

NO: **R242**

COUNCIL DATE: **November 29, 2010**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **November 22, 2010**

FROM: **GM, Investment & Intergovernmental
Relations**

FILE: **India Business
Mission - 2011**

SUBJECT: **Surrey Business Mission to India**

RECOMMENDATION

It is recommended that City Council:

1. Receive this report as information; and
2. Authorize the Mayor, Councillor Hepner, Councillor Gill and Councillor Rasode to travel to India in February 2011 as part of the Surrey Business Mission to India and that all related expenses be covered in accordance with Council policy.

INTENT

The purpose of this report is to provide Council with information regarding the Surrey Business Mission to India (the "Mission") that is being planned for mid-February 2011 and to obtain Council approval for the Mayor, Councillor Hepner, Councillor Gill and Councillor Rasode to participate in the Mission.

BACKGROUND

India is an emerging global powerhouse. It has an economy that is currently growing at a rate of more than 10% per year and is expected to become one of the three largest economies in the world over the next couple of decades. Although this projection is widely known, the business potential of India remains largely untapped in Western Canada.

With more than 27 per cent of Surrey's population being of South Asian descent, Surrey has a distinct advantage with respect to existing linkages and natural connections to India. With a view to capitalizing on these advantages and with the goal of creating jobs and attracting investment to Surrey, in alignment with the City's Economic Development Strategy, a Business Mission to India is being organized.

DISCUSSION

The Mission, involving 30 to 40 Surrey-based and regional business leaders, is being planned for mid-February, 2011 and will be led by Mayor Watts and three members of City Council. It is designed to offer an unprecedented opportunity for Surrey businesses to establish and/or advance business networks and opportunities in the Indian market. The Mission is intended to facilitate

business deals and to develop market opportunities between Surrey-based companies and Indian companies to achieve investment and job creation in Surrey.

Businesses have been invited to participate in the Mission based on their potential to establish investment and job creation partnerships with Indian companies. During the Mission participants will attend pre-arranged business-to-business meetings with Indian business counterparts and with other Indian officials that can assist in advancing business objectives.

The business sectors that have been specifically targeted for this Mission include:

- Education;
- Clean Energy;
- Wood & Manufacturing;
- Film and Entertainment; and
- Information & Communications Technologies (ICT).

To date, 26 business leaders representing 21 companies across these sectors have registered to participate in the Mission. The following table documents the participation from each of the targeted sectors.

Education	Clean Energy	Wood & Manufacturing	ICT	Film & Entertainment
3	7	3	2	2

In addition, 4 companies from the Banking and Business Services sector have also registered for the Mission. Their participation is considered appropriate in view of their expertise in business financing and international business management.

All the business delegates participating in the Mission will be responsible for their own travel, food and accommodation costs. The itinerary for the Mission is entirely business-focussed. The Mayor and Councillors, whose participation is being recommended, will attend meetings with the business delegates to demonstrate the strong linkage that Surrey as a local government has with its local businesses and will also attend meetings with government officials and with others where such meetings are considered to be expedient to the objectives of the Mission.

As part of the Mission, the City of Surrey will host a Business Reception for approximately 100 participants that will include Indian business leaders who are aligned with the Mission target sectors, Embassy representatives, government officials, Industry Association representatives and others. This Reception will provide a unique networking opportunity for City officials and the business leaders who are participating in the Mission.

CONCLUSION

Based on the above discussion, it is recommended that Council authorize the Mayor, Councillor Hepner, Councillor Gill and Councillor Rasode to travel to India in February 2011 as part of the Surrey Business Mission to India and that all related expenses be covered in accordance with Council policy.

Shaun Greffard
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