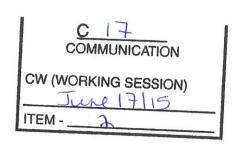


May 29, 2015

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



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,

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Alex Sirota - Director, NewPath Consulting