

To His Worship the Honourable Maurizio Bevilacqua, PC and Members of Vaughan City Council 1/6/15  
City of Vaughan  
2141 Major Mackenzie Rd.  
Vaughan ON L6A 1T1, Canada  
Re: Vaughan International Commercialization Center [VICC]

C 18
COMMUNICATION
CW (WORKING SESSION)
June 17/15
ITEM - 2

Dear Sirs

For over a year I have been in touch with Mr. Dan Ruby discussing and supporting the VICC from the point of view of Israeli companies who are taking their first steps in penetrating the North American market place. Our firms are very interested in the concept and support the VICC's potential role in their efforts.

The Israeli companies that I'm involved with will require mainly marketing, finance and logistic support. They would like to find strategic partners that will enable them to utilize selling their innovative advance products in Ontario first and later in the other provinces of Canada and even in the North part of the USA. The VICC concept will help in this regard.

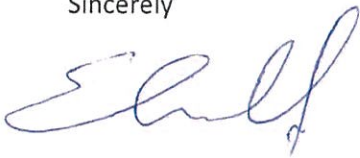
Thus, the concept of VICC is valid for the companies I represent in Canada as it provide assistance and support for the main issues we are facing right now.

I have found the people at the municipal level very knowledgeable, supportive and creative. They have the right ideas and attitude and I trust they can assist me in the first steps to understand the marketplace and its needs and will later support further market penetration activities in Canada.

The VICC can and should be a WIN WIN situation for all parties involved. It can be a bridge for Canadian companies who want to do business in Israel as well.

In addition it will develop the image of Vaughan as an innovative city with innovative people.

Sincerely



Noah Ehrlich  
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