

# 2022 YEAR IN REVIEW

YORK REGION ECONOMIC DEVELOPMENT





**Chairman & CEO  
Wayne Emmerson**

## A MESSAGE FROM YORK REGION CHAIRMAN AND CEO AND MEMBERS OF REGIONAL COUNCIL

The Regional Municipality of York is where talent and opportunity intersect for more than 55,000 businesses and over 600,000 employees.

Economic vitality remains a key priority for York Regional Council and the success of our efforts relies on the strength of collaboration and partnership. Throughout each term of Council, the Region's economic development action plan guides our work and significant strides are made annually in the delivery of the actions identified in this plan.

The collective work of economic development teams, municipal partners and the business community contribute to making York Region an economic powerhouse and an attractive jurisdiction for business investment and talent attraction.

As the global, Canadian and Ontario economy continues to grapple with the impacts of the COVID-19 pandemic, we in York Region are not immune. We are aware of the many challenges faced by our residents and the business community and continue to deliver the services that make a difference.

Looking ahead to this new term of Council, we are focused on supporting existing businesses, welcoming new opportunities and driving innovation and job growth across our nine cities and towns.



**Mayor  
Frank Scarpitti  
City of Markham**



**Regional Councillor  
Michael Chan  
City of Markham**



**Regional Councillor  
Jim Jones  
City of Markham**



**Regional Councillor  
Joe Li  
City of Markham**



**Regional Councillor  
Alan Ho  
City of Markham**



**Mayor  
John Taylor  
Town of Newmarket**



**Regional Councillor  
Tom Vegh  
Town of Newmarket**



**Mayor  
Steven Del Duca  
City of Vaughan**



**Regional Councillor  
Linda Jackson  
City of Vaughan**



**Regional Councillor  
Mario Ferri  
City of Vaughan**



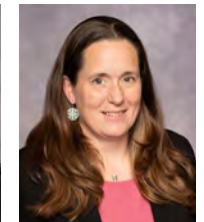
**Regional Councillor  
Gino Rosati  
City of Vaughan**



**Regional Councillor  
Mario G. Racco  
City of Vaughan**



**Mayor  
Margaret Quirk  
Town of Georgina**



**Regional Councillor  
Naomi Davison  
Town of Georgina**



**Mayor  
David West  
City of Richmond Hill**



**Regional Councillor  
Godwin Chan  
City of Richmond Hill**



**Regional Councillor  
Joe DiPaola  
City of Richmond Hill**



**Mayor  
Tom Mrakas  
Town of Aurora**



**Mayor  
Virginia Hackson  
Town of East Gwillimbury**



**Mayor  
Steve Pellegrini  
Township of King**



**Mayor  
Iain Lovatt  
Town of Whitchurch-Stouffville**



**DIRECTOR'S NOTE** | Presenting the 2022 Economic Development Year in Review... **P6**



**P8** | **REGIONAL ECONOMIC DEVELOPMENT HIGHLIGHTS**  
Updates from around York Region...



**YORK REGION SMALL BUSINESS HIGHLIGHTS** | Success stories that inspire... **P32**



**P42** | **BUSINESS COMMUNITY & ECOSYSTEM HIGHLIGHTS**  
Business news from around the Region...



**P50** | **ECONOMIC INDICATORS**  
An in-depth look into the numbers surrounding York Region...



**YORK REGION ECONOMIC STRATEGY TEAM** | Meet our team... **P58**



# WHERE TALENT AND OPPORTUNITY INTERSECT



## DIRECTOR'S NOTE

On behalf of the Economic Strategy team, I am pleased to present the 2022 York Region Economic Development Year in Review. This look back at the year highlights the key role The Regional Municipality of York has in delivering best-in-class economic development programs and services, alongside our municipal economic development partners. These activities support the local business community and those looking to establish new operations in Ontario's third largest business hub.

You'll discover significant achievements of our business community on a local, national and international scale in this Year in Review – all of which contribute to the economic vitality and growth of the Region. The range of programs and services we oversee, which are of Regional significance and complementary to the local municipal programs, include strategic sector/ cluster development initiatives, targeted talent support, mobilizing the new foreign direct investment program, plus innovation, entrepreneurship and small business support, and more.

Many of these programs and services are accomplished by collaborating with local municipal economic development teams, as well as a wider group of stakeholders including provincial and federal counterparts, academic institutions and private-sector partners. One mainstay of our work is delivery of small business advisory services to our northern six communities, targeting entrepreneurs and business owners with less than 10 employees.

In 2022, our Regional-level marketing activities that celebrate and promote York Region as the destination of choice for business, innovation and talent took centre stage. From our massive pavilion at Collision in June to leading the Canadian marketing at Web Summit in November, to our role in leading highly successful social media channels, and more. In fact, we added another Economic Development Association of Canada (EDAC) marketing award for our presence at Collision.

Sincere thanks to all members of the Economic Strategy team in making 2022 another successful year.

Finally, I invite you to follow the York Link social media channels and website throughout the year for up-to-date news and developments from across York Region.

**Jonathan Wheatle**  
 Director, Economic Strategy  
 The Regional Municipality of York



# REGIONAL ECONOMIC DEVELOPMENT HIGHLIGHTS



## Augmenting & Extending the Reach of Local Programs & Services

Working in collaboration with local municipalities and external partners, York Region's Economic Strategy team delivers a range of cross-municipal strategic economic development programs and services.

Regional economic development programs facilitated the creation of more than 8,000 new investment and expansion jobs over the last 10 years across the Region. Additional job creation is also facilitated via key entrepreneurship and innovation partner agencies directly funded or supported by the Region, such as ventureLAB and York University's YSpace.

The York Region Economic Development 2022 Year in Review highlights some of the many economic development success stories and initiatives facilitated by the Region in all the key delivery areas noted below.

York Region's award-winning 'York Link' economic development marketing platform has become a recognized name within the business and economic development community across the GTA and beyond. This cross-municipal digital media platform is focused exclusively on targeting the business and professional talent community and has proven to be of significant value in extending the reach and impact of the

economic development promotional efforts of local municipalities in the Region.

Regional value proposition messaging through the York Link platform has on-the-ground impact on business location decisions across the Region as companies continuously assess and evaluate their business location options.



**Cross-municipal business advisory services** delivered by York Region in collaboration with local municipalities primarily target established companies in growth industry sectors in the knowledge-based economy. These services leverage Regional economies

of scale, the robust York Link communications platform, sector-specific expertise, and a network of external partners to augment and extend the reach of local-municipal corporate call programs and client engagements. As an example, our team supported the delivery of a talent attraction activation at the Elevate technology festival in downtown Toronto in partnership with local municipalities and the business community.

Regional business advisory support services include, but are not limited to, talent attraction via designated business referrals to the Federal Government's **Global Skills Strategy**, strategic cross-municipal B2B introductions, sector-specific advisory, community business exposure and on-request joint client expansion and attraction consultations.



A new **Foreign Direct Investment (FDI) partnership program**, approved by Regional Council last May, will significantly augment FDI programs and initiatives undertaken by the Region's local municipalities via Regional economies-of-scale marketing, cost-sharing of local FDI readiness and/or attraction initiatives, and continued facilitation of top-down lead generation and client servicing via GTA's investment attraction agency Toronto Global.

“  
**Astera Labs selected York Region – Canada's second largest technology hub – to tap into one of the fastest growing tech talent markets in North America.**  
”

Sanjay Gajendra, Chief Business Officer, Co-Founder Astera Labs  
Corporate Media Release, April 27, 2022

York Region also undertakes **industry cluster development** initiatives to facilitate growth and business attraction in strategic growth sectors such as ICT, Automotive and Engineering where cross-boundary scale is key to retaining and attracting businesses within GTA's highly competitive environment.

The Region's Economic Strategy division undertakes targeted **economic and business research** not only to inform the Region's on-going business advisory, marketing, and innovation programs, but also help guide economic development action plans and strategies at both the regional and local-municipal levels. In early 2022, York Region Economic Strategy, in collaboration with the Trillium Network for Advanced Manufacturing, finalized a comprehensive study of the Region's automotive sector, which set the stage for sector development initiatives to be undertaken in collaboration with local municipalities in 2023 and beyond.

More details on York Region's thriving AutoTech sector are included in the Economic Indicators section of this publication



Regional staff also provide small business and entrepreneurship support programs and services in the Region's northern six municipalities through the **York Small Business Enterprise Centre (YSBEC)**. Serving York Region's northern six municipalities, and in partnership with local Chambers of Commerce and Municipal Economic Development Offices, the YSBEC provides a range of services to help entrepreneurs and small business operators establish and grow their enterprises, including: advisory services, training seminars, business plan development, market research assistance and provincial micro-grant programs for entrepreneurs.

**Innovation and entrepreneurship** ecosystem development remains a core driver of economic growth and prosperity, and the Region continues to play a leading role as an enabler of region-wide initiatives, both directly through dedicated innovation funds and targeted initiatives, as well as partnered delivery through regional funding of innovation organizations of regional significance such as ventureLAB, York University and Seneca HELIX.

York Region continues to deliver on the **Agriculture and Agri-Food Sector Strategy** first endorsed by Regional Council in 2017 including 45 action items aimed at supporting and growing this important sector. 2023 will see the development of a new York Region Agriculture and Agri-food Sector Strategy, and the support of the Agriculture & Agri-food Advisory Committee (AAAC) for the new term of the Regional Council.

### The Regional York Link marketing platform supports business growth and economic development promotion across Regional municipalities.

York Region's 2020-2023 Economic Development Action Plan called for expanding the York Link marketing platform to communicate with the business community and promote York Region as a leading destination for business, innovation and talent for the economies-of-scale benefit of all the Region's local municipalities.



The award-winning York Link platform, consisting of a suite of dedicated social media channels and the YorkLink.ca website, has become a recognized brand within the business and economic development community across the GTA and beyond, with more than **six million content views over the last three years, more than 26,000 followers across four social media channels, 15,000 e-newsletter subscribers**

and **100,000 annual page views** of yorklink.ca. The site includes business community news and economic development updates from across the Region's local municipalities, sectoral profiles, Regional-level business data, targeted job boards, a business events calendar and many other resources aimed at supporting business growth and talent attraction across the Region.

### York Region's new Foreign Direct Investment (FDI) partnership program supports local-municipal business investment readiness and attraction initiatives.

York Region is a top destination for business Foreign Direct Investment (FDI) in the GTA. FDI has contributed to substantial net economic benefits to the Region's economy with more than 500 foreign companies accounting for roughly 10 per cent of all local jobs. The U.S. and Information & Communications Technology (ICT) represent the largest source country and target sector, respectively, of FDI in York Region.

York Region is home to an impressive list of foreign companies, many of which are industry leaders. This includes such names as Adidas, Amazon, AMD, Aviva Insurance, GE, GM, Honda, Hyundai, IBM, Johnson & Johnson, LGC, Mars Wrigley, Philips, Qualcomm, Siemens, Staples, Syntronic, Tesla, Toshiba and Walmart, to name a few.

In May 2022, Regional Council approved the staff recommendation to establish a new "made in York Region" Regional FDI support partnership framework in support of, and in collaboration with, local municipalities.

This includes three key pillars:

- a) Assist York Region's local municipalities to be better positioned to meet their FDI attraction goals and priorities. This includes cost-sharing for FDI prospecting, lead generation or investment readiness professional services as well as providing on-request Regional staff support and expertise with servicing local-municipal FDI clients and prospects.
- b) Enhance economies-of-scale marketing and promotion of York Region as a destination for FDI business and talent in the GTA under the collaborative York Link marketing platform.
- c) Continue supporting the Greater Toronto Area's (GTA) professional FDI attraction agency, Toronto Global, on behalf of the local municipalities, for the provisioning of centralized professional lead generation and end-to-end a client servicing of FDI opportunities.





## Representing York Region at Web Summit in Europe

Collaborating to promote our municipalities and partners at the world's biggest technology event

The City of Markham, City of Vaughan, York Region, ventureLAB and York University led a collaborative FDI and international business development mission to the Web Summit tech conference held in November in Lisbon, Portugal. Dubbed as "The world's biggest technology event," Web Summit is the parent event of Collision Conference (currently held in Toronto) and attracts more than 70,000 attendees from across Europe and the world.

A team from York Region's Economic Strategy division joined other delegates from across the Region as part of a 250+ member strong Canadian delegation that included tech start-ups, entrepreneurs and economic development stakeholders from across the country. Web Summit presented an opportunity for York Region to build on the momentum and visibility of the Region's presence at Collision in Toronto, while providing marketing and professional support to our local municipalities in the context of the Region's

new FDI partnership program. The Region's FDI attraction partner Toronto Global provided expert support to participating local municipalities with the engagement of FDI business leads that may consider the GTA for potential expansion.

The York Link team spearheaded the marketing and promotion not only of York Region's presence at Web Summit but also that of the wider Canadian delegation, generating significant exposure for the Region's #YRtech ecosystem and putting Canada front and centre at a tech conference, with more than 630,000 content views and significant stakeholder engagement throughout. Head over to the York Link YouTube channel to watch The #YRtech Series: Interviews from Web Summit playlist to see what the value of presenting a unified pan-Canadian delegation meant to companies, innovation partners, academic institutions and more.

# BEST IN CLASS

## National Marketing Award Winner



In October, The Regional Municipality of York received the prestigious "Marketing Canada" award from the Economic Developers Association of Canada (EDAC) – the country's national association of economic development professionals.

The association recognizes that marketing a community is an integral part of the economic development profession. The Marketing Canada Awards competition provides an opportunity to exchange and review promotional and marketing material produced by municipalities and economic development organizations across the country.

York Region received the Marketing Canada award for its #YRtech Pavilion at Collision Conference 2022 project that it delivered in collaboration with local municipal and innovation partners.

## Received IABC Award of Excellence



In 2022 our team was honoured to receive an Award of Excellence from the International Association of Business Communicators for our work in hosting the 2021 Agri-Food Forum.

The Forum is an annual event that brings together municipal staff and industry representatives from across Ontario to learn, network and share experiences. It is a collaborative event jointly hosted by the Ontario Ministry of Agriculture, Food and Rural Affairs. The award recognizes our efforts in achieving strong results including attracting over 200 attendees, generating thousands of likes, comments, and shares through social media, and receiving overwhelmingly positive feedback from attendees.





## Expanding Access to Local Labour Analytics

York Region Economic Strategy partners with The Workforce Planning Board of York Region

Funded by the Ministry of Labour, Immigration, Training and Skills Development, the Workforce Planning Board of York Region (WPB) is a not-for-profit, community-based organization working to develop solutions to local labour market needs and issues.

A new partnership between York Region Economic Strategy and the WPB finalized in 2022 supports and expands access to the WPB's innovative Work in York (WIY) labour market information platform

by embedding the tools onto [yorklink.ca/career-tools](http://yorklink.ca/career-tools). This interactive toolkit is designed for job seekers, employers, employment services providers, educators as well as training and skills development practitioners to better understand York Region's labour market and more specifically, identify job opportunities across the Region.

**For more information visit:**

[yorklink.ca/career-tools](http://yorklink.ca/career-tools)

## Facilitating the Creation of 1,200 Jobs in the Knowledge-Based Economy

York Region business referrals to Canada's Global Skills Strategy programs

The Greater Toronto Area, and York Region in particular, has a deep talent pool in technical, engineering and scientific occupations. Still, there are times when local companies need skilled people from abroad in certain occupations to help them grow. That's where Canada's Global Skills Strategy (GSS) comes in.

The GSS is a Federal Government program created to help eligible Canadian businesses access skilled workers from around the world in eligible in-demand occupations.

York Region's Economic Strategy division is the Federal Government's designated referral partner for the GSS in the region. In collaboration with local municipalities and innovation partners, York Region helps local

growth companies in technology and scientific sectors navigate the GSS and determine whether they could qualify for the program. The Region has been designated to provide two types of client referrals for the GSS including Immigration, Refugees and Citizenship Canada (IRCC)'s Dedicated Service Channel and Economic and Social Development Canada (ESDC)'s Global Talent Stream Category 'A'.

Since 2020 on-request referrals by York Region Economic Strategy of local companies to the GSS programs facilitated the creation of over 1,200 new jobs in York Region (over a 3-year period) in sectors such as Information & Communications Technology (ICT), Engineering and Life Sciences sectors. Companies referred range from high-growth startups to major employers investing or expanding in the Region.



## Shining a Light on York Region's Innovators

York Region is home to many innovative companies, inspiring founders and unique startups. To create a better understanding and awareness of this robust innovation ecosystem, our team partnered with The Financial Post to launch Dream Big(ger): York Region's Innovators.

The campaign aimed to put a spotlight on innovative companies in York Region and profile the people who run them, including:

- **Skinopathy:** Mobile health app that uses ground-breaking artificial intelligence to screen for early detection of skin cancer, based in the Town of Aurora
- **Boreal Greens Co:** Fast-growing vertical farming startup based in the Township of King
- **Genesys:** Global provider of advanced chat bots and customer service solutions, with a strong R&D presence in the City of Markham

From August to October, these four stories were promoted on social media, newsletters, partner websites and on FinancialPost.com. In total, this campaign generated more than 350,000 impressions and 15,000 clicks and helped some of the companies secure additional media interviews and potential business opportunities through exposure.



### Farming With a Purpose in York Region

Financial Post

A vertical farm with a purpose, Boreal Greens grows a variety of herbs, specialty greens and small vegetables indoors using a hydroponic, multi-tiered growing infrastructure that is completely soilless, making it ideal for urban agriculture and harsh environments.

**For more information visit:**

[yorklink.ca/farming-with-a-purpose-in-york-region](http://yorklink.ca/farming-with-a-purpose-in-york-region)



### York Region Company Using SkinAI to Screen for Cancer, and Save Lives

Financial Post

With access to more than 17,000 life science graduate students and home to four world-class hospitals, Skinopathy uses data and artificial technology to provide better access to dermatological care, lessen wait times and improve health care outcomes. "Within half a year of moving to Aurora, pretty much every member of the local business community had reached out to find out how we could work together, for innovation and entrepreneurship," says Keith Loo, Co-founder and CEO of Skinopathy.

**For more information visit:**

[yorklink.ca/york-region-company-using-skinai-to-screen-for-cancer-and-save-lives](http://yorklink.ca/york-region-company-using-skinai-to-screen-for-cancer-and-save-lives)



### The Genesis of Customer Experience Technology

Financial Post

Home to a slew of innovative software companies, some global and others homegrown, York Region is where California-based Genesys chose to centralize its research and development division after the acquisition of a local startup in Markham. According to Lee-Kwen, who manages a team of about 250 engineers across 10 locations worldwide, York Region is one of the key sites for the company and it will be growing soon.

**For more information visit:**

[yorklink.ca/the-genesis-of-customer-experience-technology](http://yorklink.ca/the-genesis-of-customer-experience-technology)



## Tech Investments, Jobs & Experts Collide at #YRTECH Collision Pavilion

With the announcement of more than \$250 million in business investments and expansions, along with the creation of 800 jobs, new partnerships, and multiple startup pitch competitions, York Region's #YRtech Pavilion was a big draw for those that came to check out Collision Conference - the "Olympics of Tech in North America."

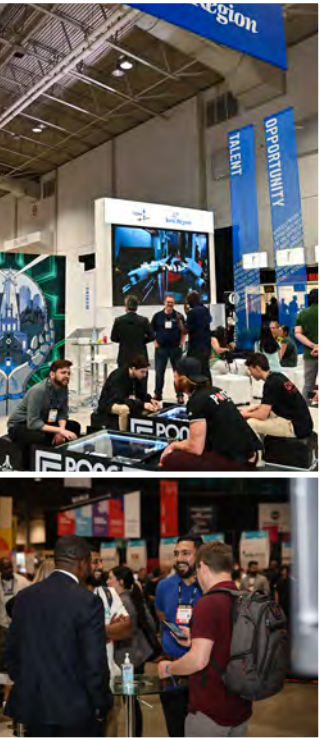
The #YRtech Pavilion brought together our nine municipalities, business and innovation partners including York University, Seneca College, Kingbridge Centre, ventureLAB, Treefrog Accelerator and others to showcase the collective strength of York Region's tech ecosystem.

York Region's successful presence at Collision Conference raised the profile of the Region and its local municipalities as a top tech jurisdiction and destination of choice for business, innovation and talent.

### Highlights of the #YRtech Pavilion include:

- A 'conference within a conference' with 60+ speakers and panelists over 3 days including municipalities and community leaders, academic institutions, 25+ businesses from 5 countries, incubators/accelerators and angel investors.
- Unprecedented media coverage including mentions of York Region's pavilion by the Toronto Star, Globe & Mail, Financial Post, BNN Bloomberg, CP24, City News, 680 News and TechTalent.ca to name a few
- Digital and social media exposure of over 3 million content views with a combined audience reach of 450,000 across North America
- Over 1,000 onsite engagements with businesses and economic development stakeholders made collectively by our local municipalities and other pavilion partners

**For more information visit:**  
[yorklink.ca/tech-investments-jobs-collision-york-region-recap](http://yorklink.ca/tech-investments-jobs-collision-york-region-recap)





## Growing the Vertical Farming Sector

The COVID-19 pandemic highlighted consumer demand for domestically grown food and increased interest in growing food close to home, such as through vertical farming.

To address the growing interest and to position vertical farming as an opportunity to support economic recovery, our team partnered with Durham Region and the Ontario Ministry of Agriculture, Food and Rural Affairs to deliver a first-of-its-kind Vertical Farming 101 webinar series in early 2022.

The series focused on topics aimed at educating and providing industry-based insights such as:

- Introduction to vertical farming
- Applied principles of vertical farming
- Navigating approvals process and permits

The series attracted more than 400 agri-food businesses and stakeholders from Canadian and international audiences, demonstrating strong interest and high demand to learn more about the topic. A post-evaluation survey was sent out with 97 per cent of the responses indicating the webinar series either met or exceeded their expectations.

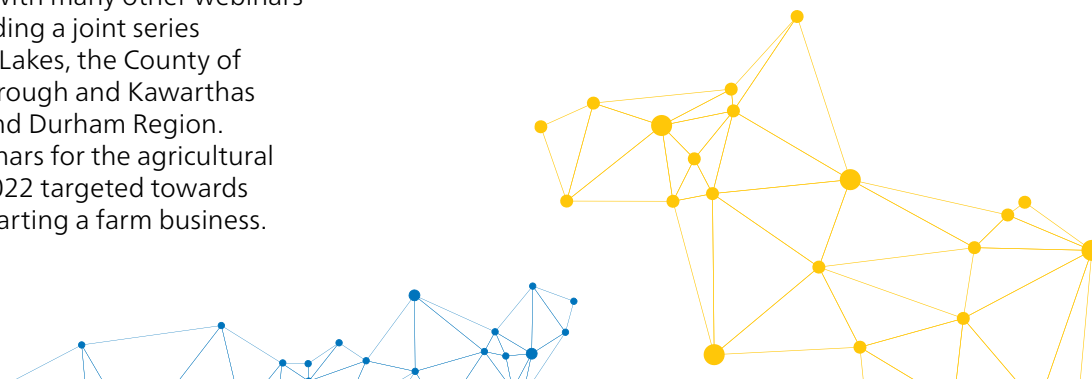
York Region also assisted with many other webinars throughout the year including a joint series with the City of Kawartha Lakes, the County of Northumberland, Peterborough and Kawarthas Economic Development and Durham Region. The group held joint webinars for the agricultural community throughout 2022 targeted towards individuals interested in starting a farm business.

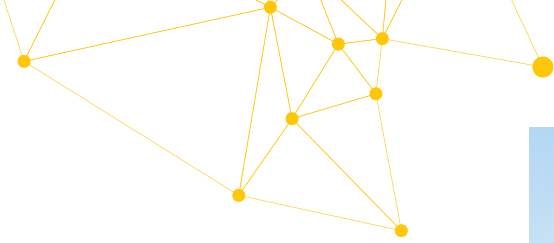
## Helping Food Startups Grow

The York Region Food and Beverage Accelerator Program is a five-month accelerator delivered by York University's YSpace. The program is focused on supporting high-growth consumer packaged goods ventures in scaling up their operations and acquiring new distribution channels. Founders are provided with the tools, skills and connections they need to scale and thrive in the consumer-packaged goods industry.

Since the project started in 2020, the program has run two successful cohorts to support 20 ventures. Collectively, the 20 ventures have generated more than \$912,000 in revenue, gained an additional 456 retail locations and created 15 new job opportunities.

In addition, five companies, Appleflats, It's Souper, Oat Canada, Remix Snacks and Taltis Foods made a pitch to secure deals on CBC's Dragons' Den since the program started. Overall, the program participants have leveraged additional \$7.2 M from private and public funding. Since then, the Town of Georgina and Town of East Gwillimbury initiated a partnership with YSpace to deliver a two-year Business Incubator and Accelerator pilot to support entrepreneurs and enable economic growth during the recovery phase of the COVID-19 pandemic and beyond.





## Agriculture & Agri-Food Strategy Making Strides

York Region has a thriving agriculture and agri-food sector with more than 600 farm-based businesses and 270 food and beverage manufacturers and distributors. There are about 57,000 jobs in the Region's agri-food sector, with an economic impact of more than \$2.7 billion.

In 2022, York Region continued to deliver on the Agriculture and Agri-Food Sector Strategy. The Strategy sets direction for long-term growth of the sector and guides development of policy and program initiatives. It's ambitious, with 45 action items to support and grow the agriculture and agri-food sector, but implementation is on track with more than 90 per cent of actions underway, planned or completed.



## Agricultural Robots Land in the Holland Marsh

The Holland Marsh is home to some of the most fertile soil in Ontario, so what better place to test out advanced robots that can remove weeds from the land autonomously? York Region staff were onsite at the Holland Marsh in July to attend a robotics demonstration hosted by the Ag Robotics Working Group.



The Ag Robotics Working Group is coordinated by the Ontario Ministry of Agriculture, Food and Rural Affairs and includes membership from Haggery Creek Ag Robotics, industry associations, King Township, the Muck Crop Research Centre and others.

The robots perform high-precision weeding in the vast carrot and onion fields in the Holland Marsh. This was a great initiative to be a part of – having all the key stakeholders at the table who have experience in not only developing and supporting innovations in the agriculture industry, but demonstrating this technology within York Region.



## Celebrating Four Years of the Agriculture & Agri-Food Advisory Committee

York Region's Economic Strategy team works closely with our Regional Clerk's Office to coordinate the activities of the Agriculture and Agri-food Advisory Committee (AAAC).

The AAAC provides advice to Council and staff on agriculture, agri-food and rural matters in York Region. This voluntary advisory committee, created by Regional Council, supports the Region in its delivery of the Agriculture and Agri-Food Sector Strategy. The committee is made of a diverse group of members – providing a balanced representation from across the agri-food value chain including producers, input suppliers, processors, food retailers and more.

During the 2019 to 2022 term of the AAAC, 15 meetings were convened to provide input and feedback to staff regarding the various action items of the Strategy and other items including the 2022 Regional Official Plan. York Region extends a sincere thank-you to all of the members for the contributions of their time and expertise in support of the Region's agriculture and agri-food sector.

### Members:

- Councillor Avia Eek: Township of King (Chair)
- Kim Empringham: York Region Federation of Agriculture (Vice-Chair)
- Councillor Hugo Kroon: Town of Whitchurch-Stouffville
- Brett Wills: Food & Beverage Processing Representative
- Janice Bartley: Food Startup Representative
- Jenna Stevens: York Farm Fresh
- Jessica Tong: York Region Food Network
- Mark Bhim: Food Retailer Representative
- Sonia Dhir: Urban Agriculture TRCA
- Takudzwa Chinyani: Food Distribution Representative
- Chris Burkholder: York Soil and Crop Improvement Association (2019-2021)

In December 2022, York Region Council appointed the members for the 2023 to 2026 term of the AAAC. The activities of this groups will be profiled on [YorkLink.ca](https://www.yorkregion.ca/yorklink) and its related media channels and in future editions of this publication.



## Investing \$1.5M into ventureLAB's HCI

ventureLAB and York Region have partnered to expand the Hardware Catalyst Initiative (HCI), Canada's only lab and incubator for hardware and semiconductor companies. In November 2021 York Region Council approved an investment of up to \$1.5 million over five years (2022 - 2026) from the York Region Innovation Investment Fund to expand the HCI. and to launch a soft-landing program for foreign-based companies. These funds are in addition to the \$9.7 million investment already received through the Federal Development. This will help continue to build a globally competitive cluster for hardware and semiconductor research, innovation, design and manufacturing centred in York Region.

The HCI will also enable ventureLAB to increase its capacity to assist homegrown innovation and commercialization opportunities and help international hardware and semiconductor companies establish and grow their businesses and teams in York Region. In total, the investment is expected to create approximately 145 new jobs in York Region over five years.

In 2022, ventureLAB secured an additional \$2.5 million from the Ontario Together Fund to establish a MedTech stream within the HCI. This investment will enable the support of made-in-Ontario medical solutions and will strengthen Ontario's MedTech sector and technical capacity to fight COVID-19 and respond to future pandemics.

ventureLAB also received an additional \$1 million through the Ontario Vehicle Innovation Network (OVIN) to launch an AutoMobility stream as part of its Regional Technology Development Site (RTDS) program.

These investments in the HCI have enabled ventureLAB to attract hardware companies into the Region. They have also allowed ventureLAB to launch the Canada Catalyst Program (CPP) which is designed to provide a "soft landing" to internationally-based hardware companies looking to expand into Canada.

**Additional Funding:** ventureLAB also received a \$2.5 million investment from the Government of Ontario to establish a medtech stream within the HCI.



### ENTREPRENEURSHIP AND INNOVATION FUND

The Entrepreneurship and Innovation Fund encourages innovation by supporting promising early-stage startups, accelerators, incubators and community partners.

Administered by ventureLAB – and with an annual contribution of \$100,000 from York Region – this fund helps spur innovation and entrepreneurship.

In 2022, ventureLAB received a record number of applications, demonstrating the strong interest in the fund from across York Region.

The funds were shared through two streams: Community Partners and Small Businesses and Entrepreneurs. The winners in Stream One were the Ontario Musicians Co-op and the York Entrepreneurship Development Institute.



### The winners in Stream Two were:

- Tasteport: Helps specialty and diverse grocers go digital and create online grocery delivery experiences
- Cyberworks Robotics: Works with global OEMs to provide next-generation, low-cost autonomous navigation modules
- Cheelcare: Mobility and robotic platforms increase disabled users' quality of life and provide with the independence they deserve
- HUEX: Creating an ecosystem of products that assist in the daily touchpoints and human interactions one may encounter through AI
- Apricotton: Making sure no girl is alone by creating bras that grow as she does
- MapleWiz: Canada's Leading GPS Tracking, IOT and mobile application development company that tracks vehicles, kids and pets
- FAIRLY: Keeps AI responsible and regulated and makes it easy to apply AI governance through its policies and controls

The fund also supports a cash prize during the pitch competition at HardTech, a premier hardware and technology-focused event hosted by ventureLAB. Argentum and Daana were the first and second-place winners this year for their work in sustainability.

Congratulations to all the winners who were chosen amongst all the incredible applications for raising the bar for innovation in our community.

### For more information visit:

[venturelab.ca/innovationfund](https://venturelab.ca/innovationfund)



# YORK REGION SMALL BUSINESS HIGHLIGHTS

## YSBEC Continues Supporting Our Communities

The York Small Business Enterprise Centre (YSBEC) is your one-stop shop to help start and grow your business. We serve small businesses in the northern six York Region municipalities of Aurora, East Gwillimbury, Georgina, King, Newmarket, and Whitchurch-Stouffville.

Starting and running a small business can be challenging, but with the right strategies and mindset, it can also be incredibly rewarding. And the best part is you don't have to go about it alone. In 2022 the YSBEC helped hundreds of entrepreneurs start or grow their business.

We offer a range of services to help you succeed, including training, business plan development, market research tools and support, mentoring through participation in various programs and advisory services. Whether you have an idea for a business or are looking to grow your existing venture, the YSBEC is here to help.







## Fostering the Entrepreneurial Spirit in Youth

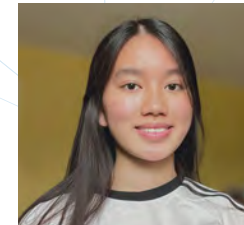
Each summer, in partnership with the Ontario Ministry of Economic Development, Job Creation and Trade, the York Small Business Enterprise Centre administers the Summer Company Program. The Program is designed to foster and develop the entrepreneurial spirit in students between the ages of 15 to 29, and who are registered to return to school full-time in September.

After two years of strictly virtual participation, 2022 marked a return to in-person activities, such as a student showcase at Upper Canada Mall in Newmarket, where students showed off their businesses to the public and honed in on their selling skills.

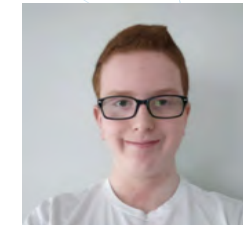
The students came up with a variety of unique business ideas, ranging from video game consulting, real estate photography, retail and more.

In addition to providing training on business planning, finance and marketing, each student is paired up with an experienced mentor to provide one-on-one support. The program also provides students with the opportunity to receive a grant of up to \$3,000 to help launch their business. In total, the students generated thousands of dollars in revenue over the summer and were even featured in local media.

## 2022 Student Cohort



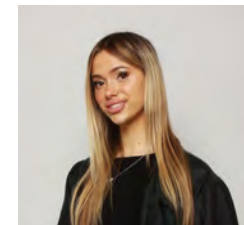
**Amanda Lum**  
**Smol Art by AL**  
 Providing art products and other stationary items.



**Callum McKinnon**  
**Double Take Video Production**  
 Video editing services to anyone at an inexpensive price.



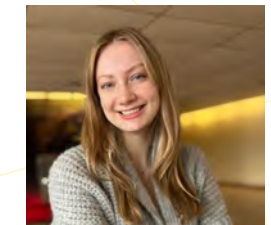
**Daniel Zhang**  
**Evergreen Clothing**  
 Fashionable and affordable t-shirts focusing on local specialty in York Region.



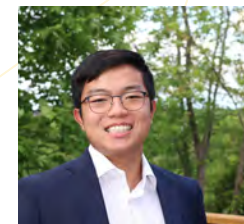
**Emily Kyvrikoseos**  
**Emily's Mobile Photography**  
 Photography services for real estate listings, website designs and social media!



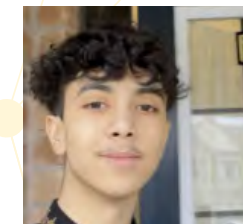
**Golden Stickwood**  
**Newmarket Pressure Washing**  
 Residential and commercial pressure washing services in Newmarket and surrounding areas.



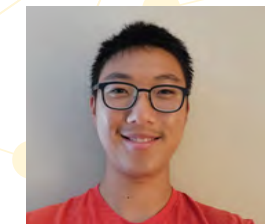
**Hailey Thompson**  
**Thompson Swim School**  
 Swimming instructions and a variety of lessons.



**Michael Chen**  
**iSpeech Academy**  
 Debate and public speaking academy teaching kids aged 9-14 public speaking.



**Suleman Shah Savari**  
**Savari**  
 Arabic style clothing brand that aims to inspire individuals to feel confident.



**Terry Ji**  
**Mammoth League Ranked Services**  
 Account enhancement service for people who want a higher rank in that game.

## Small Business Success Story

### Replenish General Store

Based in Aurora, Replenish General Store specializes in helping customers reduce their waste and carbon footprint. Co-founders Thai and Bianca Pham had a dream to create an “old school general store,” where the business serves as a resource for the community to start their sustainability journey.

What they didn’t know, however, was how to choose the best location for their new store. Thai reached out to the York Small Business Enterprise Centre (YSBEC) to see if their team of experts could help. They got in touch with Small Business Consultant, Vivian Ho-Tam, who suggested they use market research to determine the best location for their store.

“We used a tool called ENVISION, by Environics Analytics, that helped us with market research, and we were able to determine the best possible location and help us make decisions on other aspects of our business,” said Pham.

Environics Analytics provides comprehensive market research data to help YSBEC clients find their target customer. Replenish General Store is now focused on continuing to grow and expand its e-commerce offerings. Thai and Bianca both credit the YSBEC for helping them in their journey.

“I would definitely recommend reaching out to the small business centre, whether you’re a new business or an existing one,” said Thai. “I’m excited to see what the future can bring for our business, and I know with the right guidance and the right support, we will get there.”

“**I would definitely recommend reaching out to the small business centre, whether you’re a new business or an existing one.**”

Thai Pham, Co-Founder

”



## Small Business Success Story

### Little Red Bake Shop

Sometimes a challenge presents opportunities. That was certainly true for Michelle Sundborg, owner of The Little Red Bake Shop, located in Newmarket. Her store specializes in custom gourmet baked goods and offers customers a cookie subscription box. Her passion for baking stems from memories in her parents' kitchen.

Michelle started her business right at the beginning of the COVID-19 pandemic, but with the right support from the York Small Business Enterprise Centre (YSBEC), Michelle was able to successfully launch her business and continue to experience growth.

"I started working with the YSBEC two years ago, and have used them as a resource throughout my entire experience of starting and growing my business," said Michelle. "As my business grew, I explored different services from the YSBEC such as the Starter Company Plus program, which allowed me to not only receive a grant, but to also to build a solid business plan."

Michelle is now busy building up her cookie subscription box business and plans to continue working with the YSBEC as she progresses along her entrepreneurship journey.

"I would recommend the York Small Business Enterprise Centre to anybody who is thinking of starting a business or wanting their business to grow," said Michelle. "They have helped me right from the very beginning to not only plan my business, but to also grow my business and help my business succeed right from day one."

“**I would recommend the York Small Business Enterprise Centre to anybody who is thinking of starting a business or wanting their business to grow.**”

Michelle Sundborg, Owner



# BUSINESS COMMUNITY & ECOSYSTEM HIGHLIGHTS





## Syntronic Opens GTA Design Centre in Markham

Syntronic

Syntronic Research and Development, a global design house providing engineering solutions to leading technology companies around the globe, has opened a brand-new design centre in the Greater Toronto Area, located in Markham.

### For more information visit:

[yorklink.ca/syntronic-opens-greater-toronto-area-design-centre-located-in-markham](http://yorklink.ca/syntronic-opens-greater-toronto-area-design-centre-located-in-markham)



## Canada Computers Breaks Ground in Richmond Hill

Canada Computers & Electronics

The new site at 168 Ultimate Drive is prominently located on 6.28 acres of land

in the heart of Richmond Hill, Ontario and will feature a modern, state-of-the-art headquarters facility comprised of more than 151,000 square feet. The facility will also be home to Canada Computers' main distribution centre that will support its 42 retail locations and future expansions.

### For more information visit:

[yorklink.ca/canada-computers-breaks-ground-for-its-new-corporate-headquarters-and-main-distribution-centre-in-richmond-hill](http://yorklink.ca/canada-computers-breaks-ground-for-its-new-corporate-headquarters-and-main-distribution-centre-in-richmond-hill)



## Vaughan Announces Next Phase of Health Care Centre Precinct

Toronto Star

The planned expansion is a partnership between the City of Vaughan, Mackenzie Health, York University and enterprise software company ventureLAB. The aim of the project is to fund research and innovation in the York Region.

### For more information visit:

[yorklink.ca/vaughan-announces-next-phase-of-vaughan-healthcare-centre-precinct](http://yorklink.ca/vaughan-announces-next-phase-of-vaughan-healthcare-centre-precinct)



## East Gwillimbury Welcomes Largest Employment Development in its History

Town of East Gwillimbury

East Gwillimbury welcomed the announcement from Loblaw Companies Limited and Choice Properties REIT that they are building an advanced 1.2 million square foot logistics and distribution centre on Woodbine Avenue, just

north of Green Lane East at the Rice Group development site. This project is the largest employment development project in the Town's history and will bring more than 1,000 jobs to the community.

### For more information visit:

[yorklink.ca/east-gwillimbury-welcomes-largest-employment-development-in-towns-history](http://yorklink.ca/east-gwillimbury-welcomes-largest-employment-development-in-towns-history)



## New Electric Vehicle Factory in Stouffville

Yorkregion.com

The Town of Stouffville is one step closer to building an electric vehicle factory after passing a zoning bylaw amendment in March to move the project forward. Many are familiar with Stronach's sprawling Magna campus that takes up a good chunk of Wellington Street in Aurora. But his latest project is the new headquarters for his SARIT (Safe Affordable Reliable Innovative Transport) three-wheeled electric vehicle project just east of the Highway 404 Aurora Road exit.

### For more information visit:

[yorklink.ca/electric-vehicle-factory-in-stouffville-passes-latest-hurdle](http://yorklink.ca/electric-vehicle-factory-in-stouffville-passes-latest-hurdle)



## Treefrog Accelerator Certified to Invest in Immigrant Entrepreneurs

Newmarket Today

At the Collision Conference in Toronto, the Town of Newmarket and Treefrog Inc. announced the Treefrog Accelerator successfully received designation from the federal government as a "Start-up Visa" organization. Canada's Start-up Visa targets immigrant entrepreneurs with skills and the potential to build businesses in Canada that are innovative, create jobs and can compete on a global scale.

### For more information visit:

[yorklink.ca/newmarkets-treefrog-certified-to-invest-in-immigrant-entrepreneurs](http://yorklink.ca/newmarkets-treefrog-certified-to-invest-in-immigrant-entrepreneurs)



### Ebara Joins the York Region with New Expansion in Aurora

Toronto Global

The Japan-headquartered pump products and parts company chose Aurora, in the heart of York Region, as its new expansion location due to the easy access to many businesses and customer base across North America.

**For more information visit:**

[yorklink.ca/ebara-brings-joins-the-toronto-region-with-new-expansion-in-aurora](http://yorklink.ca/ebara-brings-joins-the-toronto-region-with-new-expansion-in-aurora)



### Township of King and Kingbridge Centre Partner to Find Climate Solutions

Township of King

The Township of King and The Kingbridge Centre partnered to foster an Innovation Hub at The Kingbridge Centre (located in King City), with a focus on sustainability and food security, among other objectives. The hub offered unique programming and event

announcements to accelerate promising ideas that strengthen economic resiliency and prosperity in the face of challenges from climate change issues and address food innovation and biological preservation.

**For more information visit:**

[yorklink.ca/the-township-and-kingbridge-centre-partner-to-invite-sustainability-oriented-innovators-to-find-climate-solutions-at-innovation-hub](http://yorklink.ca/the-township-and-kingbridge-centre-partner-to-invite-sustainability-oriented-innovators-to-find-climate-solutions-at-innovation-hub)



### York University Officially Opens Newest YSpace Location in Northern York Region

Town of Georgina

In partnership with the Towns of Georgina and East Gwillimbury, York University is pleased to officially open a new YSpace location in northern York Region, supporting local startups and existing businesses. The new YSpace Georgina Business Incubator/ Accelerator Hub located at 1 Market St. in Sutton, Ontario, offers computer access, internet, video conferencing solutions, photography tools for e-commerce and online content creation, collaboration spaces, programming support and business community resources.

**For more information visit:**

[yorklink.ca/york-university-officially-opens-newest-yspace-location-in-northern-york-region](http://yorklink.ca/york-university-officially-opens-newest-yspace-location-in-northern-york-region)

STAY INFORMED

STAY INFORMED

WHERE TALENT AND OPPORTUNITY INTERSECT

[yorklink.ca/news](http://yorklink.ca/news)



## Astera Labs Opens New R&D Design Centre in Markham

Financial Post

Astera Labs, a pioneer in purpose-built connectivity solutions for intelligent systems, announced the grand opening of its new Research and Development Design Centre in Greater Toronto to accelerate product

development cycles and grow the company's engineering talent and capabilities. The new office will serve as an end-to-end design centre for silicon technology and product development for Machine Learning and AI infrastructure.

### For more information visit:

[yorklink.ca/astera-labs-opens-new-rd-design-centre-in-markham-to-accelerate-product-development-by-tapping-into-greater-torontos-rich-engineering-talent-base](http://yorklink.ca/astera-labs-opens-new-rd-design-centre-in-markham-to-accelerate-product-development-by-tapping-into-greater-torontos-rich-engineering-talent-base)



## High QA Brings QMS Into Canada with Opening of New Office in Richmond Hill

Cision

High QA®, a provider of quality management software solutions that enable manufacturing companies to efficiently create, manage and monitor all quality requirements across manufactured parts, announced the opening of an office in Richmond Hill, to accommodate continued growth in Canada and leverage the area's diverse manufacturing talent pool.

### For more information visit:

[yorklink.ca/high-qa-brings-revolutionary-qms-into-canada-with-opening-of-new-office-in-richmond-hill](http://yorklink.ca/high-qa-brings-revolutionary-qms-into-canada-with-opening-of-new-office-in-richmond-hill)



## Piramal Pharma Solutions' New API Plant in Aurora Now Online

Contract Pharma

Piramal Pharma Solutions' new active pharmaceutical ingredient (API) plant at the company's site in Aurora has come online. The new plant, built as part of a \$30 million investment, features more than 10,000 square feet of new manufacturing space and includes two new reactor suites with additional filtration and drying capabilities.

### For more information visit:

[yorklink.ca/piramal-pharma-solutions-new-api-plant-in-aurora-now-online](http://yorklink.ca/piramal-pharma-solutions-new-api-plant-in-aurora-now-online)



## SHEIN Opens Warehouse and Office in Markham

GlobeNewswire

The nearly 170,000 square foot office and distribution facility will serve as the new home for SHEIN Canada's corporate employees, distribution workers and additional support staff. It will also become SHEIN's main distribution hub in the country. With the opening of this new facility, SHEIN Canada plans to add approximately 200 new corporate and warehouse jobs.

### For more information visit:

[yorklink.ca/shein-opens-170000-sq-ft-warehouse-and-office-in-markham](http://yorklink.ca/shein-opens-170000-sq-ft-warehouse-and-office-in-markham)



## Richmond Hill Partners with OCAD University and eCampusOntario

City of Richmond Hill

The City of Richmond Hill has partnered with OCAD University and eCampusOntario to launch the Centre of Local Innovation and Collaboration (CLIC). This unique, design-driven centre for innovation is part of a broad-

based approach to help accelerate recovery for local businesses post-pandemic.

CLIC brings together expertise from Richmond Hill's Small Business Enterprise Centre and OCAD University to help businesses review their offerings and business models through a design-thinking lens.

### For more information visit:

[yorklink.ca/richmond-hill-partners-with-ocad-university-and-ecampusontario-to-launch-clic](http://yorklink.ca/richmond-hill-partners-with-ocad-university-and-ecampusontario-to-launch-clic)



## York University and Town of Newmarket Advance Shared Goals and Commitment to Positive Change

York University

York University President Rhonda Lenton and Newmarket Mayor John Taylor signed a new five-year Memorandum of Understanding (MOU) – a clear commitment to advance shared goals and create positive change in Newmarket.

The signing ceremony was held in the Town of Newmarket Council Chambers and marks the beginning of an exciting, collaborative approach that will strengthen the relationship between Newmarket and York University.

### For more information visit:

[yorklink.ca/york-university-town-of-newmarket-sign-five-year-mou-to-advance-shared-goals-and-demonstrate-commitment-to-positive-change](http://yorklink.ca/york-university-town-of-newmarket-sign-five-year-mou-to-advance-shared-goals-and-demonstrate-commitment-to-positive-change)

# ECONOMY

# ECONOMIC INDICATORS

# INDICATORS





# 2022 YORK REGION FACTS



**1.2M+**  
RESIDENTS



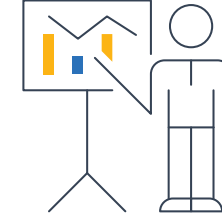
**616K**  
LOCAL JOBS  
EST. 2022



**1,300**  
NEW BUSINESSES  
10-YEAR ANNUAL AVERAGE



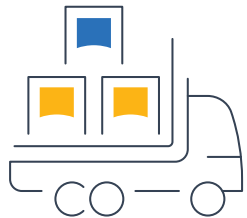
**73%**  
OF RESIDENTS HAVE  
POST-SECONDARY  
EDUCATION



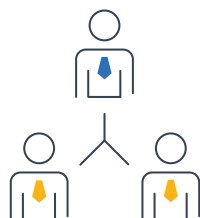
**\$81.4B**  
GDP  
EST. 2022



**5** OF THE **TOP 10**  
GREATER TORONTO AREA'S  
CORPORATE RESEARCH &  
DEVELOPMENT SPENDERS



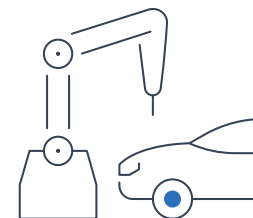
**3<sup>RD</sup>**  
LARGEST  
MANUFACTURING  
SECTOR IN ONTARIO  
2,500+ LOCAL  
MANUFACTURERS



**3<sup>RD</sup>**  
LARGEST  
BUSINESS HUB  
IN ONTARIO  
55,660 EMPLOYER  
ESTABLISHMENTS



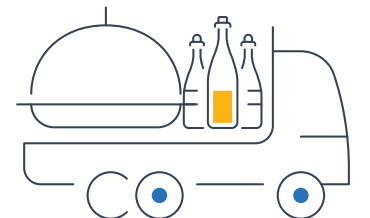
**2<sup>ND</sup>**  
LARGEST  
ICT SECTOR  
IN CANADA  
4,600+ COMPANIES  
HIGHEST DENSITY OVERALL



**#1**  
CANADA'S LARGEST  
AUTO PARTS &  
ELECTRONICS  
MANUFACTURING CLUSTER



**2<sup>ND</sup>**  
LARGEST FINANCE,  
INSURANCE & REAL  
ESTATE SECTOR  
IN ONTARIO  
4,900+ FIRMS



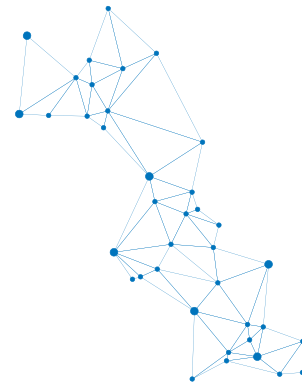
**4<sup>TH</sup>**  
LARGEST FOOD  
AND BEVERAGE  
PROCESSING HUB  
IN CANADA

# 2022 BY THE NUMBERS

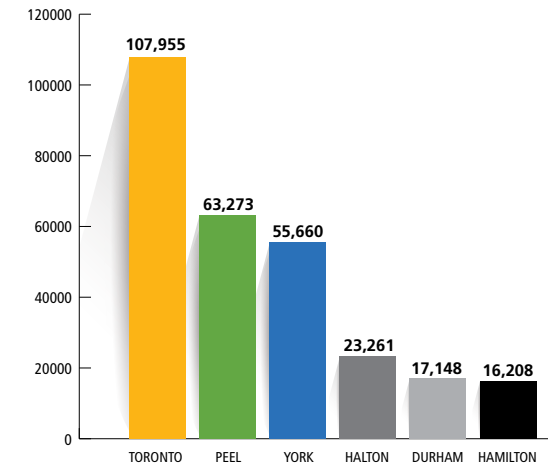
## EMPLOYERS IN YORK REGION BY INDUSTRY SECTOR

INDUSTRY CLASSIFICATION (NAICS)	BUSINESS COUNT
54 - Professional, Scientific and Technical Services	9,974
23 - Construction	6,501
44-45 - Retail trade	5,075
62 - Health care and social assistance	4,829
81 - Other services (except public administration)	3,679
41 - Wholesale trade	3,387
72 - Accommodation and food services	3,002
53 - Real estate and rental and leasing	2,857
31-33 - Manufacturing	2,552
56 - Administrative and support, waste management and remediation services	2,431
52 - Finance and insurance	2,081
48-49 - Transportation and warehousing	2,076
61 - Educational services	809
51 - Information and cultural industries	689
71 - Arts, entertainment and recreation	479
Other*	5,239
<b>TOTAL</b>	<b>55,660</b>

\*Management of companies and enterprises, Agriculture, forestry, fishing and hunting, Utilities, Public administration and Unclassified  
 Source: York Region, Planning & Economic Development analysis by NAICs; Statistics Canada, CBC by Location, June 2022

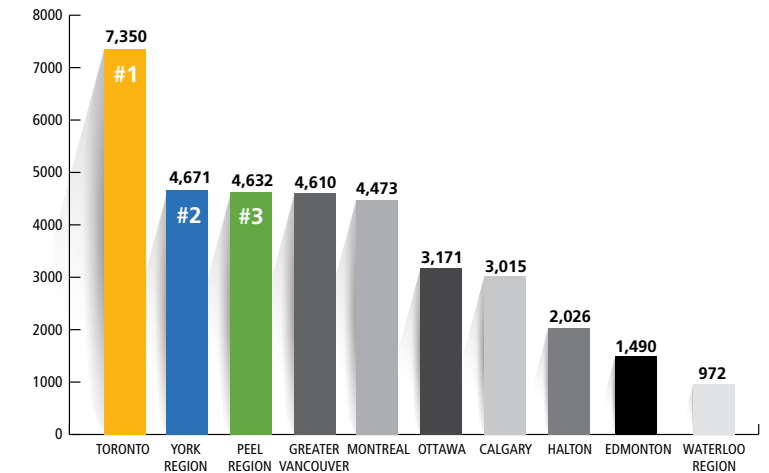


## TOTAL EMPLOYER BUSINESSES IN THE GTHA



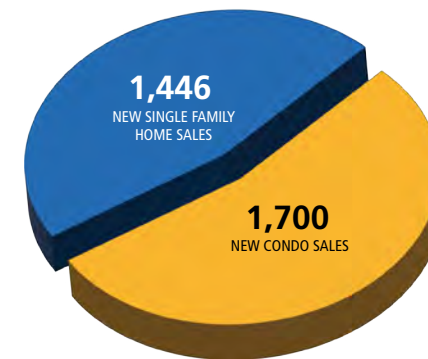
Source: Statistics Canada, Canadian Business Counts, June 2022

## CANADA'S TOP TECH HUBS



Source: Statistics Canada, Canadian Business Counts, June 2022; York Region Planning & Economic Development analysis by NAICS

## 2022 NEW HOME SALES IN YORK REGION



**TOTAL NEW HOME SALES**  
**3,146**

Source: Altus Group, 2023

## 2022 TOTAL CONSTRUCTION VALUE IN THE GTHA

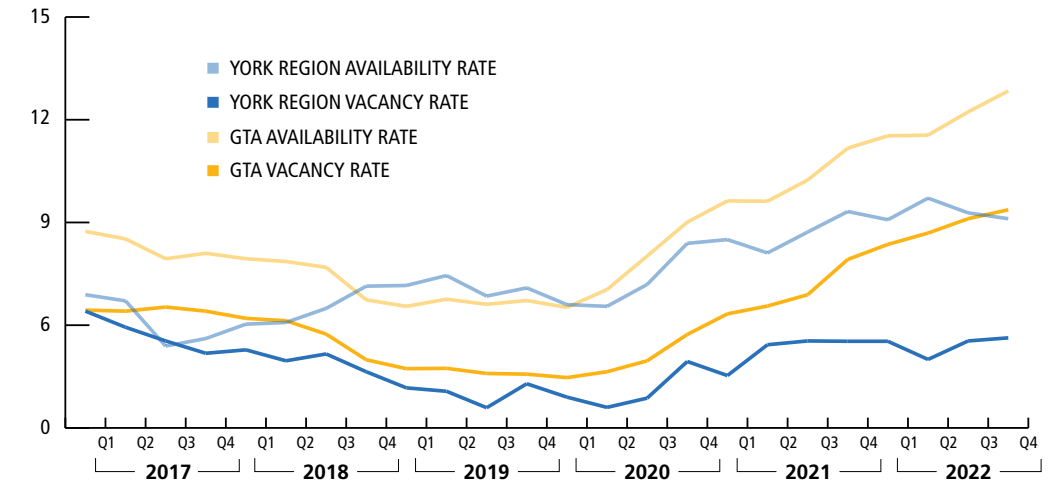
REGION	TOTAL VALUE
City of Toronto	\$11,477,745,000
Peel Region	\$4,993,429,740
<b>YORK REGION</b>	<b>\$4,291,307,350</b>
Halton Region	\$2,965,328,414
Durham Region	\$2,790,366,309
City of Hamilton	\$1,946,679,000

Sources: Statistics Canada; York Region Planning & Economic Development Analysis

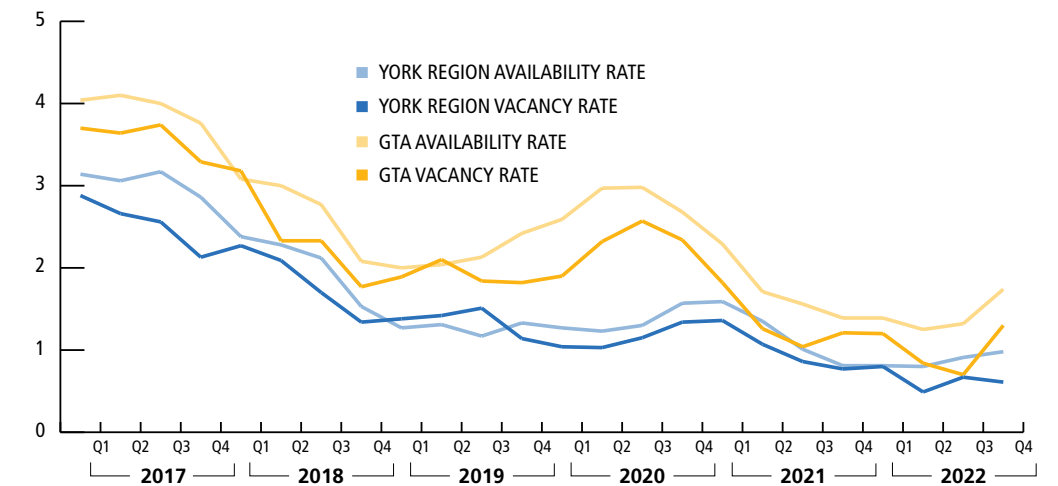
STAY INFORMED  
 WHERE TALENT AND OPPORTUNITY INTERSECT  
**yorklink.ca**  
**/economic-indicators**

STAY INFORMED FORWARD

## OFFICE VACANCY & AVAILABILITY

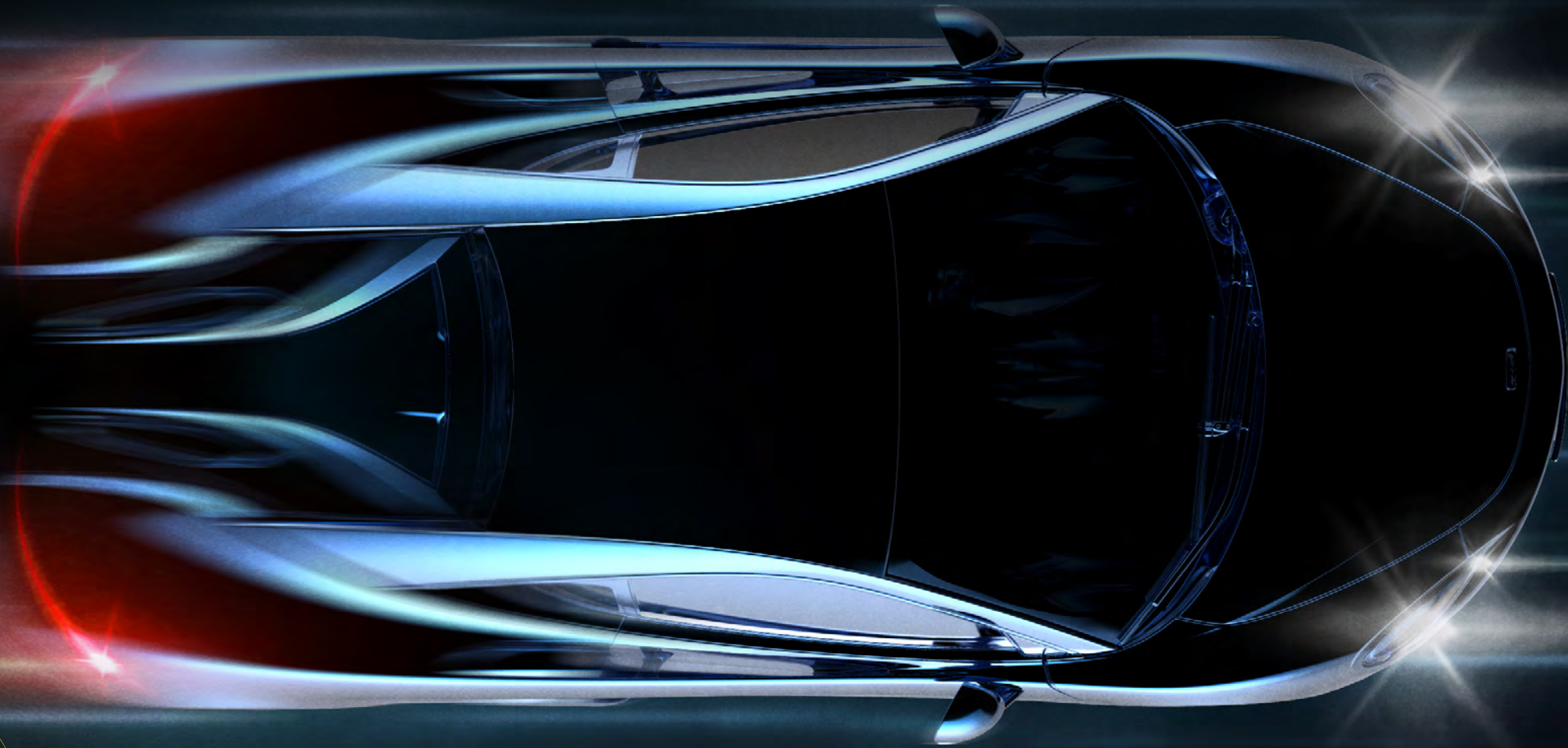


## INDUSTRIAL VACANCY & AVAILABILITY



Sources: CoStar database, January 2023

# AUTOTECH AT A GLANCE



**250+**

AUTOTECH  
SECTOR RELATED  
COMPANIES

**15K+**

AUTOTECH &  
AUTO PARTS  
SECTOR JOBS

**#1**

CANADA'S LARGEST AUTO  
PARTS & ELECTRONICS

MANUFACTURING CLUSTER

**2<sup>ND</sup>**

LARGEST  
ICT SECTOR  
IN CANADA

4,600+ COMPANIES  
HIGHEST DENSITY OVERALL

**3<sup>RD</sup>**

LARGEST  
MANUFACTURING  
SECTOR IN ONTARIO

2,500+ LOCAL  
MANUFACTURERS

# AUTOTECH AT A GLANCE

## HOME TO CANADIAN HEAD OFFICES OF

BMW • HONDA • HYUNDAI • MAZDA • VOLVO

# \$\$\$

## RECENT INVESTMENTS

TESLA, GM, MAGNA, CELESTICA, MULTIMATIC, BYD, STRONACH INTERNATIONAL, SYNTRONIC, AND AIMMO, TO NAME A FEW

# NICHE

## AUTOMOTIVE ASSEMBLY

FORD GT SUPERCAR, ASTON MARTIN VALKYRIE, AND FORD BRONCO DR BY MULTIMATIC

# 3 OF 5

## GLOBAL HEADQUARTERS FOR CANADA'S LARGEST AUTO PARTS COMPANIES

MAGNA INTERNATIONAL, MARTINREA, MULTIMATIC

# CANADA'S LARGEST

## AUTOMOTIVE CORPORATE INNOVATION HUB

GM CANADIAN TECHNICAL CENTRE (CTC) MARKHAM CAMPUS

## HOME TO ventureLAB HARDWARE CATALYST INITIATIVE

CANADA'S ONLY LAB AND INCUBATOR FOR HARDWARE AND SEMICONDUCTORS

A DESIGNATED ONTARIO VEHICLE INNOVATION NETWORK REGIONAL TECHNOLOGY DEVELOPMENT SITE.



# YORK REGION ECONOMIC STRATEGY TEAM



## York Region Economic Development Staff at Barrie Dragon Boat Festival

There's no shortage of work to support our local economy and keep our team busy throughout the year – but just like everyone else, we like to get some downtime too.

On Saturday, August 20, the sun was blazing, the temperature soaring and the dragons roaring at the Barrie Dragon Boat Festival. Two teams represented York Region at the annual festival, including three team members from our Economic Strategy division:

- Charles Banfield, Manager, Strategic Economic Initiatives
- Rotha Seng, Project and Policy Development Specialist
- Vivian Ho-Tam, Small Business Consultant

Congratulations to York Torque Team A for bringing home some hardware as the 2022 Municipal Challenge Cup winners!





## Is Your Business Considering Expansion or Relocation?

In partnership with York Region's nine local cities and towns, York Region's Economic Strategy team provides advisory and support services to companies looking to establish operations in York Region – part of the Greater Toronto Area – as well as supporting established York Region businesses seeking to expand.

We provide a range of complimentary services to help retain, grow, and attract businesses and talent in York Region.

### COMPLIMENTARY SERVICES

- Industry sector data and advisory
- Location selection assistance
- Entrepreneurship and small business support programs
- Strategic B2B/B2G introductions
- Marketing and promotion support
- Access to government incentives
- Soft landing
- Talent acquisition support

**We're here to help. To speak with a member of the team, email: [edo@york.ca](mailto:edo@york.ca)**

## York Region Economic Strategy Team

### DIRECTOR'S OFFICE

**Jonathan Wheatle**  
Director, Economic Strategy  
[jonathan.wheatle@york.ca](mailto:jonathan.wheatle@york.ca)

**Diane Chase**  
Administrative Assistant  
[diane.chase@york.ca](mailto:diane.chase@york.ca)

### INVESTMENT & MARKETING

**Robert Unterman**  
Manager, Investment & Marketing  
[robert.unterman@york.ca](mailto:robert.unterman@york.ca)

**Gordon Scheel**  
Senior Business Development Advisor  
[gordon.scheel@york.ca](mailto:gordon.scheel@york.ca)

**Katie Maginn**  
Senior Business Development Advisor  
[katie.maginn@york.ca](mailto:katie.maginn@york.ca)

**Nadia Sacco**  
Marketing Assistant  
[nadia.sacco@york.ca](mailto:nadia.sacco@york.ca)

**Nathan Allen**  
Web & Social Media Communications Specialist  
[nathan.allen@york.ca](mailto:nathan.allen@york.ca)

**Sally Chau**  
Economic Business Analyst  
[sally.chau@york.ca](mailto:sally.chau@york.ca)

### STRATEGIC ECONOMIC INITIATIVES

**Charles Banfield**  
Manager, Strategic Economic Initiatives  
[charles.banfield@york.ca](mailto:charles.banfield@york.ca)

**Rotha Seng**  
Policy & Project Development Specialist  
[rotha.seng@york.ca](mailto:rotha.seng@york.ca)

**Meena Hassanali**  
Rural & Agri-Food Business Development Specialist  
[meena.hassanali@york.ca](mailto:meena.hassanali@york.ca)

**Tony Corkovic**  
Communications Advisor  
[tony.corkovic@york.ca](mailto:tony.corkovic@york.ca)

**Jenifer Benakis**  
Policy & Project Development Specialist  
[jenifer.benakis@york.ca](mailto:jenifer.benakis@york.ca)

### YORK SMALL BUSINESS ENTERPRISE CENTRE

**Daniela Mazzaferro**  
Senior Small Business Consultant  
[daniela.mazzaferro@york.ca](mailto:daniela.mazzaferro@york.ca)

**Vivian Ho-Tam**  
Small Business Consultant  
[vivian.ho-tam@york.ca](mailto:vivian.ho-tam@york.ca)

**Pauline Nagelmakers**  
Small Business Assistant  
[pauline.nagelmakers@york.ca](mailto:pauline.nagelmakers@york.ca)

### 2022 TEMPORARY POSITIONS

**Wissam Saadi**  
Senior Business Development Advisor  
[wissam.saadi@york.ca](mailto:wissam.saadi@york.ca)

**Ashraf Ahmed**  
Economic Business Analyst  
[ashraf.ahmed@york.ca](mailto:ashraf.ahmed@york.ca)

**David Merten**  
Creative Lead  
[david.merten@york.ca](mailto:david.merten@york.ca)

**Mিনny Yu**  
Policy & Project Development Specialist  
[minny.yu@york.ca](mailto:minny.yu@york.ca)

**Ammar Rizvi**  
Small Business Consultant  
[ammarrizvi@york.ca](mailto:ammarrizvi@york.ca)

**Leilani Santos**  
Small Business Assistant  
[leilani.santos@york.ca](mailto:leilani.santos@york.ca)

### 2022 STUDENT PLACEMENTS

**Lusa Harris**  
Marketing Communications Assistant  
Investment & Marketing

**Elya Djaffar**  
Agriculture & Agri-Food Project Assistant  
Strategic Economic Initiatives



# WHERE TALENT AND OPPORTUNITY INTERSECT

YORKLINK.CA

