



Subject: Out-of-Country Event Report – Hannover Messe

Report Number: EDM 24-032

Department: Economic Development Department

Submitted by: Cephas Panschow, Development Commissioner

Meeting Type: Council Meeting

Meeting Date: Monday, September 9, 2024

RECOMMENDATION

THAT report EDM 24-032 titled “Out-of-Country Event Report – Hannover Messe” be received as information.

BACKGROUND

Town Council passed the following resolution at their March 25, 2024 meeting:

- A. *THAT report EDM 24-012 Approval for Out-of-Country Event Attendance – Hannover Messe be received; and,*
- B. *THAT the Development Commissioner be authorized to travel to the Hannover Messe as part of the Town’s obligations in partnership with the Southwestern Ontario Marketing Alliance; and,*
- C. *THAT staff be directed to include within annual Business Plans or a stand alone report a summary of the travel reporting on the value of the initiative.*

DISCUSSION

The Development Commissioner participated in the Ontario Manufacturing Communities Alliance (OMCA) mission to Hannover Messe 2024 in support of the Southwestern Ontario Marketing Alliance’s (SOMA) Foreign Direct Investment attraction program for 2024. Travel was from Saturday, April 20 to Thursday, April 25.

Representatives from the Southwestern Ontario Marketing Alliance (Perth County and Tillsonburg) joined Ontario Manufacturing Communities Alliance members (London and Niagara Region) to form two teams that attended a combined thirty-eight company meetings arranged by the Lead Generation Consultant. The actual number of companies met with was actually higher than thirty-eight as a number of the meetings, particularly with government agencies, included a number of additional companies.

Figure 1 – Members of the SOMA/OMCA Team at Hannover Messe 2024



Of the thirty-eight company meetings, some were interested in establishing or expanding their presence in North America. Each of the attendees was responsible for taking the lead on following up with their share of the companies. This illustrates one of the benefits of working together on Foreign Direct Investment, i.e. the sharing of the workload.

These contacts have been followed up on and a number of subsequent meetings have taken place. The goal is to convert these virtual meetings into actual visits by the potential investors to Ontario and Southwestern Ontario so that we can showcase the advantages of investing here. This is accomplished by following up with the contacts over time to see how their plans are developing and to provide them information and support as appropriate.

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As indicated in report EDM 24-012 Approval for Out-of-Country Event Attendance – Hannover Messe, the Hannover Messe is of strategic interest to the Town and SOMA for a number of reasons including:

- The Show's high concentration of Advanced Manufacturing and related firms;
- The opportunities offered by the Canada-European Union Comprehensive Economic and Trade Agreement (CETA); which offers Canadian businesses preferential access to growth opportunities in the European Union and similarly for European companies to access and invest in Canada;

In addition to this, Canada has been designated as the co-host country for Hannover Messe in 2025 and a number of Canadian associations are working to build Canada's presence in advance of and in 2025. A record number of Canadian companies, totaling 82, had a presence at Hannover Messe 2024 and the target for 2025 is 200 or more Canadian companies.

The Federal Government, through the Ministry of Innovation, Science and Industry of Canada, and their partnership with Next Generation Manufacturing Canada (NGen) is working to build support and attendance to Hannover Messe 2025 and a presentation providing a summary of this past year's event as well as their plans is attached to this report.

In addition to this, a number of promotional videos are available as follows:

- Canadian Company Testimonies
 - https://www.youtube.com/watch?v=ZvICWX_fclY
- Best of Hannover Messe 2024
 - <https://www.youtube.com/watch?v=aS0fBdr9hOQ>
- Minister Champagne: Canada as a partner of choice at HANNOVER MESSE 2025
 - <https://www.youtube.com/watch?v=cetnFemhTQ8>
- (Canada) Proud Partner Country of Hannover Messe 2025
 - <https://www.youtube.com/watch?v=0FYY4uKpJpk>

Tillsonburg Economic Development & Marketing is working to raise awareness of the opportunities available to local companies at Hannover Messe with the goal of having a contingent of Tillsonburg and Area companies attend the event in 2025.

CONSULTATION

Tillsonburg's Development Commissioner participated in Hannover 2024 as a representative of the Southwestern Ontario Marketing Alliance, which has partnered with the Ontario Manufacturing Communities Alliance to retain a lead generation consultant for the show and to leverage our efforts in attracting investment to the area.

The Development Commissioner is also in contact with Federal Government staff in the Ministry of Innovation, Science and Industry of Canada and Next Generation Manufacturing Canada (NGen).

Staff are already discussing these opportunities with local manufacturing companies and this will be ongoing.

FINANCIAL IMPACT/FUNDING SOURCE

There is no financial impact associated with this report.

CORPORATE GOALS

How does this report support the corporate goals identified in the Community Strategic Plan?

- Lifestyle and amenities
- Customer service, communication and engagement
- Business attraction, retention and expansion
- Community growth
- Connectivity and transportation
- Not Applicable

Does this report relate to a specific strategic direction or project identified in the Community Strategic Plan? Please indicate section number and/or any priority projects identified in the plan.

Goal – Through community and regional partnerships, Tillsonburg will attract and retain a diverse range of businesses, creating employment opportunities for residents and a balanced tax base.

Strategic Direction – Not applicable

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Priority Project – *Ongoing Projects* - Increase diversity in manufacturing and other key sectors

ATTACHMENTS

Appendix A – Hannover Messe Roadshow – 2025 Invitation to Participate