

May 29, 2015

City of Vaughan - 2141 Major Mackenzie Road  
Vaughan ON, L6A 1T1 Canada

C 17
COMMUNICATION
CW (WORKING SESSION)
June 17/15
ITEM - 2

Subject: Vaughan International Commercialization Centre (VICC)

To His Worship the Honourable Maurizio Bevilacqua, PC and Members  
of Vaughan City Council:

It is my pleasure to write a letter in support of the Vaughan  
International Commercialization Centre.

The North American market is still the largest market for goods and  
services. While there are many sources of specialized professional  
services, there are very few resources to assist companies that wish to  
commercialize or localize products for the North American market.

The ability to work with a customer who is wishing to expand into the  
North American market is exciting. We regularly work with leading-  
edge independent software vendors (ISVs) who are headquartered in  
the countries being courted by VICC. We look forward to inviting these  
vendors to consider Vaughan as a location for their North American  
headquarters. With that in mind, we have started to build an online,  
decentralized presence, that the VICC could use to engage  
stakeholders.

In conclusion, I fully support the efforts of the city of Vaughan  
Economic Development Office as they seek approval to "go ahead"  
with VICC. MoneySense's "Canada's Best Places to Live 2013" listed  
Vaughan as the 2nd best city in Canada for new immigrants. VICC will  
establish Vaughan as the **best** city in Canada for companies who wish  
to enter the North American market.

Sincerely,



**Alex Sirota – Director, NewPath Consulting**