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| COMMUNICATION |
| CW (WORKING SESSION) |
| <u>June 17/15</u> |
| ITEM - <u>2</u> |



June 16, 2015

The Mayor of Vaughan and Members of Vaughan City Council
City of Vaughan, 2141 Major Mackenzie Drive,
Vaughan, Ontario L6A 1T1

Re: Letter of endorsement for the Vaughan International Commercialization Centre (VICC)

Dear Mayor and Members of City Council,

The Justin Poy Agency has been at the forefront of multicultural advertising and marketing in Canada, beginning with the first wave of Chinese immigrants from Hong Kong to Canada in the early 90's to the newest wave of immigration from the Chinese Mainland. As a full service, award-winning ad agency that has its roots in diversity advertising we understand the potential in reaching Canada's multicultural mosaic for business growth. Having learned about the Vaughan International Commercialization Centre (VICC), we believe this concept will open the doors to multi-national companies to enter the Vaughan marketplace.

Since 1993, The Justin Poy Agency has been creating and executing campaigns that reach ALL market segments. Many campaigns that we create are built from the ground up, but we also work with many national and multinational ad agencies to complement what they've created for their clients, to come up with ideas and visual messages that appear to be custom tailored for any given audience. The Justin Poy Agency was chosen as the exclusive ad agency for the Tibet Culture Week by the Consulate General of the People's Republic of China in Toronto, a week-long film and theatre exposition brought to Canada by the Government of the PRC.

The Justin Poy Agency is the perfect fit for the Vaughan International Commercialization Centre (VICC). There is great potential for local and international partnerships and multinational business activity. The VICC will put the City of Vaughan on the global stage and we look forward to being a part of this commercialization centre.

Please accept this letter as full endorsement for the VICC concept. We look forward to playing a key role in the VICC.

Sincerely,

JUSTIN POY 伍雋雄 | President & Creative Director
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Established in 1993.