

13

June 14, 1999

EXHIBITION PLACE

TO: The Board of Governors of Exhibition Place

FROM: Dianne Young
Interim General Manager

SUBJECT: Agreement Respecting TradeLink

Recommendation:

It is recommended that the Board enter an agreement with the City of Toronto respecting the TradeLink space at the NTC on the terms and conditions set out in Appendix "A" to this report and such other terms and conditions satisfactory to the Interim General Manager and the City Solicitor advising the Board.

Background:

At its meeting of November 20, 1996, the former Metro Council adopted Clause No. 1 of Report No. 27 of the Financial Priorities Committee which recommended that authority be granted for an agreement between the Metropolitan Corporation and the Board for exclusive use of the TradeLink space at the NTC for the purpose of the TradeLink Program.

At its meeting of July 3 & 4, 1996, the former Metro Council adopted Clause No. 1 of Report No. 12 of the Environment and Public Space Committee which approved of the terms of a management agreement with O&Y/SMG Canada for management of the NTC which provided for the operation of TradeLink by Metro and the exclusive use of the TradeLink space by Metro.

Discussion:

Since 1997, the Economic Development Division has been operating programs within the TradeLink space but for several reasons (opening of NTC; selection of NTC Manager; amalgamation of City; hiring of EDD staff) the terms of an agreement were never resolved.

However, at its meeting of April 13, 14 and 15, 1999 City Council adopted Clause No. 8 of Report No. 6 of the Economic Development Committee (attached as Appendix "B") which was a 1999 business and work plan for the TradeLink Toronto initiative.

For the information of the Board, the TradeLink Toronto program is a combination of: (1) a series of programming initiatives focused on trade and export development in the City; and (2) a Community Development Corporation (TradeLink Corporation) structured for the purpose of developing new trade shows, in partnership with the NTC and other private sector partners.

TradeLink has formed a partnership with Centennial College Centre for Entrepreneurship for programming in the export training area. It has also pursued joint funding/programming with the provincial and federal governments. In addition, its 1999 Business/Work Plan outlines that the following activities are to be undertaken:

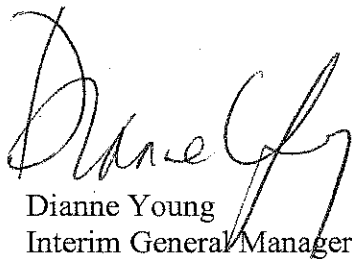
- TradeLink information services about trade, exporting, export financing and foreign markets
- International Trade Training Programs
- Programs for Trade Shows
- International business links at selected trade shows such as the RAWF
- Exporting assistance to local businesses
- Coordination with other trade-related organizations such as Team Trade Ontario
- Training and orientation for trade missions
- Trade show incubation in partnership with NTC

As indicated above, TradeLink has operated in the NTC since 1997 with an understanding of certain terms and conditions governing that operation. This report is recommending the formalization of these terms and conditions in an agreement between the Board of Governors and the City of Toronto as outlined in Appendix "A" attached.

Meetings have been held with Arlene Campbell, Interim General Manager, National Trade Centre, with respect to the content of this report. It would be the intent of O&Y/SMG Canada to work with TradeLink not only to maximize the full use of the TradeLink facility space but the full use of all trade show floor space at the NTC throughout the year.

Conclusion:

This report recommends formalization of an agreement between the City and the Board with respect to the TradeLink space in the NTC.



Dianne Young
Interim General Manager

Atts.

The foregoing report was reviewed by the Executive Committee at its meeting held on June 18, 1999 and is recommended to the Board of Governors for APPROVAL.

**Agreement between the City of Toronto (the "City")
and the Board of Governors of Exhibition Place (the "Board")**

1. Purpose

An agreement to provide for the City's use of the National Trade Centre (NTC) for the purposes of government sponsored regional economic activity, which will be carried on under the name TradeLink Toronto.

2. Term

A three-year term ending December 31, 2002 subject to early termination if the City dismantles the TradeLink program or the TradeLink corporation.

3. Representative of the City

For the purposes of this Agreement, the Economic Development Division of the City of Toronto will be managing the TradeLink program at the NTC.

4. Facility Space

- (a) The City will have exclusive use of 8,700 net square feet of space (the "Facility Space") in the NTC as described in the attached Drawing "A" for the purposes of a meeting/function room, a presentation theatre, a resource centre, an innovation centre and office space plus the use of additional exclusive storage space.
- (b) The City and the Board agree that the rental rate for the Facility Space will be \$1.00 per year throughout the term of this Agreement which rental rate will include the provision of utilities, janitorial and security services to the Facility Space.
- (c) The City and the Board agree that the City will be separately billed at the Board's rate plus 12 percent, for the cost of janitorial and security services supplied to the Facility Space which are additional to the regular janitorial and security services supplied on a daily basis to the Facility Space which regular service will be at a level determined solely by the Board and in keeping with standards set throughout the NTC.
- (d) The City may sublease the Facility Space, or parts thereof without prior approval of the Board but in keeping with rental policies established by the City in consultation with the Board which rental policies will include a preferred rate if the Facility Space is rented by the Board or its agent. The preferred rate will be 50 per cent of the published rate.
- (e) The City will sublease the Facility Space at no cost to the Canadian National Exhibition Association (CNEA) during the Canadian National Exhibition, for programs supporting

the trade and business development objectives of the CNE, the City and TradeLink or such other related purposes as the CNE and TradeLink agree to.

(e) The Board shall:

- (i) be responsible for any structural repairs of the Facility Space including but not limited to repairs to the mechanical, electrical, plumbing, and cabling/telecommunication systems and all repairs done pursuant to warranties given to the Board by its contractors or subcontractors at a level that is determined by the Board in its sole discretion and in keeping with the general condition of the NTC.

(f) The City shall:

- (i) finish and furnish the Facility Space in keeping with Class A trade centre facilities and shall be responsible for general repairs and maintenance of any fixtures provided by the City;
- (ii) be responsible for any repairs, maintenance and general wear and tear of the Facility Space save and except for any damages caused by the Board or it's employees or invitees; and
- (iii) be responsible for liability and other appropriate insurance in respect of the Facility Space.

5. NTC Floor Space

- (a) The City shall have the option to lease on an annual basis and at anytime during the year one million square foot days of tradeshow floor space, provided it complies with the booking procedures established by the Board or its agent.
- (b) The City and Board agree that the rental rate for the one million square foot days or less of tradeshow floor space will be \$1.00 per year throughout the term of this Agreement.
- (c) The City shall have the right, with the approval of the Board or its agent acting reasonably, to use the NTC Galleria adjacent to the hallway bisecting the Facility Space as shown on the attached Drawing "B", for the purpose of special events and presentations at no cost to the City provided that the City does not erect any barriers within the Grand Concourse of the hallway, and in accordance with fire and safety regulations.

6. Parking Spaces

In addition to any other parking arrangements, the Board will provide fifteen (15) parking passes to Exhibition Place strictly for the use of staff and guests working in the area of economic development at no charge to the City.

Operational Services

- (a) If required by the City, the Board or its agent will provide to the City at the preferred rate plus 12 per cent, operational services including but not limited to services such as audio-visual, translation and event set-up/removal in respect of both TradeLink events and activities held in the Facility Space or space ancillary thereto and also in respect of any tradeshow operations held in the NTC. However, the Board acknowledges and agrees that the City may use the services of its own employees for translation services.
- (b) The Board will provide the City with catering services for Economic Development Division events and activities held in the Facility Space or space ancillary thereto at the same cost as catering services to the Board. For the purposes of this agreement Economic Development events are to mean activities and events receiving a minimum of two thirds of funding from the City.
- (c) The City may charge a separate admission fee to events that are being held exclusively in the Facility Space.

8. Signage

- (a) The Board, acting reasonably and subject to any exclusive agreements, will permit the Corporation's activities, to be advertised on the Omni electronic message centre and other signage that the Board may erect. Frequency of advertising opportunities will be subject to the Board's policies for advertising on the electronic message centre.

(9) Sponsorships

- (a) The City shall have the exclusive right to seek sponsorship and advertising revenues with respect to the interior Facility Space in support of events, programs and activities related to TradeLink, subject however, to approval of the Board, acting reasonably and subject to any exclusive service, supply, sponsorship and advertising arrangements entered into by the Board with respect to Exhibition Place, including the NTC.
- (b) The City shall have the right to advertise its location on signage that is attached to the external walls of the Facility Space and internal to the NTC, such signage will be subject to the approval of the Board, acting reasonably. Third party advertising commercial advertising will not be permitted to be displayed on external walls.
- (c) The Board will consult with the City with respect to maximizing sponsorship development opportunities for both organizations at the NTC.

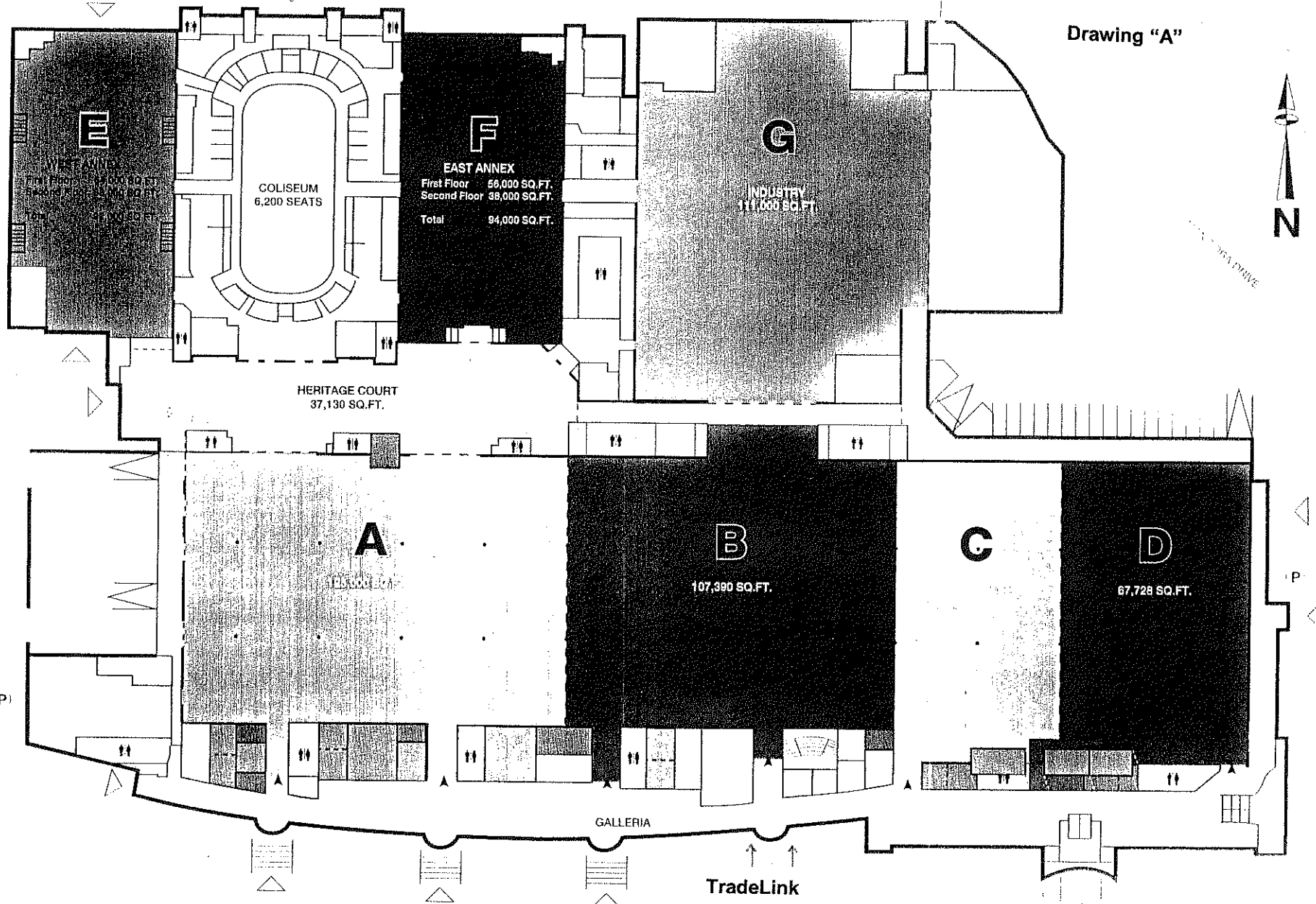
10. Other Provisions

- (a) The Board shall have certain overall operational rights that would impact on the City's TradeLink operations, including the Board's right to close the grounds for certain events.

- (b) The City shall comply with all general operating conditions and policies established by the Board and/or its agent including non-competition clauses with show producers or the NTC Building Manager.
- (c) Where appropriate, the City, the Board and its agent will ensure that any promotional material produced by them in respect of TradeLink, Exhibition Place and the NTC will also include material promoting both TradeLink or the NTC.

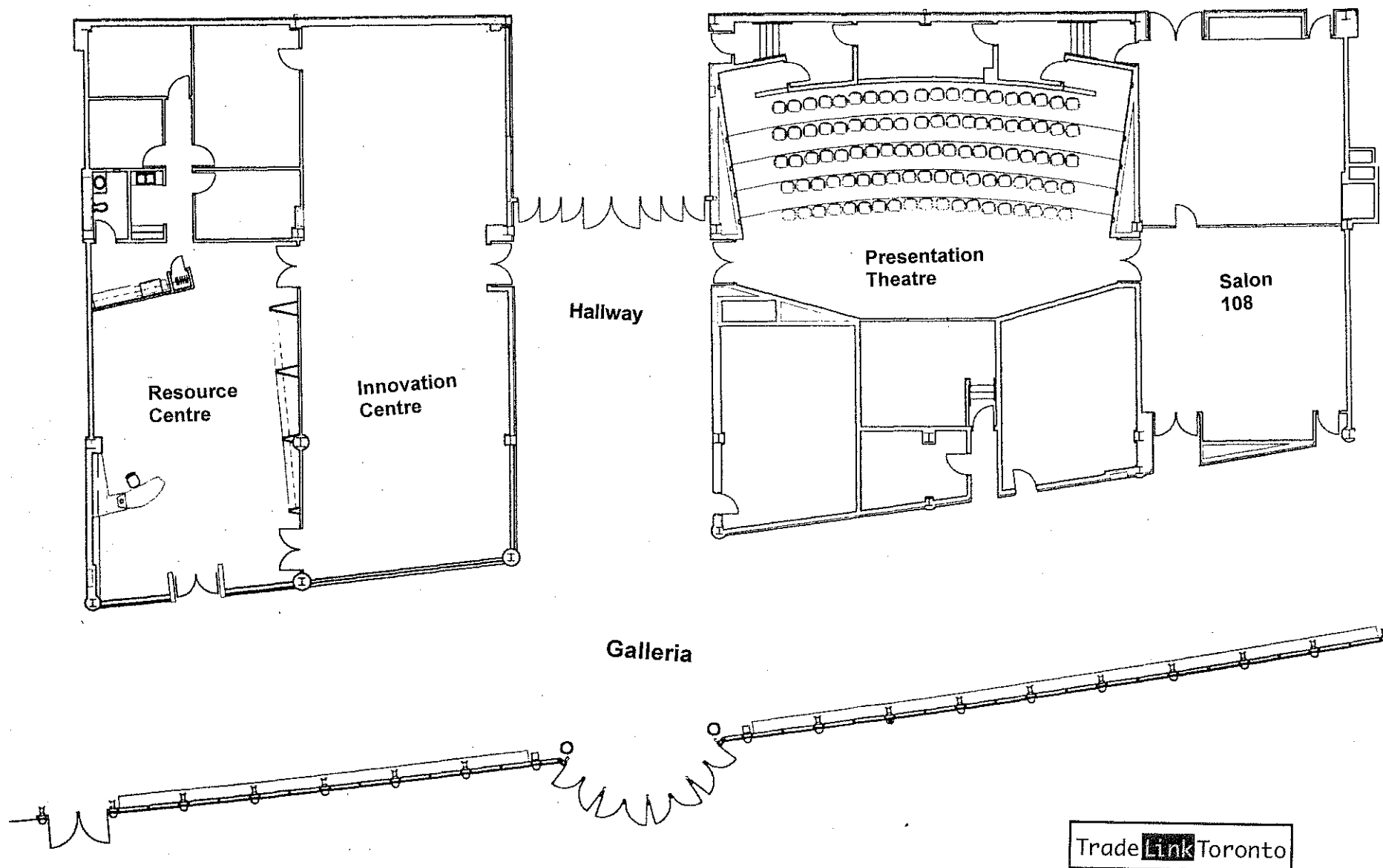
↑
TTC & GO
TRANSIT

Drawing "A"



National Trade Centre

Drawing "B"



Clause embodied in Report No. 6 of the Economic Development Committee, as adopted by the Council of the City of Toronto at its meeting held on April 13, 14 and 15, 1999.

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Update Report on TradeLink Toronto

(City Council on April 13, 14 and 15, 1999, amended this Clause by adding thereto the following:

"It is further recommended that:

- (1) the Commissioner of Economic Development, Culture and Tourism be requested to submit a report to the Economic Development Committee, in one year's time, on the status of TradeLink Toronto; and*
- (2) the following motion be referred to the Economic Development Committee for consideration in the development of performance indicators and performance measurement:*

Moved by Councillor Moscoe:

'It is further recommended that, if TradeLink Toronto is not financially self-sustaining by September, 2000, it be dismantled, and the Commissioner of Economic Development, Culture and Tourism be requested to submit a report to the Economic Development Committee on a process for dismantling TradeLink Toronto should it not prove to be profitable by that date.' "

The Economic Development Committee recommends the adoption of the following report (March 11, 1999) from the Commissioner of Economic Development, Culture and Tourism:

Purpose:

This report reviews the various activities of the Economic Development Division (EDD) and its partners, Centennial College and the National Trade Centre, in the development and delivery of the TradeLink Toronto initiative at the National Trade Centre (NTC), and outlines activities planned for 1999. The attached TradeLink Business Plan is the work plan and operating agreement by which the partners will operate TradeLink at the NTC.

TradeLink Toronto (also referred to as "TradeLink" throughout this report) is an economic development initiative combining:

- (1) physical space at the NTC;
- (2) a series of programs focussed on increasing exports from Toronto businesses; and
- (3) a Community Development Corporation.

Funding Sources, Financial Implications and Impact Statement:

No immediate financial implications. In accordance with Economic Development's 1999 operating budget.

Recommendations:

It is recommended that:

- (1) the business plan outline for TradeLink for 1999 be approved in principal and forwarded to the Board of Governors of Exhibition Place for consideration;
- (2) Economic Development staff enter into negotiations with the Interim General Manager of National Trade Centre and the Interim General Manager of Exhibition Place to formalize an operating agreement for TradeLink to include appropriate allocation of costs and revenues;
- (3) the 1999 budget for TradeLink be presented to Economic Development Committee once the operating agreement has been formalized; and
- (4) the City Solicitor be instructed to advise on the restructuring of TradeLink Corporation's Board of Directors.

Background/History:

EDD fulfils its mandate by working across a number of strategic industry sectors in partnership with a variety of outside organizations. Promoting trade and export development has always been a focus of our efforts; however, with the opportunities afforded to the City by the National Trade Centre, this area has become an increasingly important element in EDD's activity mix.

The TradeLink initiative was formulated under the former Metro and "TradeLink" was adopted as an official mark of Metro. A Community Development Corporation has been formed, the business has been registered as TradeLink Toronto, and TradeLink is now a strategic and integral component of the Business Development and Retention unit of the amalgamated EDD.

The mission for TradeLink remains unchanged: "TradeLink, a unique combination of Economic Development space and programming within the National Trade Centre, will maximize wealth creation through the growth of trade and investment within Toronto Region's economy.

The strategic objectives supporting this mission are:

- growing trade, exports and investment;
- developing international business;
- accessing key markets; and
- linking the regional economy with the world economy."

The TradeLink program is an extension of EDD's current activities. It is a set of programs designed both to support the mandate of the Division and the NTC, while at the same time generating some new revenues in a more entrepreneurial fashion outside those traditionally funded by the taxpayer.

Update:

In the past year, TradeLink has been formally promoted to trade organizations, consulates, and trade-related programs of the federal and provincial governments, as a prime facility for hosting trade-related events. Proposals for joint funding, joint programming, and ongoing in-kind support were developed, and presented both to groups such as Trade Team Ontario and to individual organizations.

Working with the organizers of selected trade shows at the NTC, TradeLink has offered space, programming and information services during several trade shows. These services highlighted Toronto as an international business centre, to offer advice and information to export-ready businesses represented at the shows, and to assist both NTC and the show organizers in enhancing the shows through value-added programming and services.

TradeLink has also provided information on international markets, export support programs, financing options, trade show opportunities, and other export-related opportunities, to Toronto Region businesses. Enquiries have been triggered by promotion and public relations efforts (including a presentation review which appeared in the Silicon Valley North newspaper), by referrals from Small Business Centres and other EDD activities, by referrals from the Canadian Technology Network, and by TradeLink's activities during trade shows at the NTC.

TradeLink's programming partner, Centennial College Centre for Entrepreneurship (subsequently referred to in this report as "Centennial"), has offered a number of trade-related seminars and workshops at the TradeLink facility, both as part of trade show programming and independently, and these have also served to highlight the City's support to local businesses in areas of export-readiness, trade logistics and financing, and international marketing.

Preliminary negotiations were held with potential sponsors and suppliers for the additional equipment required to bring the facility to state-of-the-art. The DX-Net proposal by the Design Exchange, which would use the TradeLink facility as a network site for co-ordinating international design bids, has received funding.

To a certain extent, these TradeLink activities have contributed towards achieving one of the benefits anticipated of the National Trade Centre: "help Metro become a focal point for trade in the northeast, and assist Canadian business in reaching the international market more effectively and economically".

Comments and/or Discussion and/or Justification:

The incorporating documents for the TradeLink Corporation set appointments to the Board based on official positions that no longer exist ie. Chairman of the Municipality of Metropolitan Toronto. With amalgamation, amendments are necessary to the by-law of the Community Development Corporation defining the composition of the Board of Directors. This represents an opportunity to include on the board of directors representatives from all TradeLink partners: from the Board of Governors of Exhibition Place, Economic Development Committee, management from the National Trade Centre, Centennial College. Representing the business community, a representative from the Alliance of Manufacturers and Exporters Canada would also be desirable. The legal process for accomplishing this change must be determined.

A single staff member has been assigned to TradeLink by EDD, and part-time Centennial staff at TradeLink include a highly qualified trade consultant, and clerical staff for marketing activities. This staff complement, and the fact that, as a self-funding initiative, only \$16,500 of City funds has been allocated to the service, will necessarily restrict the proposed work plans for TradeLink during 1999.

TradeLink activities in 1999

(1) TradeLink Information Service

TradeLink provides a "one-stop-shop" for information about trade, exporting, export financing and foreign markets. Clients of this service include EDD staff and their clients, participants in TradeLink training programs, show exhibitors and visitors, and local businesses. The service also provides information research to the marketing unit of the NTC, and to show organizers. For example, TradeLink & EDD staff assisted NTC's Marketing Department in attracting the new InterMed '99 trade show to the NTC, and are also working with the show organizer on marketing and programming.

This service directly supports EDD's goal to enhance the capacity of local firms to grow and compete nationally and internationally. It increases the appreciation among Toronto businesses, of the City's support for exporters. Through intelligence gathering and information sharing, it increases EDD's knowledge of the export-readiness of local businesses. The service also assists the NTC and show organizers to attract and enhance trade shows, thereby increasing the contribution of the NTC to the local economy.

(2) International Trade Training Programs

Centennial College Centre for Entrepreneurship, TradeLink's programming partner, has established relationships with a number of significant players in the export training area, and as their agent offers export training programs at the TradeLink facility. These programs are offered on behalf of the Forum for International Trade Training, Team Canada, Canada Mortgage and Housing Corporation (CMHC) and the Canadian Importers Association. Centennial also delivers programs on effective marketing at trade shows with private sector trainers. As appropriate, the programs may also be hosted by the City's Gateway Office and Small Business Centres.

These sessions will be promoted widely by Centennial and the program sponsors, and will be held at TradeLink regularly throughout the year. Both the promotion and the seminars will increase awareness among businesses of the roles that TradeLink and the NTC play in increasing international trade from Toronto.

(3) Trade Show Programs

Centennial continues to work with trade show organizers and the NTC to develop and offer programs to complement show themes. For example, TradeLink was the venue for "featured country" activities during the CNE, enhancing the business-to-business component of an otherwise consumer-oriented show.

Other TradeLink initiatives add an exporting component to the shows, thereby increasing the awareness among show organizers and exhibitors of the support and encouragement that the City and the NTC give to exporters.

Both the trade training and the trade show programs will be offered by Centennial on a fee-for-service basis. EDD will provide in-kind support, including market research assistance, tailored information services during the programs, and audio visual and office facilities.

(4) "International Business Links" at selected Trade Shows

Based on the success of similar initiatives during 1998 such as the Royal Agricultural Winter Fair, TradeLink will offer an "International Business Links" facility during selected trade shows. The service will include a Resource Centre providing information on local businesses and the Toronto economy, for both investors and foreign buyers and exhibitors. EDD will also make sector specialists available for individual consultation with foreign exhibitors and visitors.

With sufficient sponsorship, TradeLink will also be able to arrange for individual business meetings between foreign exhibitors and local businesses, and between local exhibitors and foreign buyers, in business-like surroundings immediately prior to and after the shows.

Such activities should enhance the value of the trade shows for visitors and exhibitors alike, and help to position the NTC and the City as key in fostering international business. The availability of such a unique service at the NTC should encourage trade shows to use the NTC, thereby contributing to EDD's goal to attract new business the City.

(5) Exporting assistance to Local Business

TradeLink's facilities and services, will be part of the portfolio of City services promoted to local businesses by the Economic Development Officers and Sector Development Officers of the Business Development and Retention unit, and at the Small Business Centres. EDD staff will have first-hand experience of the export training programs through attendance at Team Canada's Going Global seminars. Sector specialists, and the staff of EDD's Investment Marketing unit, will be involved in TradeLink activities as appropriate. The TradeLink information service will proactively alert EDD staff to exporting programs and market opportunities, as appropriate to their business constituents.

In this way, TradeLink will directly support the EDD goal of enhancing the capability of local firms to compete nationally and internationally.

(6) Co-ordination with other Trade-related Organizations

Throughout the year, TradeLink, EDD and Centennial staff will be in contact with trade-related organizations such as Trade Team Ontario, bilateral Chambers of Commerce, and trade associations. TradeLink will use these networking opportunities to further promote the use of TradeLink's facilities and services, and their sponsorship and joint programming potential.

This activity should enhance co-operation on export initiatives between the City and other levels of government, as well as increasing the prominence of the NTC and TradeLink as agents for export promotion within the City of Toronto.

(7) Liaison with Industry Associations

TradeLink will actively promote its facilities and services to industry associations and local business associations. Many of these hold trade shows, networking events and exporting seminars, for which the TradeLink facilities at the NTC would be an ideal venue. TradeLink's information services can also be marketed to local businesses through their industry associations, which may also sponsor the service as a member benefit. TradeLink will also provide articles, presentations and other expert services to the associations, as a way to reach their members and as a marketing and promotion opportunity for TradeLink and the NTC.

By positioning itself to industry associations as a focal point of exporting information and programming, TradeLink will enhance the City's image among association members as an ideal place to do international business. TradeLink will thus leverage the associations' national reach, and serve as a marketing channel for the City.

(8) Training and Orientation for Trade Missions

TradeLink has been successful in hosting overseas trade missions, and orientation and training for participants in such missions.

The closer involvement of other EDD staff, particularly those in Investment Marketing such as the International Alliances Coordinator, will also be an advantage in an NTC-EDD-Centennial partnership for mission-related events. We anticipate that such orientations will be funded by the hosting organization, either Team Canada or the overseas agency.

(9) Trade Show Incubation

The agreement with NTC allows TradeLink to offer trade show floor space to "incubate" or develop new trade shows, by providing no cost/low cost floor space. TradeLink will work with the NTC in evaluating opportunities for, and developing, new trade shows.

This activity will develop new customers for the NTC and will enhance EDD's services to strategic industry sectors in Toronto.

(10) Physical Space at the NTC

Three aspects of physical space require further attention.

- (a) TradeLink space at the NTC is also used independently of TradeLink services, as adjunct space to shows occupying the main halls of the NTC;
- (b) The agreement with the NTC allows TradeLink yearly access of up to one million square foot days of space elsewhere in the NTC; and
- (c) TradeLink's windows are an ideal site for sponsorship by export-related organizations, particularly those in the public sector. Diagrams of the TradeLink space at the NTC are included in the TradeLink Business Plan, attached.

For TradeLink and its partners to fully develop the revenue and activity potential of these vertical and horizontal spaces, a cost and revenue sharing process needs to be agreed between the Board of Governors of Exhibition Place, the NTC and TradeLink.

(11) Promoting TradeLink Facilities and Services

Promotion of TradeLink as a focal point for local exporters will be inherent in the marketing of the programs and services described. Networking and negotiating meetings with trade-related organizations, industry associations and show organizers will promote TradeLink to those organizations who deal directly with export-ready businesses. Presentations at association meetings, articles in their newsletters, direct mail advertising of seminars offered at TradeLink, and the client call program of EDD, will all be channels to reach export-ready businesses directly. Through close co-operation with the Marketing Department of the NTC, TradeLink will also promote its services to trade show organizers.

(12) Revenue and Cost Allocation Issues

The original concept of self-sufficiency as outlined in Report No. 27 of The Financial Priorities Committee for TradeLink as adopted by the Council of The Municipality of Metropolitan Toronto at its meeting held on November 20, 1996 remains: "EDD has a goal of achieving self-sufficiency of the TradeLink program over time. It is expected that, at program maturity (year five), program costs will be fully offset by program revenues." The programs planned for 1999 were selected for their effectiveness and alternative funding options are considered so as not to compromise the quality of the services offered.

Nor have the difficulties anticipated in EDD's 1996 report changed. "It will require a significant effort on the part of EDD to generate and sustain these revenues because of the nature of the business mix of TradeLink. . . The programs which will be delivered at TradeLink, such as trade/export training or the hosting of incoming trade missions, are now typically low cost/no cost services which will have to be priced in accordance with the sensitivity of the marketplace.

Similarly, facilities such as the meeting room and the theatre are often perceived as "give-away" items to show producers and event organizers and will, therefore, demand limited revenues."

Marketing efforts in 1997 and 1998 have shown these assessments to be accurate, and it has proved hard to distinguish the high quality programming and information services offered by TradeLink, from the space that TradeLink occupies. However, the NTC's competitive position as a trade show venue lies not just on the space, but on the superiority of the services provided to show organizers, and TradeLink is one such unique service that the NTC offers.

In the same 1996 report to Council, it was proposed that an agreement be made on the appropriate allocation of costs and revenues between the various parties, and that in particular allocation of costs to the TradeLink program be phased in over a four-year period, to lessen the direct impact on the tax base. Similarly, it was recognised that revenues from TradeLink activities will accrue in several places, including the NTC in incremental revenues for parking and other services. In 1997 and 1998, revenues for TradeLink activities also accrued to EDD's partner, Centennial College for Entrepreneurship.

The agreement proposed in the 1996 report to Council has not been completed. As EDD and Centennial negotiate with other organizations for joint programming, signage and other promotions of export-related initiatives, shared access to electronic facilities such as DX-Net, an agreement between all current parties, and encompassing access, ownership, revenue sharing and cost allocation has become critical. A copy of Report No. 27 of The Financial Priorities Committee, as adopted by the Council of The Municipality of Metropolitan Toronto at its meeting held on November 26, 1996 can be found in Appendix 1.

Conclusions:

The partnerships described in this report will continue to support EDD's efforts to promote international trade in Toronto, enhance the services of the National Trade Centre, and support potential exporters.

Contact Names:

Maggie Weaver, TradeLink Coordinator, Economic Development 263-3510
Brenda Librecz, Managing Director, Economic Development 397-4700
Bruce Graham, Director, Business Development & Retention 392-3381
Eva Pyatt, Manager, Sector & Strategic Partnerships, Economic Development 392-3378

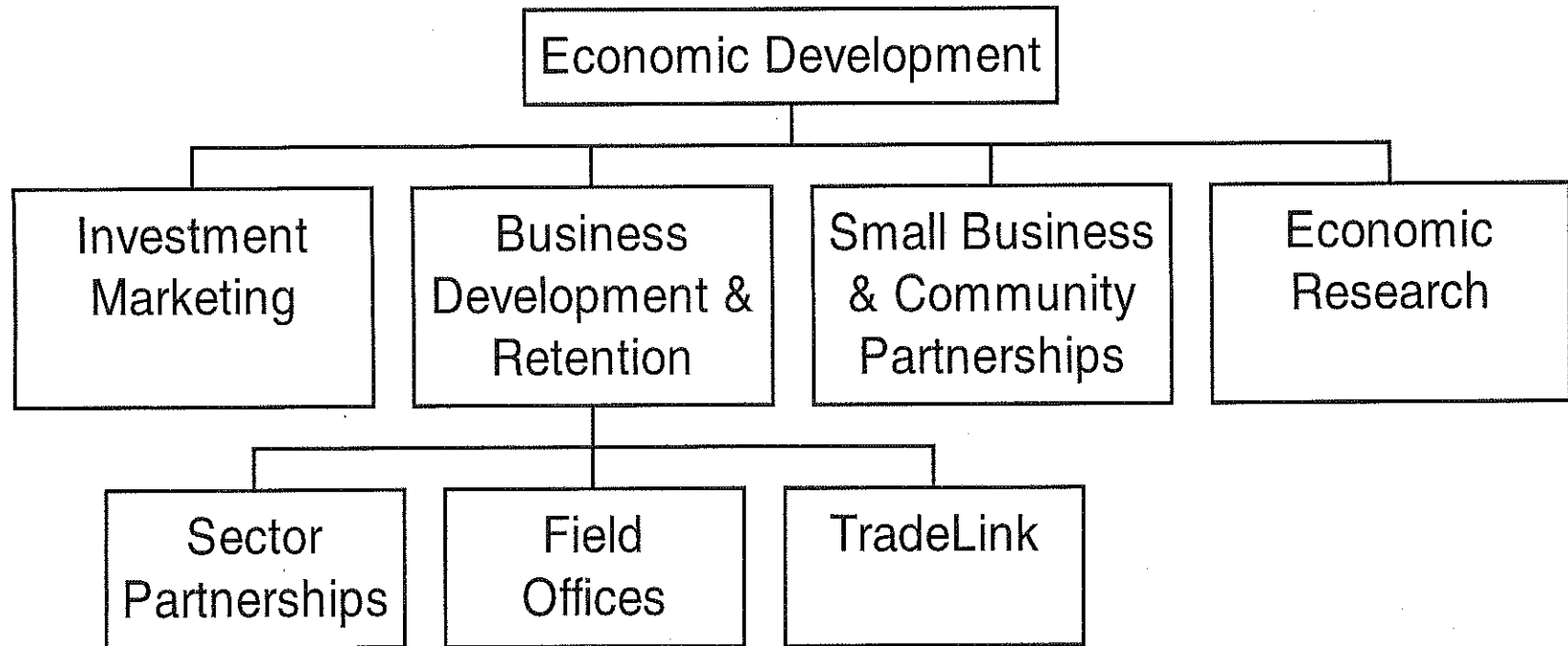
(A copy of Appendix A attached to the foregoing report was forwarded to all Members of Council with the March 29, 1999 and April 6, 1999 agenda of the Economic Development Committee and a copy thereof is on file in the office of the City Clerk.)

TradeLink's Role in Economic Development Div. (EDD)

- Export Development arm of EDD
 - Reporting to Business Development & Retention
- Link between the NTC and the Business Community
- Objective: grow trade, exports and investment

TradeLink - Business Development & Retention

Economic Development Culture & Tourism



The Board of Governors & TradeLink Partnership

- Making NTC unique amongst show venues
- Enhance NTC's international role
- Formal agreement to support TradeLink activities
- Board and NTC on TradeLink Board

TradeLink's Plan for the Future

- Enhance NTC's international profile
 - Co-operation with Federal & Provincial Govt.
 - Attracting overseas missions, buyers & shows
- Outreach to the business community
 - Business associations & community
 - Toronto Export Development Initiative
- Tradeshow development & incubation
 - Increase int'l component of existing shows
 - incubate new tradeshows increase use of NTC

TradeLink Activities & Partnerships

Activity/Contribution

- Quality Space
- Quality outfitting
- Export Programming
- Export Information
- Export Development

Partner

- National Trade Centre
- Economic Development
- Centennial College
- Economic Development
- Federal & Provincial
Govt. & Private Sector