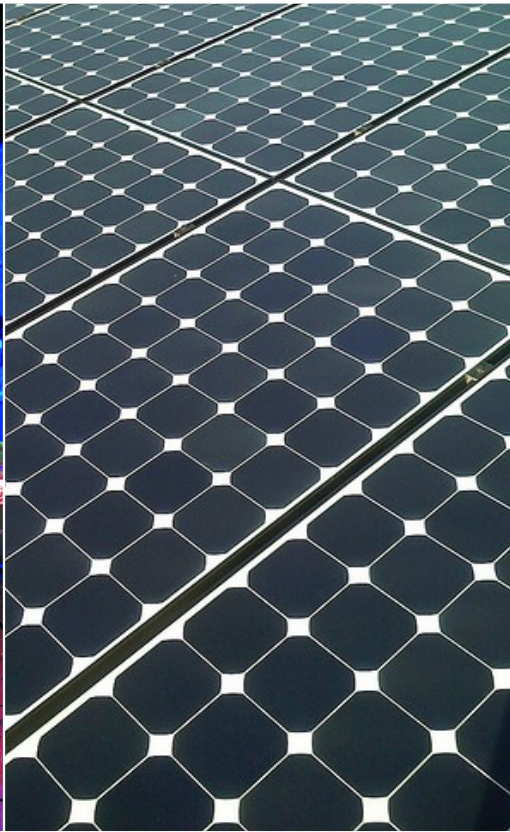
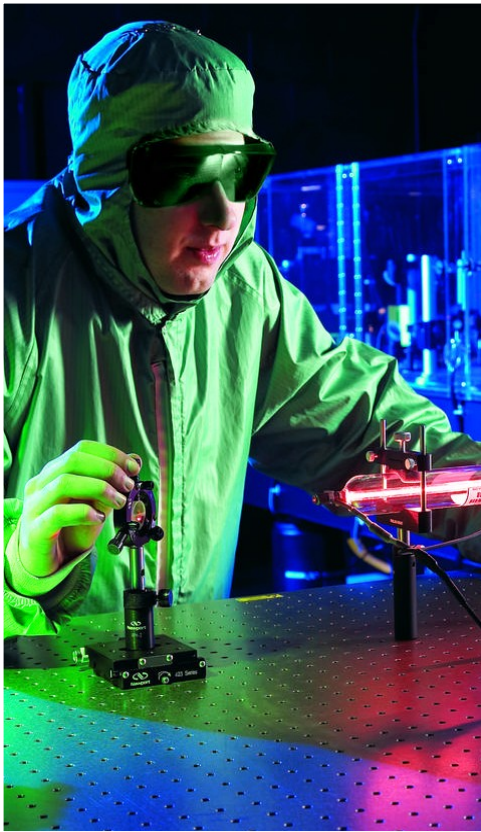


Prosperity through Innovation and Sustainability



Welland: Dynamic. Progressive. Entrepreneurial. Innovative.



Throughout its history, Welland has been a key manufacturing and business centre in Ontario's industrial heartland. Now, the City is poised to become a major advanced manufacturing location and a vital economic engine of commercial business growth. We're well on our way with leading international firms such as Hydac, Bosch Rexroth Canada Corporation, Convergys Customer Management Canada and successful indigenous enterprises like Indexable Cutting Tools of Canada Ltd., CRS Electronics and Canadian Tire Financial Services Ltd.

The province is projecting substantial economic growth for the Greater Golden Horseshoe/Toronto area encompassing the City of Welland and the Niagara Region. Welland is well-positioned to support this growth with an abundant stock of industrial and commercial lands that are ready for development.

Welland's proximity to the Canada/US border, 15 minute drive, is a strategic advantage for companies actively exporting in the North American Free Trade Area.

Welland is within one day's drive of 60% of the North American industrial market. Significant improvements are planned and in progress for Niagara's four bridge crossings.

Multimodal transportation infrastructure is fundamental to Welland's capacity to become a thriving Economic Gateway Centre, in particular the QEW-406 Corridor. A \$100 million expansion of Highway 406 is well underway. MTO's improvement plans for the QEW include investments of \$140 million between 2002 and 2010, primarily to add capacity. We are also working together with regional partners to secure Ontario's commitment to building the GTA-Niagara Corridor

A solid cluster of Transportation Linked Industries is established in Welland, much like advanced material suppliers such as Lakeside Steel Inc. This cluster provides a fertile network of interconnected companies and associated institutions.

Niagara College's leading edge Technology Centre and Allied Health Institute and its specialized microelectronics, photonics, ceramic laboratories, dentistry and physiotherapy are all located in Welland.

Welland is developing a world class economic gateway centre and with our passion and our commitment we will make it happen. This report highlights some of the essential steps we have taken in recent years to achieve strategic and sustainable economic growth. As we move forward, the City welcomes opportunities to forge collaborative partnerships and to engage in the community interaction that is so vital for shaping our future prosperity.

A handwritten signature in black ink that reads "Damian Goulbourne". The signature is fluid and cursive, with the first name "Damian" and last name "Goulbourne" clearly legible.

Damian Goulbourne,
Mayor of Welland

THE PEOPLE. THE PLACE. THE POTENTIAL.



Traditionally lauded as the place 'where rails and water meet', Welland offers investors distinct strategic advantages.

Linked by a comprehensive multi-modal transportation system of air, road, rail and water, Welland provides easy access to major centres throughout North America, connecting businesses with more than 100 million consumers daily.

The city is situated in the heart of the Niagara Region, a region with a diversified, prosperous and growing economy and world-renowned natural beauty including the majestic Niagara Falls and the Niagara Escarpment, a UNESCO World Biosphere Reserve.

Niagara is at the forefront of Ontario's 'green' industries and is a leader in technologies that generate renewable energy

resources. Globally recognized, Niagara's hydro-electric power generation attracts a cluster of industries in the power generation field. Now the Region is harnessing additional power sources from wind energy to solar and geothermal energy¹.

Ontario's Green Energy and Green Economy Act (GEA) passed into law on May 14, 2009, marking Ontario as the North American leader for creating and actively using renewable energy. The province has established the first comprehensive Feed-In Tariff Program (FIT) for the energy generated from renewable sources in North America.

Welland is poised to offer emerging green businesses a number of key competitive assets including a dynamic and progressive community with an extensive, highly-skilled labour force as well as access to major global markets.

FACTS AT A GLANCE - WELLAND

- Welland is the 87th largest city in Canada.
- Within a ninety-minute drive of Toronto, Canada's business capital and one of the most multicultural cities in the world
- Labour costs are among the lowest in Canada
- Preferred access to NAFTA markets
- Commercial, industrial and residential real estate costs are among the lowest in Southern Ontario
- In 2006, designated as Ontario Economic Gateway Centre by the Ontario Ministry of Public Infrastructure & Renewal
- Named one of Canada's best placed to do business by the Canadian Business Magazine

¹ NEDC, Think Niagara. Think Original. Emerging Clusters, 2009, www.niagaracanada.com/uploads/Niagara-Emerging-Clusters.pdf

Welland easily credits the spirit of its people as one of the city's greatest advantages. Productivity, vision and innovation are dug deeply into the city's culture and essence. It boasts a highly-skilled and loyal workforce that is adaptable, inventive, and entrepreneurial, which is fuelled by an inherent pride in homegrown innovation.

The city's expanding 'extended' labour market encompasses nearly 800,000 residents in the Niagara region and Hamilton - all situated within an hour's drive of Welland. A comparison of business costs by KPMG suggests that Welland's labour costs are among the lowest in Canada².

Among Welland's most notable benefits to businesses is its situational advantage for North American market access and extensive transportation infrastructure.

Additionally, Welland benefits from its preferred access to the North American Free Trade Agreement (NAFTA) giving businesses easy access to the best consumer market in the world.

Ensuring a vibrant, safe and healthy community are the mainstays for quality of life in Welland. It resides in close proximity to top-notch recreational opportunities and facilities that suit the interest of any aficionado including a publicly-funded health care system that provides acute, chronic, emergency and long-term care services; land prices that are competitive and superior in value; separate and public school boards offering multilingual curriculum; private and Montessori education facilities, and two internationally recognized post-secondary institutions Niagara College Canada and Brock University.

WHERE BUSINESS MEETS LIFESTYLE.



² City of Welland, Welland: Ontario's Economic Gateway Centre - Economic Development Review, 2006



INVESTING IN SUSTAINABILITY.

One of the enduring principles upheld in the framing of Welland's strategic economic development strategy comprises "Prosperity through Innovation", guiding each of its collaborative initiatives with local, regional, provincial and national stakeholders. It recognizes the importance of innovation for not only the success of its business community but also its contribution towards a sustainable, diversified economy.

Evolving forward from an economy traditionally centered on steel fabrication and manufacturing, Welland is committed to fostering a strong, healthy and integrated economy through strategic investment in green technology development. Essential to this success has been the strengthening of the city's innovative capacity in collaboration with colleges, universities and other public and private institutions. Among these, knowledge institutions play an increasingly critical role in accelerating the transition to a clean energy economy.

For years, the city of Welland has worked in partnership with Niagara College Canada. Growing from a 40-year foundation, the College has built a significant capacity in Welland to support existing and emerging sectors of the economy by developing and expanding high-quality, relevant, and responsive programs, which produce a highly-skilled workforce.

Out of the 24 Colleges in Ontario, Niagara College Canada has been voted "Number One in Student Satisfaction for the fifth straight year", an achievement that pays tribute to the College's deep commitment to student success.

Niagara College offers more than 90 diploma, degree and graduate certificate programs, a number of which incorporate cleantech and green energy-related concepts encompassing environmental studies, computer, electrical and mechanical engineering technology, photonics, business and entrepreneurship, horticulture and agribusiness, and skilled trades and apprenticeships. In addition, the College celebrates having many state-of-the-art facilities including labs for Laser Technology, Virtual Reality, Welding, and Canada's only commercial Teaching Winery.

It doesn't stop there. Niagara College is increasing its emphasis on sustainability practices on campus with a \$90 million campus renaissance project that will expand student capacity and provide newly renovated, state-of-the-art learning environments. The enhancement will feature energy efficient building designs, recycling and waste management, increased green space as well as wind generated power, a geothermal mechanical system and provision for solar energy generation.

IN TUNE WITH THE REGION, AND IN TOUCH WITH THE WORLD.

Understanding the pivotal role of research in not only technological innovation but also economic health, Niagara College houses Niagara Research, a division of the College that works in partnership with business and community organizations providing real-world solutions through applied research and development activities. Its mandate is to support regional economic development through the provision of well-trained and knowledgeable graduates, industry-led applied R&D activities, and support for new development through partnerships and relationships to stakeholder groups.

Recognized as a key partner for innovation in the Niagara Region, Niagara Research offers a variety of specializations relevant to cleantech business including:

- Computational Agriculture & Remote Sensing
- Business
- Computer Programming
- Environmental Science
- Geographic Information Systems (GIS)
- Health & Community Studies
- Photonics & Electronics Technology
- Web Technology & Design

Operating in an ever increasing global environment and boasting one of the largest international education programs in the Ontario College system, Niagara College also actively pursues internationalization of its students, staff and faculty. It recognizes the value of intercultural competencies and realizes the cultural benefits of promoting a diverse student population that includes over 700 international students from over 60 countries.

Committed to building strong global citizens, the College continues to provide exceptional opportunities to gain international work and educational experiences through a project base expanding to more than 30 countries, and a global network of partnerships with more than 200 companies and schools. Consequently, leading international companies continue to seek out the College for its consultation, training and R&D capabilities.

Niagara College is well positioned to be a catalyst for viable economic development and growth in emerging markets like cleantech. It offers industries numerous benefits including:

- Consistent infusion of well educated , highly-skilled and globally-minded graduates
- State-of-the-art technology and responsive academic programs that support emerging and growing markets
- Human Resource expertise
- Applied R&D services
- Access to grant/contract support
- Key partner in workforce, economic and community development

Furthermore, an opportunity exists for industries to also leverage the College's capacity in product commercialization disciplines, including:

- Product Management
- Marketing & Communications
- Business Development
- Account Management
- Channel Development & Management

"We are impressed with the dedication, responsiveness and the ability of faculty and students to understand our research ideas and goals. We look forward to our continued work together with Niagara College."

Mike Hall, Checkfluid
Industry Partner



Photo by GMW Holdings LLC. 2008



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