

SORA-VAUGHAN TRADE MISSION

Recommendation

The Commissioner of Economic/Technology Development and Communications recommends that:

1. Council endorse and support the Sora-Vaughan Trade Mission;
2. A Committee be established to organize and execute the event, co-chaired by two members of Council;
3. The event be comprised of 2 days of activity, including a Preview event and a Strategic Alliances Workshop & Exhibit;
4. Staff be directed to provide support in the organization of the Strategic Alliances Workshop & Exhibit.

Purpose

To inform Council of the opportunities available to the Vaughan business community through the proposed (incoming) Sora Trade Mission.

Background - Analysis and Options

In 2001, the City of Vaughan visited the City of Sora and surrounding region, with a view to rekindling our twinning relationship. On that occasion, the delegates from Vaughan had the opportunity to meet with representatives from the Chamber of Commerce as well as the Industrialists' Association, from the Frosinone region and at that time, the Vaughan delegation identified a number of potential economic activity opportunities.

Earlier this year, Italian Senator Oreste Tofani, in the course of a visit to Vaughan, expressed an interest in seeing greater cooperation between the business communities of Sora and Vaughan and proposed that possibilities existed for a trade mission to Vaughan for companies in two sectors: Clothing (esp. bridal) and Food.

Given that these are two sectors that are well represented in the City of Vaughan, a trade mission, with a significant number of companies participating from Italy, would likely evoke a measure of interest from local business.

The event could be divided into two initiatives: on April 3, 2003, a presentation of the manufacturers' collections and of the typical food products of the region, to a gathering of local businesspeople, community leaders, media and representatives from the Lazio community in the GTA. On April 4, 2003, a Strategic Alliances workshop and exhibit, with open viewing of each manufacturer's samples, allowing the Frosinone region delegates to meet, one-on-one with local buyers. In addition, this day could be utilized to present an overview of the two respective markets with the objective of fostering stronger working relationships through greater familiarity of the subject area.

Conclusion

Given that one of the primary objectives of this twin city partnership is to stimulate economic exchanges between the two cities and surrounding areas, this initiative is proposed as a means of reactivating the waning collaboration between Vaughan and our sister city, Sora, Italy. It brings potential for growth to two of Vaughan's key sectors and can offer new markets to our local manufacturers through potential joint ventures with Italian companies from the Frosinone region.

Attachments

none

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Respectfully submitted,

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