

COMMITTEE OF THE WHOLE NOVEMBER 19, 2007

CITY OF VAUGHAN TRADE MISSION TO ISRAEL

Recommendation

Councillor Alan Shefman Recommends:

1. That the City of Vaughan conduct a trade mission to Israel in 2008
2. That this trade mission be composed of members of Vaughan Council, the Vaughan Health Campus of Care Foundation, representatives from York University, the Israeli- Canadian business community and the Vaughan business community at large,
3. That, in light of the plan to construct a hospital in the City of Vaughan in the near future and in recognition that Israel is a world leader in the research, development and manufacture of medical technology, that the primary focus of this trade mission be on matters relating to medical technology,
4. That in light of the increasing interest and rapid development of medical research and instruction at York University, that the University be invited to participate in this trade mission,
5. That in light of the fact that it has been a number of years since the City of Vaughan has renewed its relationship with Ramla, Israel, its twin city, that one aspect of this trade mission be directed to reaffirming this relationship

Economic Impact

1. Staff from the Economic Development Department will be required to facilitate the planning of the trade mission;
2. Costs for travel for Councillors and staff will be funded from operational budgets;
3. Based upon the success of the mission, the high technology economic sector will be expanded in the City of Vaughan, leading to a greater diversification of our economic base;
4. It is expected that the mission will result in Israeli research and manufacturing companies establishing themselves in the City of Vaughan, therefore resulting in long-term employment, construction, rental costs and property tax revenue for the City. As well, Canadian businesses participating in the trade mission will have opportunities to expand their economic viability through the establishment of new relationships with Israeli companies;
5. The involvement of the second largest university in Canada with this trade mission will provide an additional incentive for Israeli high tech and research oriented businesses and enterprises to consider locating in the City of Vaughan resulting in further economic development;
6. Every opportunity will be taken to offset any costs for the City of Vaughan through the exploration of sponsorships.

Communication Plan

At the time of the trade mission and upon its return media releases will be disseminated outlining the details of the trip and ultimately any announcements that might be made while in Israel. Furthermore, local media will be invited to participate in the trade mission in order to ensure that members of the public will be informed of the value of such activities for the City.

Background – Analysis and Options

1. Vaughan is in the process of planning and ultimately building a campus of care or hospital in the near future. It is recognized that this facility will be leading edge in every way as required by the Government of Ontario and desired by the people of Vaughan. In preparation for the development of the hospital it is most important to attract complimentary industries associated with a medical centre to the City. The synergies of a new hospital and businesses, research and facilities related to medical technology have extraordinary potential.
2. Informal contacts have been made with Professor David Dewitt, Associate Vice-President Research and York University in regard to planning a trade mission to Israel with a focus on medical technology. He is most supportive.
3. York University is currently involved with the development of a variety of initiatives relating to medical research and teaching. This activity will be complemented and enhanced with the establishment of a new hospital in Vaughan and the establishment of leading edge medical technology ventures as a result of this trade mission.
4. Informal contact has been made with the Consul General and the Trade Commissioner for the State of Israel regarding the possibility of the mission and they are very enthusiastic and supportive.
5. Israel is known for its world leading work in all areas of medical technology, administration and emergency department management. These are matters that will be of increasing interest as the plans for a hospital in the City of Vaughan take shape.

Purpose

The purpose of this recommendation is to receive Council approval to conduct a trade mission to Israel in 2008.

Relationship to Vaughan Vision

This report is consistent with the priorities previously set by Council.

Regional Implications

There will be a positive regional impact with the expansion of this form of economic development in the City of Vaughan.

Conclusion

The City of Vaughan shall initiate the planning required to conduct a trade mission to Israel in July of 2008.

Attachments

none

Report prepared by:

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Respectfully submitted,

Councillor Alan Shefman