



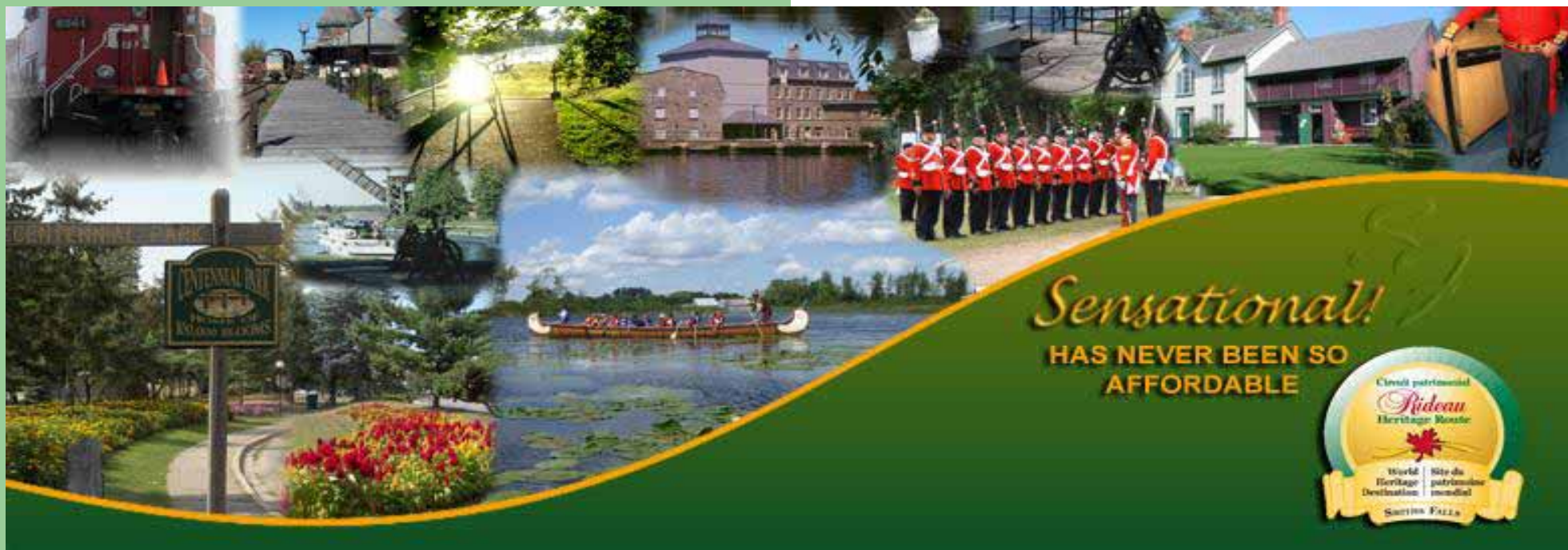
Sensational!



*Heart of the
Rideau Canal*

MIPIM 2011 – Investment Attraction

**Presented By: Bob Cheetham
Manager of Economic Development
Town of Smiths Falls
September 15, 2011**



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**HAS NEVER BEEN SO
AFFORDABLE**



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MIPIM - Cannes, France



- Marché International des Professionnels d'Immobilier (MIPIM)
- Largest Real Estate Investment Show in the World
- Annual Event in Cannes, France
- Participated as one of six municipalities from Ontario at the Ontario Ministry of Tourism & Culture Booth
- March 8th-11th, 2011



The Process



- Ontario Ministry of Tourism and Culture
- Request for expressions of interest
- Six Ontario jurisdictions participated
- Cost to participate was \$5,000/participant
- Costs of air travel, accommodations, meals marketing materials and land travel extra at individual participants expense

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The Ontario Booth

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The Ontario Team



**The six municipalities
representing the Province
of Ontario at MIPIM 2011**





International Response to MIPIM



Total Attendance:	17,300
Countries Attending:	81
Investors Attending:	1,158
Exhibitors:	1,720
Corporate End-Users:	193
Architects Attending:	654
Local Authorities:	406
Hospitality Professionals:	122
Companies Attending:	6,961

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Ontario Presentation Results



Visits to the Booth: 1,000 +

Direct Leads Generated: 125+

Participants: *City of London*
City of Mississauga
Invest Toronto
City of Sault Ste. Marie Tourism
Ontario East Economic Development Commission
Town of Smiths Falls
Ontario Ministry of Tourism & Culture

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The Competition



Baku White City, Russia



City of London, England

The Outcomes



- **Circulated 275 Development Brochures**
- **One-on-one Meetings with 23 potential investors**
- **Active Interest**
- **Expanded Network**
- **Investment Follow-up**
- **Collaborative Activity**
- **Increased Awareness by Ministry of Tourism & Culture**
- **Global Recognition of Community**
- **Solid Investment Leads**



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International Exposure



The Town of Smiths Falls was interviewed by the media in Cannes and was part of an article called “Ten Reasons for Going to Ontario” in the MIPIM News, on Thursday March 10th, where the community shared exposure with Mayor Hazel McCallion from the City of Mississauga. The MIPIM News is circulated daily at all hotels in Cannes and to all Trade Show participants and attendees.

Direct Exposure Costs: \$0.53/MIPIM attendee

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In Future – The New Investment Team



“Advee” from Bendor Robotics circulates throughout the exhibition hall and engages people in a dialogue about the community, its interest and the investor/developers needs. The unit is available for rent from Bendor Robotics



Question #1

What would you consider are the major shifts in the activities and programming of your economic development office?

Question #2

Are there any innovative methods you are now utilizing that have provided a best practice approach to your community's economic mandate?

Question #3

Has the demographic shift in your community required you to also change your priorities?

Question #4

What traditional activities never change?

Question #5

How can Ontario East assist your community's efforts to seek out new ways of attracting investment?