This work has had a positive influence on two Chinese companies locating to Vaughan- both involved in manufacturing. Furthermore, Vaughan was able to assist and attend the successful opening of CanadaMart, an import centre of Canadian consumer goods located in Yiwu. Also, the exploratory mission to Israel has already led to one Vaughan company working with economic development staff to engage in conversation with the Israeli Trade consulate to export product to Israel.

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Staff have also begun working with the Italian Chamber of Commerce of Ontario to host a post mission event in December with the objective of increasing awareness about doing business in Italy and enhancing future incoming and outgoing missions.

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Attachment 3 – Novamont and York Region
Attachment 4 – Photo Gallery
Attachment 5 – News Clippings

Report prepared by:

Tim Simmonds, Executive Director

Respectfully submitted,

Tim Simmonds
Executive Director

The PROVINCE OF MILAN, Italian Republic

and

The CITY OF VAUGHAN, Ontario, Canada

undertake to submit the present Letter of Intent to their respective competent bodies for approval. Once approved, the Parties shall sign it under the terms and conditions as set out in their respective regulations.

LETTER OF INTENT

between

PROVINCE OF MILAN, Italian Republic

and

CITY OF VAUGHAN, Ontario, Canada

- In order to improve the understanding and the friendship as well as to establish a relationship that will facilitate exchanges and relations between the communities and the companies of the respective territories;
- In accordance with the resolution of the City of Vaughan concerning the importance of developing relationships and exchanging experiences that would lead to closer ties between the communities and increase mutual prosperity and progress of its respective citizens;


- Based on the resolution of the Province of Milan to further develop its territory through international initiatives, according to the present legislation;

In consideration of the above:

- 1- The Province of Milan and the City of Vaughan have agreed to establish a collaboration:
 - To support the economic development and cooperation as well as the business relations;
 - To establish an appropriate level of collaboration that will lead to the identification of mutual needs and the development of projects of common interest.
 - To foster the exchange of information and experiences, in order to support the scientific and technical cooperation;
 - To protect the environment and preserve the natural resources according to the regulations and the respective jurisdictions;
 - To promote sport and cultural exchange;
- 2- As a general condition, the projects resulting from the present Memorandum shall be supported by the parties' respective budget.
- 3- The present Memorandum of Understanding will be in effect for the duration of three (3) years, effective from the signature's date. The agreement shall be considered automatically renewed for three (3) years if not otherwise notified by one of the Parties to the other within three months from the expiration date.

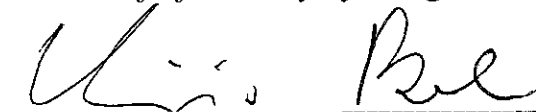
Signed this 24th of September 2012 in Milan and written in two original copies in Italian and in English.

On behalf of the Province of Milan, Lombardy, Italy

A handwritten signature in black ink, appearing to be 'Guido', written over a horizontal dashed line.

On. Guido Podestà
President

On behalf of the City of Vaughan, Ontario, Canada

A handwritten signature in black ink, appearing to be 'Maurizio Bevilacqua', written over a horizontal dashed line.

His worship Maurizio Bevilacqua
Mayor

PROVINCIA DI MILANO, Repubblica italiana
e
COMUNE DI VAUGHAN, Ontario, Canada

si impegnano a sottoporre la seguente Dichiarazione di Intenti ai rispettivi organi competenti per l'approvazione e, una volta approvata, si impegnano a sottoscrivere la stessa nei tempi e nei modi previsti dai rispettivi ordinamenti vigenti.

Dichiarazione di intenti tra

PROVINCIA DI MILANO, Repubblica italiana
e
COMUNE DI VAUGHAN, Ontario, Canada

Premessa

Per migliorare la comprensione e l'amicizia nonché la creazione di relazioni che favoriscano lo scambio ed i rapporti tra le popolazioni e le aziende dei rispettivi territori,

In base al convincimento del Comune di Vaughan in merito all'importanza di sviluppare relazioni e scambiare esperienze che portino ad un avvicinamento e maggior comprensione tra i popoli, garantendo ai cittadini prosperità e progresso,

In base al convincimento della Provincia di Milano di contribuire allo sviluppo del territorio anche attraverso l'attività di rilievo internazionale secondo l'ordinamento vigente.

Tutto ciò premesso

1- La Provincia di Milano il Comune di Vaughan hanno convenuto di collaborare per :

- Sostenere lo sviluppo e la cooperazione economica , creando un canale privilegiato per gli scambi commerciali, gli insediamenti produttivi e l'attrazione reciproca di investimenti;
- Instaurare un livello adeguato di collaborazione per identificare i bisogni reciproci e sviluppare progetti di interesse comune;
- Promuovere lo scambio di informazioni ed esperienze per sostenere la cooperazione scientifica e tecnica;
- Proteggere l'ambiente dall'inquinamento e preservare l'equilibrio delle risorse naturali nei limiti stabiliti dalla legge sulle reciproche competenze in materia;
- promuovere lo scambio culturale e sportivo.

2- In generale, le attività previste dalla Dichiarazione di intenti in esame verranno sostenute nell'ambito dei rispettivi bilanci.

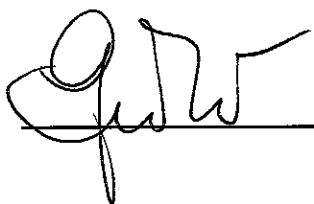
3- La presente Dichiarazione è stipulata per la durata di tre (3) anni e diventa effettiva a partire dalla data della firma. La presente Dichiarazione sarà prorogata automaticamente di tre (3) anni nel caso in cui, entro tre mesi dalla data della sua scadenza, nessuna delle Parti abbia informato l'altra della sua volontà di interrompere l'efficacia della Dichiarazione stessa.

Fatto a Milano il 24 Settembre 2012, in due originali, ciascuno nelle lingue italiana e inglese, tutti i testi facenti ugualmente fede.

Per

PROVINCIA DI MILANO
Repubblica Italiana

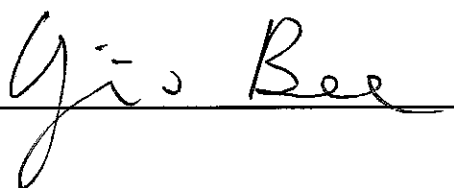
Presidente Provincia di Milano,
On. Guido Podestà

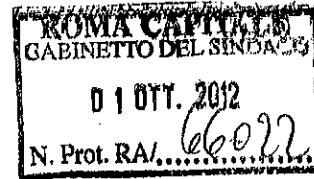


Per

COMUNE DI VAUGHAN
Canada

Sindaco di Vaughan,
Maurizio Bevilacqua





ACCORDO DI COLLABORAZIONE

TRA

ROMA CAPITALE E LA CITTÀ DI VAUGHAN

AI UR

Roma Capitale, con sede in Piazza del Campidoglio 1, rappresentata in questo atto dal Sindaco di Roma Giovanni Alemanno,

e

la **Città di Vaughan** con sede in Vaughan, Ontario 2141 Major Mackenzie Drive, L6A1T1 rappresentata in questo atto dal Sindaco Maurizio Bevilacqua, d'ora in avanti "Le Parti"

manifestando l'interesse reciproco a promuovere la collaborazione delle due città nell'ambito commerciale ed economico, convengono di sottoscrivere

il presente **Accordo di Collaborazione**, disciplinato come segue:

Art.1

Il presente Accordo persegue il fine di promuovere e favorire ogni forma possibile di collaborazione tra Roma Capitale e la Città di Vaughan per accrescere il livello di internazionalizzazione dell'economia dei rispettivi territori, con particolare attenzione allo sviluppo delle imprese di piccole e medie dimensioni di entrambe le città.

Art.2

Le azioni attuative del presente Accordo di Collaborazione sono finalizzate ai seguenti obiettivi programmatici:

- a) Individuazione di interventi volti a favorire lo scambio di conoscenze e di *know how* sui sistemi produttivi ed economici locali;
- b) Realizzazione di iniziative volte a favorire la collaborazione delle imprese di entrambe le città;
- c) Definizione di programmi di interscambi commerciali/culturali;
- d) Realizzazione di missioni commerciali e costituzione di gruppi di studio su specifici progetti;
- e) Condivisione di programmi per la formazione e l'aggiornamento professionale rivolto, in particolare al settore della piccola e media impresa;
- f) Realizzazione di iniziative volte a promuovere nella Città di Vaughan le produzioni della piccola e media impresa romana, il settore del commercio e, più in generale, a divulgare il "modello Roma", quale Capitale del turismo, dell'arte, della cultura;
- g) Realizzazione di iniziative volte a promuovere nella Città di Roma le produzioni della piccola e media impresa locale e a valorizzare la Città di Vaughan

Art.3

"Le Parti" favoriranno lo scambio d'informazioni, gli incontri tra funzionari, amministratori, associazioni imprenditoriali e culturali delle rispettive Città, nonché la realizzazione di programmi e progetti comuni, e ogni altra attività che contribuisca a migliorare la collaborazione tra Roma Capitale e la Città di Vaughan

Art.4

"Le Parti" daranno attuazione del presente Accordo di Collaborazione nel pieno rispetto della propria disciplina ordinamentale.

AP KR

Art.5

I responsabili dei settori competenti per le Relazioni Internazionali di ognuna delle "Parti", proporranno le strategie e le azioni da intraprendere relativamente a quanto previsto nel presente Accordo di Collaborazione

Art.6

"Le Parti" si impegnano a trovare una soluzione amichevole mediante negoziazioni dirette per ogni eventuale questione relativa all'interpretazione e l'attuazione del presente Accordo di Collaborazione

Art. 7

Il presente Accordo entrerà in vigore previa approvazione del Consiglio della Municipalità di Vaughan ed avrà validità per un periodo di 4 (quattro) anni, fatta salva la volontà di ciascuna delle Parti di manifestare, con preavviso scritto di sei mesi, la conclusione anticipata dello stesso

In conformità si sottoscrivono due (2) copie identiche, una (1) in lingua italiana e una (1) in lingua inglese.

Sindaco
di Roma Capitale
Giovanni Alemanno



Sindaco
della Città di Vaughan
Maurizio Bevilacqua



ACCORD OF COOPERATION

Between

Roma Capitale and the City of Vaughan

Roma Capitale, located at Piazza del Campidoglio 1, and hereby represented by the Mayor of Rome Giovanni Alemanno

and

the City of Vaughan, located at 2141 Major Mackenzie Drive, Vaughan, Ontario, here represented by the Mayor of Vaughan Maurizio Bevilacqua, hereinafter referred to as “parties”

With the desire to promote collaboration in order to strengthen the trade and economic relations between Rome and Vaughan,

have agreed to sign an Accord of Cooperation as hereafter outlined:

Article 1

As per this Accord of Cooperation both parties shall promote and encourage any possible form of collaboration between Roma Capitale and the City of Vaughan, in order to increase the level of internationalization of the economies of both territories. Particular attention shall be given to the development of small and medium sized enterprises of both cities.

Article 2

This Accord of Cooperation shall pursue the following objectives:

- a) Identification of opportunities for the exchange of information and know-how on the economic and productive systems of both parties;
- b) Realization of initiatives to encourage the collaboration among companies of both cities
- c) Definitions of programs for cultural and business exchanges
- d) Organization of trade missions and creation of study groups on specific projects.
- e) Exchange of programs for the professional training and development especially developed for the small and medium sized enterprises.

- f) Execution of initiatives and events for the promotion, within the City of Vaughan, of the roman small and medium sized enterprises and their products, of the trade sector, and of the City of Rome as capital of tourism, arts and culture;
- g) Execution of initiatives and events for the promotion, within the City of Rome, of Vaughan's excellences, as well as small and medium sized enterprises and their products.

Article 3

The parties shall encourage exchange of information and meetings among city management representatives and business and cultural associations of both cities. They shall also present programs and projects and any other activity that will increase the collaboration between Roma Capitale and the City of Vaughan.

Article 4

Both parties shall execute this Accord of Cooperation in accordance with the national and international regulations (?)

Article 5

Each parties' International Relations officers shall propose strategies and necessary actions according to what is stated in this Accord of Cooperation.

Article 6

Both parties shall commit to find amicable solutions through direct negotiations in case of any issues in relation to the interpretation and the realization of what stated in this Accord of Cooperation.

Article 7

This Accord shall come into force upon signature by both parties and shall remain valid for a period of 4 (four) years, unless either of parties gives to the other party written notice, six months prior to the actual termination of the Accord.

Signed this(date).....2012 in ...(location)..... and written in two original copies one in Italian and one in English

Giovanni Alemanno

Mayor of Roma Capitale

(Signed)

Maurizio Bevilacqua

Mayor of the City Vaughan

(Signed)

Compostable Bag Pilot Loblaw and York Region

**Presentation to Environmental
Services Committee**

Laura McDowell, York Region

Bob Chant, Loblaw Companies Ltd.

Claudio Gemmiti, Loblaw Companies Ltd.

September 12, 2012

Compostable Bags Timeline in York Region's Green Bin program

- ❑ December 10, 2008 - Council endorsed elimination of plastic bags in the SSO program
- ❑ March 11, 2009 - Council authorized Region wide use of compostable bags
- ❑ December 16, 2009 - voluntary use of certified compostable bags in effect
- ❑ May 1, 2011 - Mandatory use of certified compostable bags

Certified compostable products provide environmentally friendly alternative to petroleum-based plastic bags

Residents Looking for York Region to Drive Change

- ❑ York Region staff requested to work with retailers for alternatives to plastic bags
- ❑ Opportunity to provide municipal partners with information on partnership
- ❑ Influence acceptability of compostable products versus traditional petroleum-based plastics

Successful partnership with industry leader Loblaw leveraging common goals of leadership, innovation and environmental sustainability

Loblaws

Compostable Bag Test

Bob Chant & Claudio Gemmiti

September 12th, 2012



About Loblaw Companies Limited

- Canada's largest food retailer
- Leading provider of:
 - Food and grocery
 - General Merchandise
 - Drugstore
 - Financial Products and Services
- Over 1,000 corporate and franchised stores from coast to coast
- 14 million Canadians shop in our stores every week
- Over 135,000 employees
- Canada's #1 and #2 consumer brands
 - President's Choice and no name
- Canada's #1 apparel brand – Joe Fresh



Respect the Environment

- There are five pillars to Corporate Social Responsibility at Loblaw Companies. One of which is ***Respect the Environment***.
- A key part of our effort to ***Respect the Environment*** is our commitment to reduce the number of plastic shopping bags from our stores.
- By charging 5cents for plastic shopping bags we have reduced the number of bags from our stores by **3.8 billion** since 2007 – that is a **71%** reduction nationally.



Compostable Bag Test - Objective

Test the viability of a compostable plastic shopping bag.

Compostable Bag Test

Background:

- Pilot/test the compostable bag option (vs. plastic) with consumers at the front end of 5 key stores in York Region
- Multiple stakeholder pilot project: LCL, Novamont and York Region providing cross functional support (e.g. bag, signage, communication, research, etc)

Test Bag:

- To be made up of up to 40% renewable plant based materials
- To match durability, size & reusability of current plastic bags (with a different and distinct design)
- Retail at 15¢

In Store Marketing:

- Signage, ambassadors, training

Test to provide insight in key areas:

- In-market consumer acceptance of compostable bag and reaction to key variables of execution (e.g. 15 ¢ price, compostable message, bag performance, etc)
- Consumer conversion from plastic to compostable bags (both will be offered during the test) at point of purchase
- Operational Execution



In Store Marketing

Collateral

- T-stand poster
- Handout
- Cashier buttons
- Lane Dividers
- Lunchroom poster

Experiential

- Ambassador Program
 - Employee Communication
- Reinforcement of collateral messaging with additional background including compostable messaging (e.g. “why compostable bag”) and rationale for 15¢ price, other FAQ



Ask us about our compostable bag.

**Ask us
about our
compostable
bag.**

Test Locations

- Five stores in communities across the region
 - Keswick
 - Newmarket
 - Aurora
 - Richmond Hill
 - Maple



Timeline

- Test to be launched in selected stores starting September 17, 2012
 - Duration of pilot: 2 months
- Results will be analyzed upon completion of test
 - Qualitative input from customers
- Decision to roll-out
 - Go/no-go

Questions?

ATTACHMENT 4 - Photo Gallery Italy - 2012



Meeting with the City of Milan, Councillor Franco D'Alfonso



Delegates at the City of Milan



Meeting with Chamber of Commerce/Businesses - Monza



Business Meeting with Company officials at Novamont



President of Province of Milan - Guido Podestá



Meeting with Province of Verona - Pres. Giovanni Miozzi



Business Meeting with Lega Colucci



Tour of Greentech Facility involved in Water Treatment



Business delegates meeting with Rome businesses



Italian Chamber of Commerce signing Accord with the Rome Chamber of Commerce



Hon. Mayor Bevilacqua addressing the Rome Chamber of Commerce



Meetings with the Turin Chamber of Commerce



Business discussions with the Mayor of Turin, Piero Fassino



Delivering the “Vaughan Advantage” to businesses in Verona



City Manager Clayton Harris involved in business meetings in Verona



Business meetings in Milan with MilanoSerravalle – MilanoTangenziali S.p.A.



Meeting with the Mayor of Verona, Flavio Tosi



The entry to the newest station in the Turin Subway System



Business meeting and tour of the Mezza Roma Project in Rome to better understand geo thermal applications



Businesses gathered in Milan to learn about economic opportunities with Vaughan



Hon. Maurizio Bevilacqua signing the Accord of Economic Cooperation with the Mayor of Rome, Gianni Alemanno



Hon. Maurizio Bevilacqua signing the Economic Agreement with the President of the Province of Milan, Guido Podestà



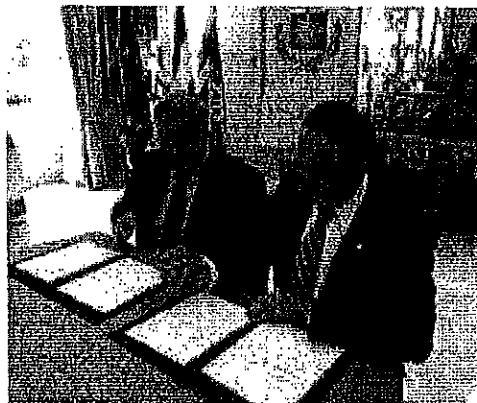
Municipal Information Network

[CLOSE](#)
[PRINT](#)


Vaughan Mayor Signs Agreement with Province of Milan

, September 26, 2012 - The Mayor of the City of Vaughan signed a Memorandum of Understanding with the President of the Province of Milan on September 24 to develop a business relationship between the province and the City.

"This Memorandum of Understanding is a very important step towards economic cooperation between Vaughan and the Province of Milan," said Mayor Maurizio Bevilacqua. "As the Province of Milan is the gateway for innovation, entrepreneurial activity and business into Italy and the European Union, this Memorandum of Understanding will provide our City with the ability to pursue economic opportunities that can be achieved with the Province of Milan. I believe it is important that we pursue this strategy. The purpose of this mission is to expand the City's reach on an international level and establish close ties with cities who share in a common vision of global trade, economic growth and job creation."



Vaughan Mayor Maurizio Bevilacqua (right) and President of the Province of Milan, Guldo Podesta, sign a Memorandum of Understanding which will significantly strengthen ties between the City of Vaughan and the Province of Milan.

The signing ceremony took place in Milan as part of the Italian Chamber of Commerce of Ontario (ICCO) Trade Mission to Italy. Mayor Maurizio Bevilacqua and Guido Podesta, President of the Province of Milan, signed the agreement.

"I am happy to have received at Palazzo Isimbardi the delegation from the City of Vaughan," declared the president of the province of Milan, Guido Podesta. "The political and commercial relations between our institutions, which began last year on the occasion of our mission to Canada, have given way to further developments. We have built the foundations for important relations with the Vaughan community. The signing of the Memorandum of Understanding is an important and meaningful step forward in strengthening our ties. The City of Vaughan is a city on the move and one with a great potential. Its future looks bright."

The Province of Milan is in the Lombardy Region of Italy and has a population of over three million people. Its capital is the City of Milan, with a population of 1.3 million. The City of Milan is the economic and financial centre of Italy and is home to most international banks and the country's principal stock exchange. It is also a manufacturing centre and is home to a variety of industries including telecommunications, innovation, and health care.

[Click here](#) for video of the Memorandum signing (YouTube video).

Attachment: [City of Vaughan and Province of Milan Memorandum of Understanding \(PDF\)](#).

For more information :

Organization:

City of Vaughan

Address:

2141 Major Mackenzie Dr
Vaughan,, Ontario
Canada, L6A 1T1
www.vaughan.ca

CLOSE

PRINT



Il sindaco di Vaughan Maurizio Bevilacqua. In basso, l'executive director dell'ICCO Corrado Palma con il vice direttore Elena Dell'Osbel

Organizzata dalla Camera di Commercio Italiana in dell'Ontario

Missione in Italia per promuovere la città di Vaughan

(segue dalla prima)

«Guidata da un sindaco dinamico e innovativo la delegazione di Vaughan ha incaricato la Camera di Commercio Italiana dell'Ontario (ICCO) di organizzare una missione in Italia che presenti questa città poli importanti per l'economia italiana ed internazionale come Milano, Torino, Verona, Roma - spiega Corrado Palma, executive director dell'ICCO - sono due eccellenze che s'incontrano per un futuro di scambi e investimenti. Noi andiamo in Italia a proporre business, a invitare le aziende a collegarsi con una realtà produttiva, come quella di Vaughan, che non ha eguali».

«Il nostro obiettivo è quello di rendere Vaughan una città di livello mondiale e internazionale la nostra presenza sulla scena internazionale - dice il sindaco Maurizio Bevilacqua - costruisce e mantiene relazioni commerciali forti e fondamentali per Vaughan per poter competere nell'economia globale di oggi. L'Italia sta dimostrando di essere un Paese leader quando si tratta di industrie che rispettano l'ambiente e a Vaughan siamo al lavoro per far crescere la prossima generazione di attività economiche che per la nostra comunità in costante crescita».

Della delegazione formata da 17 persone faranno parte uomini d'affari, funzionari della Camera di Commercio Italiana e delegati della città di Vaughan: oltre al sindaco Bevilacqua, parteciperanno il consigliere Rosanna DeFrancesca, il city manager Clayton Harris, l'executive director Tim Simmonds e l'assistente del sindaco Michelle DeBuono.

Scopo della missione in Italia è proprio quello di «stringere i rapporti di business attraverso la creazione di relazioni più forti e di scoprire quello che altre città competitive a livello mondiale hanno fatto in settori come le energie rinnovabili, risparmio energetico, trasporti e sviluppo urbano».

È questa che prenderà il via dopodomani è una missione «esplorativa».

«Parteciperanno alcune aziende di Vaughan, l'idea è quella di presentare la città, dare una overview di Vaughan e aprire quindi alla possibilità di investimenti», tiene a sottolineare Elena Dell'Osbel, vice-direttore della Camera di Commercio Italiana dell'Ontario. Saranno incontri interessanti, quelli in programma con alcune aziende di diversi settori, ma anche la visita ad uno dei più grandi inceneritori d'Europa e i quattro workshop che daranno modo alle città canadesi di incontrare quelle italiane.

L'itinerario è ricco di appuntamenti che si spera diano fruit-



ti positivi per il futuro».

Ritornare a Toronto con la certezza di aver, se così si può dire, «seminato bene», «incuriosito» e «aperto» una porta sul futuro è quanto si augura anche Palma: «Vogliamo tornare dall'Italia avendo suscitato un grande interesse da parte dei delegati canadesi verso quel mercato e stimolato il medesimo interesse da parte delle imprese italiane per Vaughan, la sua regione o l'Ontario - spiega Palma - questo il ruolo di ICCO, siamo i mediatori tra imprese, siamo un'organizzazione che fa impresa tra le imprese, dove c'è mercato noi ci siamo e con 105 uffici in tutto il mondo possiamo garantire un servizio unico e specialistico».

«La città di Vaughan ha significative opportunità di investimento legato ad aree di lavoro specifiche della città, in particolare il Vaughan Metropolitan Centre e la Vaughan Enterprise Zone - ha detto il city manager Clayton Harris - promuovere questo area a livello locale o globale è parte della strategia di sviluppo economico ed è di fondamentale importanza per lo sviluppo dell'economia locale, la creazione di posti di lavoro o per dare, sin direttamente che indirettamente, un impulso all'economia per le altre industrie e la comunità».

È una missione, questa ICCO-Vaughan che può aprire nuove frontiere: «Ci ripromettiamo di consolidare Vaughan e la realtà economica rappresentata dai membri della delegazione in Italia tramite il nostro ufficio a Milano, l'Italinity e il network tra aziende», conclude l'executive director della Camera di Commercio Italiana dell'Ontario - questo sono le direttrici su cui ICCO si muove, questo lo spirito che anima ogni nostra attività».

Mariella Palladino

Bevilacqua signs agreement with Province of Milan

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"This Memorandum of Understanding is a very important step towards economic cooperation between Vaughan and the Province of Milan," said Mayor Maurizio Bevilacqua.

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Vaughan Mayor Maurizio Bevilacqua and President of the Province of Milan Guido Podesta sign a Memorandum of Understanding which will significantly strengthen ties between the City of Vaughan and the Province of Milan.

photo submitted

VAUGHAN WEEKLY
WEDNESDAY SEPTEMBER 26, 2012

Vaughan arm-in-arm with the Province of Milano.

L'ACCORDO

Vaughan a braccetto con la Provincia di Milano



Il presidente della Provincia di Milano Guido Podestà
con il sindaco di Vaughan Maurizio Bevilacqua

ARTICOLO A PAG. 5

CORRIERE - SEPT 24/12 Pg. 1

Il sindaco della "città sopra Toronto" e la delegazione della Camera di commercio italiana dell'Ontario in missione in Italia

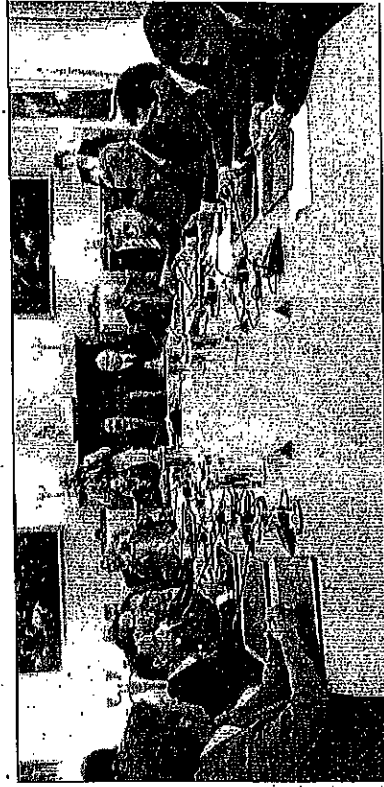
Accordo tra Vaughan e Provincia di Milano

Incontro tra Maurizio Bevilacqua e il presidente Guido Podestà per la promozione delle relazioni economiche

VAUGHAN - Il sindaco di Vaughan Maurizio Bevilacqua ha siglato lunedì una lettera d'intenti con il presidente della Provincia di Milano Guido Podestà per la promozione di iniziative e collaborazioni economiche, nel corso della sua visita in Italia con la delegazione della Camera di commercio italiana dell'Ontario.

«Questo memorandum d'intesa è un passo molto importante per la cooperazione economica tra Vaughan e la Provincia di Milano», ha dichiarato il sindaco Bevilacqua. «La Provincia di Milano è una porta d'ingresso per l'innovazione, le attività imprenditoriali e gli affari in Italia e nell'Unione europea, questo memorandum d'intesa darà alla nostra città l'opportunità di trarre vantaggio dalle opportunità economiche che possono essere raggiunte con la Provincia di Milano».

L'incontro con l'amministrazione della Provincia di Milano è parte della missione organizzata dalla Italian Chamber of Commerce of Ontario (Icco). «Lo scopo di questa missione - ha detto Bevilacqua - è accrescere le possibilità della città a livello internazionale e rafforzare i legami con città che condividono una visione comune del mercato globale, dello sviluppo economico



A sinistra, il presidente della Provincia di Milano Guido Podestà e il sindaco di Vaughan durante la firma dell'accordo. Sopra e a fianco due momenti dell'incontro



e della creazione di impiego». Il presidente della Provincia di Milano Podestà ha ricevuto la delegazione di Vaughan a Palazzo Isimbardi. «La relazio-

ni politiche e commerciali tra le nostre istituzioni, stabilite l'anno scorso in occasione della nostra missione in Canada - ha dichiarato Podestà - hanno dato il

via ad ulteriori sviluppi. Abbiamo costruito le fondamenta per importanti relazioni con la città di Vaughan. La firma del memorandum d'intesa è un pas-

so significativo per rafforzare i nostri legami». Tra le priorità inserite nel documento, anche lo scambio di esperienze e di informazioni per lo sviluppo scientifico e tecnologico, la protezione dell'ambiente e delle risorse naturali e la promozione di scambi per favorire i sport e la cultura.

Bevilacqua signs agreement with Province of Milan

The Mayor of the City of Vaughan has signed a Memorandum of Understanding with the President of the Province of Milan to develop a business relationship between the province and the city.

"This Memorandum of Understanding is a very important step towards economic cooperation between Vaughan and the Province of Milan," said Mayor Maurizio Bevilacqua.

"As the Province of Milan is the gateway for innovation, entrepreneurial activity and business into Italy and the European Union, this Memorandum of Understanding will provide our City with the ability to pursue economic opportunities that can be achieved with the Province of Milan. I believe it is important that we pursue this strategy. The purpose of this mission is to

expand the City's reach on an international level and establish close ties with cities who share in a common vision of global trade, economic growth and job creation."

The signing ceremony took place in Milan as part of the Italian Chamber of Commerce of Ontario (IICO) Trade Mission to Italy. Bevilacqua and Guido Podesta, President of the Province of Milan, signed the agreement.

"I am happy to have received at Palazzo Isimbardi the delegation from the City of Vaughan," declared the president of the province of Milan. "The political and commercial relations between our institutions, which began last year, on the occasion of our mission to Canada have given way to further development. We have built the

foundations for important relations with the Vaughan community. The signing of the Memorandum of Understanding is an important and meaningful step forward in strengthening our ties. The City of Vaughan is a city on the move and one with a great potential. Its future looks bright."

The Province of Milan is in the Lombardy Region of Italy and has a population of over three million people. Its capital is the City of Milan, with a population of 1.3 million. The City of Milan is the economic and financial centre of Italy and is home to most international banks and the country's principal stock exchange. It is also a manufacturing centre and is home to a variety of industries including telecommunications, innovation, and health care.



Vaughan Mayor Maurizio Bevilacqua and President of the Province of Milan Guido Podesta sign a Memorandum of Understanding which will significantly strengthen ties between the City of Vaughan and the Province of Milan.

PHOTO SUBMITTED

PATTO D'INTESA COMMERCIALE TRA VAUGHAN E LA PROVINCIA DI MILANO

Sigilato, a Palazzo Isimbardi, nel capoluogo lombardo, un patto d'intesa tra la Provincia di Milano e la Città di Vaughan. Il documento, che ratifica i rapporti di cooperazione tra le due amministrazioni, già anticipata in occasione della visita in Canada dell'ente lombardo lo scorso anno, è il primo atto di una serie di iniziative di promozione e collaborazione per lo sviluppo commerciale ed interscambi, alla base della visita in Italia della delegazione della città di Vaughan, guidata dal sindaco Bevilacqua.



Il documento firmato, impegna la Provincia di Milano e la Città di Vaughan a collaborare ai fini di un reciproco sviluppo economico e cooperazione nell'ambito delle relazioni commerciali e ricerca di sviluppo di progetti di comune interesse. Dopo la firma del "Memorandum of understanding" (nella foto in alto a destra), che getta anche le basi per interscambi di informazioni ed esperienze per la salvaguardia dell'ambiente e la promozione di scambi a livello culturale e sportivo, la delegazione di Vaughan, prosegue il suo viaggio con incontri ed iniziative, coordinate dalla Camera di Commercio Italiana dell'Ontario, a Milano (nella giornata di martedì era previsto l'incontro con il sindaco), Novara, Torino, Verona, Brescia e Roma.

Nella capitale la delegazione di Vaughan dovrebbe incontrare il sindaco Alemanno, il presidente della Provincia, rappresentanti di Confindustria. In calendario anche un incontro con la Regione Lazio, sempre se sarà confermato dopo gli ultimi eventi.



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Delegations off to Italy, China

Published on Sunday September 30, 2012

Noor Javed
Staff Reporter

Toronto taxpayers may have gotten off easy.

While the bulk of the expenses for Toronto Mayor Rob Ford and his entourage who travelled to Chicago for a trade mission last month will be covered by sponsorships and Invest Toronto, taxpayers in the surrounding regions are dishing out for more elaborate businesses trips by their city officials.

Vaughan Mayor Maurizio Bevilacqua is currently enjoying the fine fall weather in Italy, as part of an 11-day trade mission to boost the city's profile. Announced just two weeks ago, the trip will include Milan, Turin and Rome in order to form economic and diplomatic ties with the cities.

"One of my priorities is to promote the profile of Vaughan, and I can't do that from behind a desk," said Bevilacqua, calling from Milan. "I need to work hard and bring Vaughan to the world."

Five people, including the mayor and Councillor Rosanna DeFrancesca are in Italy until Oct. 3 at a cost of approximately \$6,000 per person. But Bevilacqua believes the cost of the trip is worth it.

"If you are able to secure one deal in the future, as a result of this trip, you have paid your trip 100-fold." Last week, Bevilacqua signed a memorandum of understanding with Milan to strengthen trade and investment ties. He said the achievement will also benefit the local community in Vaughan, whose population is 40 per cent of Italian origin.

Markham Mayor Frank Scarpitti is planning to travel farther east, to China, for the Greater Toronto Chinese Business Association trade mission, Nov. 21 to Dec. 5.

The five-person delegation will travel to Qingdao, Shanghai, Beijing, Wuhan, Huadu and Shenzhen to further strengthen economic, business and cultural ties between the cities.

The total cost of the mission is estimated at \$53,000. Markham officials last visited China in 2008. This is Markham's first international trip since it officially became a city in July. About one-third of its population is of Chinese origin.

**Municipal Information Network**[CLOSE](#)[PRINT](#)**Vaughan Mayor Signs Accord of Cooperation with Rome, Italy****, October 3, 2012 -**

The Mayor of the City of Vaughan has signed an Accord of Cooperation with the Mayor of Rome to strengthen the trade and economic ties between the two cities. The signing of the Accord took place at Rome's City Hall. Mayor Maurizio Bevilacqua and Gianni Alemanno, the Mayor of Rome, signed the Accord.

"I am glad that the disciplined and focused approach to promoting the city internationally is showing extremely positive results. To sign an Accord with Rome and Milan in one week is an exceptional achievement in both diplomatic and economic terms," said Mayor Bevilacqua. "This marks an important step that will begin the process of economic cooperation between our two cities and provide new growth opportunities for Vaughan and its growing business community. In order to remain competitive in an ever-changing global economy, we must look beyond our borders."



Vaughan Mayor Maurizio Bevilacqua and Rome Mayor Gianni Alemanno at the signing event

The agreement states that both cities will stay in close contact and provide each other with information with regard to trade, technical transfer and economic cooperation. The agreement is valid for a period of four years, October 2012 - October 2016. The visit to Rome also included a meeting with members of the Rome Chamber of Commerce, including the President, who had visited Vaughan in July of this year and met with Mayor Bevilacqua.

"The City of Vaughan is committed to supporting new growth opportunities for our community and for our local businesses," said City Manager Clayton Harris. "One of the goals of our Economic Development Strategy is to encourage international business development and expand the City's reach on an international level and establish Vaughan as an economic gateway."

Rome is the capital of Italy and is located in the central region of Lazio. It has a population of approximately 2.8 million people. The city's economy is largely driven by the service industry, high-technology companies, research, construction and retail, and tourism.

For more information :

Organization:

City of Vaughan

Address:

2141 Major Mackenzie Dr
Vaughan,, Ontario

Globe-trotting mayors

Novae Res Urbis
October 3, 2012

Last week, **Vaughan** mayor **Maurizio Bevilacqua** signed a memorandum of understanding with the president of the province of Milan, **Guido Podesta**, to develop a business relationship between Milan and Vaughan. Bevilacqua is on an 11-day trade mission until Wednesday, touring Milan, Turin and Rome to develop economic and diplomatic ties with the cities. Meanwhile, **Markham** mayor **Frank Scarpitti** is planning a trade mission to China with the **Greater Toronto Chinese Business Association** which is heading to Qingdao, Shanghai, Beijing, Wuhan, Huadu and Shenzhen.

Trade Agreement between Rome & Vaughan

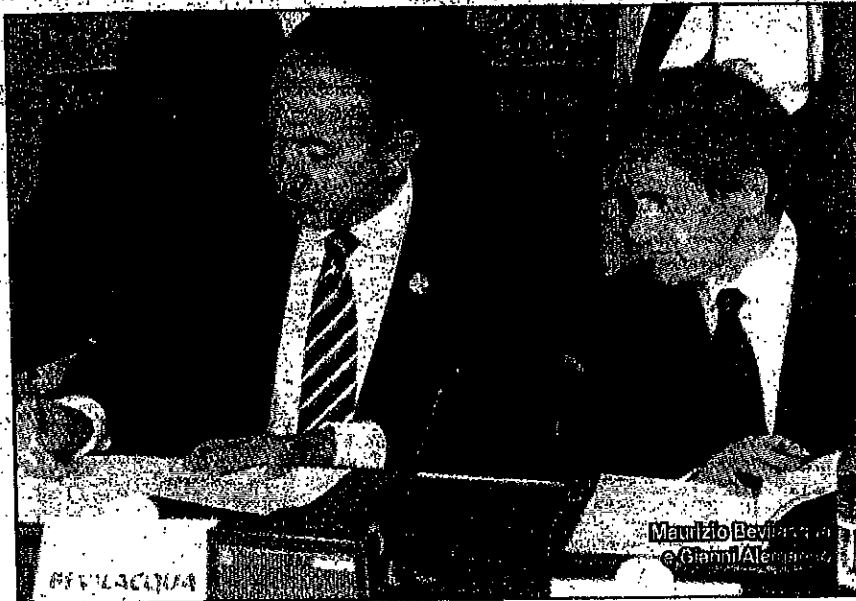
Corriere, Oct 3/12

LA VISITA

Commercio, accordo tra Roma e Vaughan

ROMA - Rafforzamento dei legami economici e dei rapporti commerciali tra Vaughan e Roma. È quanto contenuto nell'accordo siglato tra Maurizio Bevilacqua e Gianni Alemanno.

SEGUE A PAG. 2



LA VISITA

Intesa siglata tra la Camera di Commercio italiana dell'Ontario e quella della Capitale

Vaughan, accordo di cooperazione con Roma

(segue dalla prima)

«Sono molto contento - ha dichiarato Bevilacqua - che l'approccio disciplinato e voluto di promuovere la città all'estero stia portando a risultati estremamente positivi. La firma di un accordo con Roma e con Milano nel giro di una settimana è un risultato eccezio-

nale dal punto di vista diplomatico e da quello economico». Secondo il sindaco di Vaughan, ci saranno delle importanti ripercussioni nell'immediato futuro. «Questo segna un passo importante che darà vita a un processo di cooperazione economica tra le due città e darà nuove occasioni di crescita per Vaughan e per il suo tessuto imprenditoriale. Se vogliamo rimanere competitivi in questa economia globale, dobbiamo guardare oltre i nostri confini». L'accordo, che durerà dal 2012 al 2016, prevede che le due amministrazioni cittadine rimarranno in contatto e si scambieranno informazioni sul fronte del commercio, dell'economia e della tecnologia.

Contemporaneamente è stato firmato un accordo di collaborazione tra la Camera di Commercio italiana dell'Ontario - per conto del Comune di Vaughan - e la Camera di Commercio di Roma.

«Si tratta - ha dichiarato il Presidente della Cciaa di Roma, Giancarlo Crenonesi - di

ra di Commercio Italiana dell'Ontario, Corrado Piana - i contatti che le aziende dei nostri due Paesi avvieranno con gli incontri B2B possono consolidarsi in partnership proficue e di lunga durata».

Il sindaco della città di Vaughan, Maurizio Bevilacqua accompagnato dal Segretario Generale della Camera di Commercio Italiana dell'Ontario, Corrado Piana, alla presenza del Presidente della Cciaa di Roma Giancarlo Crenonesi, sono stati poi ricevuti in Campidoglio dal sindaco Gianni Alemanno, dove hanno siglato un protocollo d'intesa.

Il territorio di Roma e provincia intrattiene, con il Canada, un intenso interscambio commerciale, che nel 2011 è stato superiore a 110 milioni di euro. Più precisamente, Roma ha esportato verso il Canada beni per 47,3 milioni di euro, a fronte di 63,2 milioni di euro di importazioni. Nel primo semestre del 2012 sono in crescita sia l'export (+18,1%) sia l'import (+37,9%).



Maurizio Bevilacqua e Gianni Alemanno

un importante passo in avanti per rafforzare gli scambi commerciali e sviluppare iniziative di interesse comune volte a favorire la crescita delle nostre imprese». La sigla del protocollo d'intesa è stata seguita da

40 incontri "BtoB" tra imprese italiane e canadesi che si sono svolti nel Tempio di Adriano, sede della Cciaa di Roma.

«Il mio auspicio è che, già a partire da oggi - ha detto il Segretario Generale della Came-

Vaughan Mayor signs agreement with Province of Milan

The Mayor of the City of Vaughan signed a Memorandum of Understanding with the President of the Province of Milan on September 24 to develop a business relationship between the province and the City.

"This Memorandum of Understanding is a very important step towards economic cooperation between Vaughan and the Province of Milan," said Mayor Maurizio Bevilacqua. "As the Province of Milan is the gateway for innovation, entrepreneurial activity and business into Italy and the European Union, this Memorandum of Understanding will provide our City with the ability to pursue economic opportunities that can be achieved with the Province of Milan. I believe it is important that we pursue this strategy."

The purpose of this mission is to expand the City's reach on an international level and establish close ties with cities who share in a common vision of global trade, economic growth and job creation."

The signing ceremony took place in Milan as part of the Italian Chamber of Commerce of Ontario (ICCO) Trade Mission to Italy. Mayor Maurizio Bevilacqua and Guido Podesta, President of the Province of Milan, signed the agreement.

"I am happy to have received at Palazzo Isimbardi the delegation from the City of Vaughan," declared the president of the province of Milan, Guido Podesta. "The political and commercial relations between our institutions, which began last year, are being strengthened and will continue to grow."

way to further developments. We have built the foundations for important relations with the Vaughan community. The signing of the Memorandum of Understanding is an important and meaningful step forward in strengthening our ties. The City of Vaughan is a city on the move and one with a great potential. Its future looks bright."

The Province of Milan is in the Lombardy Region of Italy and has a population of over three million people. Its capital is the City of Milan, with a population of 1.3 million. The City of Milan is the economic and financial centre of Italy and is home to most international banks and the country's principal stock exchange. It is also a manufacturing centre and is home to a variety of industries including telecommunications, innovation, and health care.



Vaughan Mayor Maurizio Bevilacqua (left) and President of the Province of Milan, Guido Podesta, signing the Memorandum of Understanding.



Vaughan Mayor Maurizio Bevilacqua (left) and President of the Province of Milan, Guido Podesta, signing the Memorandum of Understanding.



Vaughan Mayor Maurizio Bevilacqua (left) and President of the Province of Milan, Guido Podesta, signing the Memorandum of Understanding.

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ROMA E VAUGHAN PIU' VICINE

SIGLATI ACCORDO DI COLLABORAZIONE CON LA CAMERA DI COMMERCIO DI ROMA ED UN PROTOCOLLO D'INTESA CON IL COMUNE CAPITOLINO

Un accordo di collaborazione con la Camera di Commercio di Roma e un protocollo d'intesa con il comune capitolino per aumentare la visibilità internazionale di Vaughan e rafforzare gli scambi commerciali e le collaborazioni imprenditoriali tra le due sponde dell'oceano. Questo il risultato portato a casa dalla delegazione guidata dal primo cittadino, Maurizio Bevilacqua, che questa settimana ha partecipato alla missione economica nel Bel Paese promossa dalla Camera di Commercio Italiana dell'Ontario.

L'iniziativa, che ha coinvolto rappresentanti istituzionali ed imprenditori, è nata con l'obiettivo di promuovere l'incontro con le PMI del Lazio interessate ad attività di partnership nella grande area metropolitana dell'Ontario e

avviare collaborazioni imprenditoriali nel territorio di Vaughan.

Energie rinnovabili, urbanistica, edilizia e costruzioni, trasporti e agroalimentare, i settori d'intesa

(+37,9%), mentre corrispondono a 47,3 milioni di euro i beni che Roma ha esportato verso il Canada, a fronte di 63,2 milioni di euro di importazioni.



sati dagli accordi siglati lo scorso 2 ottobre, che daranno nuova linfa a già consistenti interscambi tra Roma e provincia e Canada: nel 2011 il volume dei traffici commerciali è stato superiore a 110 milioni di euro, nel primo semestre del 2012 hanno registrato una crescita sia nella voce dell'export (+18,1%) che dell'import

i due territori, che si innesta sulle radici tricolori di Vaughan, la cui popolazione è costituita per il 38% da italo-canadesi.

La città vanta uno dei tassi di crescita maggiori del Canada (7-8% annuo) e si avvia a diventare uno dei fari dell'economia nord-americana, grazie all'abbondanza di risorse e alla strategica posizione geo-

grafica.

Oltre all'ampia gamma di opportunità economiche di sviluppo, Vaughan può offrire un aiuto importante alle imprese laziali in aff-

fanno a causa difficile congiuntura economica: "Questa è un'occasione importante per promuovere la nostra città, ma non solo - ha detto il primo cittadino Bevilacqua all'incontro con la Camera di Commercio di Roma -.

Sono consapevole del difficile periodo che l'Italia sta attraversando e siamo qui perché crediamo che la comunità italiana in Canada sia un esempio da seguire. Abbiamo passato tempi difficili ed imparato che la ricetta per superare una crisi si basa su disciplina, forza di lavoro e insieme, obiettivi chiari e precisi, spirito di ottimismo. L'Italia è una grande nazione, ricca di storia e cultura. Sono convinto che supererà questo momento".



La sigla del protocollo d'intesa è stata seguita da oltre 40 incontri "BioB" (business to business) tra imprese italiane e canadesi che si sono svolti nel Tempio di Adriano, sede della CCIAA di Roma. La delegazione di Vaughan - di cui facevano parte anche il City

Veronica Pontecorvo -
Lo Specchio / Roma



Reza Moridi, MPP

Richmond Hill

Trade Mission to Italy aimed to enhance Vaughan's international profile

The City of Vaughan recently took part in a business development trade mission to Italy with the Italian Chamber of Commerce of Ontario (ICCO).

The purpose of the trip was to explore business opportunities and investments and enhance the City's international profile.

A 17-member delegation travelled to Italy from Sept. 21 to Oct. 3 consisting of ICCO officials, members of the business community and delegates from the City of Vaughan including

Mayor Maurizio Bevilacqua, City Manager Clayton Harris, and Ward 3 Councillor Rosanna DeFrancesco.

The mission included visits to Milan, Turin, Brescia, Verona and Rome and high level meetings with government officials, including the President of the Province of Milan, the Mayor of Rome and the President of the Rome Chamber of Commerce.

While in Italy, Bevilacqua signed a Memorandum of Understanding with Guido Podestà, President of the Province of Milan and an Accord of

Cooperation with Gianni Alemanno, the Mayor of Rome. The goal of the two agreements is to develop a business relationship between the two Italian cities and the City of Vaughan and to strengthen the trade and economic ties.

"To sign an Accord with Rome and Milan in one week is an exceptional achievement in both diplomatic and economic terms," said Bevilacqua. "This marks an important step that will begin the process of economic cooperation between our two cities and provide new growth

opportunities for Vaughan and its growing business community. In order to remain competitive in an ever-changing global economy, we must look beyond our borders."

While abroad, Bevilacqua said he delivered the message of the "Vaughan Advantages," that Vaughan is a vibrant, growing municipality, well situated geographically, has an educated workforce and strong economic and employment growth.

"Essentially, I told them that Vaughan is a great place to invest," said Bevilacqua. "We

met with hundreds of businesses and the message resonated very well. Given that we have a population of 300,000, signing economic cooperation accords with these cities speaks to the fact that we are being noticed internationally. This is my way of making the City of Vaughan gain respect internationally. That was one of my mandates when I ran for mayor. I have big dreams for Vaughan that go beyond the borders of the city. I want Vaughan to take it's rightful place on the global scene."

The feedback the delegation received from diplomats and business owners was "very positive," Bevilacqua said.

"People were impressed with the type of growth we have been experiencing over the past few years given the state of the international economy," concluded Bevilacqua.

The mayor hopes foundation laid during the trade mission will forge international economic relationships in the future.



VAUGHAN

VAUGHAN MAYOR SIGNS ACCORD OF COOPERATION WITH ROME, ITALY

VAUGHAN, ON -The Mayor of the City of Vaughan has signed an Accord of Cooperation with the Mayor of Rome to strengthen the trade and economic ties between the two cities. The signing of the Accord took place at Rome's City Hall. Mayor Maurizio Bevilacqua and Gianni Alemanno, the Mayor of Rome, signed the Accord.

اتفاقية تعزيز التعاون الاقتصادي والتجاري بين فهران وروما
وقع السيد ماوريزيو بيفيلاكوا عمدة مدينة فهران الكندية على اتفاقية تعزيز التجارة والتعاون بين مدينتي فهران وروما خلال زيارته والوفد المرافق له لأيطاليا . ووقعها من الجانب الإيطالي السيد جياني اليمانو عمدة مدينة روما وذلك في مقر بلدية روما

