

**Inside:**

- Ad campaign promotes Niagara-based success stories
- Convention Centre breaks ground, signs first clients

# Innovative Niagara companies featured at NEDC's Annual General Luncheon

*Original thinkers, original innovators. Right here in the Niagara region!*

Innovative and original Niagara-based businesses were showcased during the 2009 Niagara Economic Development Corporation (NEDC) Annual General Luncheon and Niagara Presidents' Forum at the Quality Hotel Parkway Convention Centre in St. Catharines on Tuesday, May 26, 2009.

Over 165 business owners, political representatives, and community partners attended the luncheon event to support the work of the Corporation and to learn more about the companies involved in the recent Niagara Success Stories marketing campaign.

The Niagara Success Stories campaign is a business-to-business marketing initiative aimed at building awareness of Niagara as a competitive and attractive location for new business investment. The advertising campaign features several successful Niagara-based businesses that are in very innovative and non-traditional sectors of Niagara's economy.

Ranging in size from smaller companies to larger manufacturers, the businesses collectively employ hundreds of individuals in the region and represent part of Niagara's new emerging economy.

Companies featured in the campaign included: Eurocopter Canada, Handling Specialty Manufacturing Ltd., Mike Weir Wine, PlanET Biogas Solutions Inc., John Bordyniuk Inc. Data Recovery, Casco Inc., CRS Electronics, Norgen Biotek, Accipiter Radar Technologies Inc., Indexable Cutting Tools, and Silicon Knights.

"The Niagara Success Stories campaign is critical to raising awareness of Niagara as a



[Left to Right] - Patrick Gedge, CEO, Niagara Economic Development Corporation; Peter Partington, Regional Chairman, Niagara Region; Dennis Parass, NEDC Board Chair, President, Handling Specialty Manufacturing Ltd. at the 2009 NEDC Annual General Luncheon and Presidents' Forum.



[Above] - Mishka Balsom, Publisher, Business Niagara Magazine addresses guests during the 2009 NEDC Annual General Luncheon and Presidents' Forum.

competitive business location," said Dennis Parass, President of Handling Specialty Manufacturing Ltd. in Grimsby and Chair of the NEDC. "All of the Elements for Success highlighted in the campaign, including

the cost of doing business, are available in Niagara."

"It is encouraging to have such strong support from the business community as part of our economic development efforts," noted Peter Partington, Regional Chairman, Niagara Region. "Both the individuals who serve as Board members and those companies that are involved in promoting Niagara through this campaign are to be acknowledged and thanked for their efforts. By continuing to work together, Niagara will succeed in its efforts to secure new investments and jobs for our residents."

NEDC also released its 2008 Annual Report which summarized activities and achievements of the Corporation during 2008. Copies of the Annual Report are available online at [www.niagaracanada.com](http://www.niagaracanada.com).

# New ad campaign features Niagara's innovators

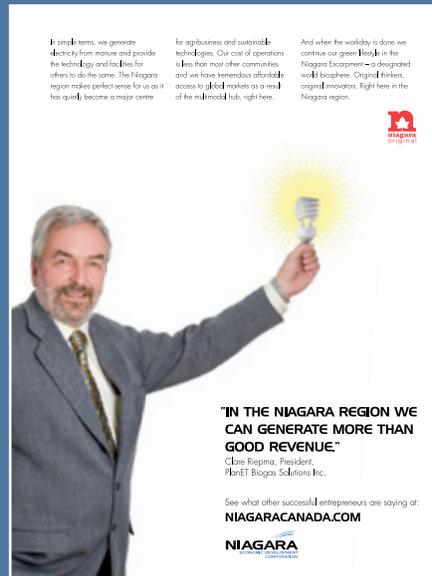
"Niagara Original" business-to-business campaign touts Niagara's success stories

Niagara is open for business! While the current economic downturn continues to force governments and corporations to rethink business models and practices, the Niagara Economic Development Corp. (NEDC) has launched a proactive and innovative marketing campaign focused on promoting business and technology development in the Niagara region.

Branded with a new logo and tagline "Niagara Original," the NEDC's new regional platform highlights economic developments that are unique to Niagara by profiling 11 companies, together with Brock University and Niagara College, that exemplify the diversification within the region - all in the hopes of attracting new businesses and new attitudes towards one of Canada's growing economic corners.

"Our aim with this new campaign is to open people's eyes to what is happening right now in Niagara in respect to the mounting international success stories and leading-edge industries emerging from our communities," said Patrick Gedge, CEO of the NEDC. "We want businesses and beyond to see the full potential along with the many profitable reasons why they should live, work, and play in Niagara."

The "Niagara Original" campaign was introduced to Toronto business leaders and influencers during a special event on May 13 in Toronto's historic Distillery District.



In simple terms, we generate electricity from manure and provide the technology and services for others to do the same. The Niagara region makes perfect sense for us as it has quickly become a major centre for agribusiness and sustainable technologies. Our cost of operations is less than most other communities and we have tremendous affordable access to global markets as a result of the rail-road hub, right here.

And when the workday is done we continue our green work in the Niagara Eco-park - a designated world biosphere. Original thinkers, original innovators. Right here in the Niagara region.

**"IN THE NIAGARA REGION WE CAN GENERATE MORE THAN GOOD REVENUE."**  
Clare Higgins, President  
PlanET Biogas Solutions Inc.

See what other successful entrepreneurs are saying at:  
[NIAGARACANADA.COM](http://NIAGARACANADA.COM)

**NIAGARA**  
Original

The new "Niagara Original" marketing campaign launched in May features several innovative Niagara-based businesses that are succeeding in Niagara. The campaign includes 13 different testimonial-style ads that make up the "Top 10 Reasons to Invest in Niagara."

The event featured keynote speakers from various Niagara sectors and organizations and showcased 'everything Niagara' from award-winning Niagara wines, food stations highlighting regional cuisine, and included entertainment provided by the Niagara Symphony.

One of the components of the Niagara Original campaign is a series of 13 ads that make up the "Top 10 Reasons to Invest in



I have been extremely happy with my decision to locate my wine business in the Niagara Region. In addition to the geographical and climatic advantages that benefit my winery, I have found the business community to be vibrant and supportive. Proceeds from the sale of all Mike Weir Winery go to the Mike Weir Foundation which helps disadvantaged children and the Niagara Community is a very giving group that understands and embraces our mandate. Our wine production partnership with renowned Chateau des Chenes winery in this community is a perfect example of innovation, commerce and charity coming together to create an exceptional award-winning wine. It was truly a winning decision. Original thinkers, original innovators. Right here in the Niagara region.

**"IN MY LIFE I HAVE ALWAYS STRIVED FOR PERFECTION. FOR MY WINE BUSINESS I HAVE FOUND IT HERE. IN THE NIAGARA REGION"**  
Mike Weir, Proprietor  
Mike Weir Winery

See what other successful entrepreneurs are saying at:  
[NIAGARACANADA.COM](http://NIAGARACANADA.COM)

**NIAGARA**  
Original

Niagara." Each ad profiles a distinctive, regionally-based company with testimonials to the advantages of operating their businesses out of Niagara. The ads feature global leaders in their respective fields. Each ad ends with the slogan "Original thinkers, original innovators. Right here in the Niagara region."

To view the new campaign ads, go to the NEDC Website at [www.niagaracanada.com](http://www.niagaracanada.com).

## Niagara Region maintains 'AA' credit rating

Standard & Poor's Ratings Services affirmed its 'AA' long-term issuer credit and senior unsecured debt ratings on the Regional Municipality of Niagara. The ratings on Niagara reflect the region's low debt burden, robust liquidity, strong operating performance, promising long-term economic risks, and relatively low financial flexibility.

[www.niagararegion.ca](http://www.niagararegion.ca)

## Niagara drug manufacturer working on drug to fight H1N1 flu

Biolyse Pharma Corp. in St. Catharines, has been approached by a Mexican agency to develop an anti-viral drug to fight the H1N1 flu. The company has started working on a new formulation of an injectable drug to treat the most severe cases of the virus. Biolyse previously produced Tamiflu, which also appeared to be effective against the new H1N1 influenza strain, also known as the swine flu.

[www.biolyse.ca](http://www.biolyse.ca)

## Niagara wine beats out world's most popular

A Niagara wine has taken top honours in a blind taste test sponsored by a Quebec wine magazine. Le Clos Jordanne's Claystone Terrace 2005, an elegant Chardonnay, beat out 13 of the world's most treasured Chardonnay wines, most of them from France and California, at the Judgment of Montreal.

[www.leclosjordanne.com](http://www.leclosjordanne.com)

## **\$15 million Dave and Buster's to open in Falls**

A \$15 million restaurant complex under construction on Clifton Hill in Niagara Falls will soon become the home of a new Dave & Buster's Restaurant and Amusement Centre. A second one is planned for the Fallsview area next year in the former Renaissance Hotel that is currently under construction.  
[www.daveandbusters.com](http://www.daveandbusters.com)

## **GO Train service to Niagara starts June 27**

Transportation Minister Jim Bradley has announced that the GO Trains will shuttle tourists between Toronto (with a stop in St. Catharines) and Niagara Falls on weekends and holidays starting on June 27 through to October 12, 2009.

GO will run four trains a day. A one-way fare between Niagara Falls and Toronto's Union Station will cost \$15.90.  
[www.gotransit.com](http://www.gotransit.com)

## **NHS opens ophthalmology 'centre of excellence'**

The Niagara Health System has opened its new centre of excellence for eye surgery at the Welland Hospital. Medical staff involved in ophthalmology surgical programs from Fort Erie, Niagara Falls, and Port Colborne will now work in Welland using the newest operating suite within the system.  
[www.niagarahealth.on.ca](http://www.niagarahealth.on.ca)

## **\$100 million widening of Highway 406**

The provincial government plans to spend more than \$100 million to widen Highway 406 to four lanes from Port Robinson Road in Thorold to East Main Street in Welland. The investment will help to stimulate the economy, reduce air pollution by reducing congestion, and provide greater travel ease. The project is scheduled to begin in September 2009.  
[www.mto.gov.on.ca](http://www.mto.gov.on.ca)

## **Niagara promotes its manufacturers at annual APMA Exhibition**

Niagara's advanced manufacturing sector was promoted by local business development and industry association representatives during the recent Automotive Parts Manufacturers' Association (APMA) Conference and Exhibition in Hamilton, Ontario.

The two-day industry trade show is the largest of its kind in Canada and attracts over 800 industry leaders of the automotive industry. The event featured over 110 exhibit locations showcasing Canadian products, services, technologies and capabilities, as well as significant media representatives.

Each year the Conference and Exhibition serves as Canada's largest networking opportunity for those currently involved in the industry and those wanting to increase their involvement. With representatives in attendance from each of Canada's auto-



Niagara representatives were busy promoting regional manufacturing firms at the 2009 APMA Conference and Exhibition held on May 27 and 28 in Hamilton, Ontario.

motive manufacturers as well as contacts present from many in the U.S., this event is a unique networking opportunity. Attendees include both vehicle manufacturers and original equipment parts suppliers.  
[www.apma.ca](http://www.apma.ca)

## **\$54 million pledged for Niagara Centre for the Arts**

The federal and provincial governments have pledged a combined \$36 million, with another \$18 million from the City of St. Catharines, to construct the Niagara Centre for the Arts by 2012. The Arts Centre will create thousands of jobs during construction and will make the city a cultural hub in Niagara after it opens.

## **\$38 million investment in new Brock Bioscience Research Complex**

The federal government recently pledged \$38 million for Brock University's Niagara Health and Bioscience Research Complex, which is in addition to the \$33.5 million promised by the province last year. Upon its completion in 2012, the Complex will house more than 400 researchers and students conducting world-class work in areas such as cancer, infectious disease, biotechnology, and green chemistry. The \$109 million, 43,300-square-foot building will provide much needed space for students and offer room to budding biotech

entrepreneurs to develop their businesses and bring innovations to market.  
[www.brocku.ca](http://www.brocku.ca)

## **\$40 million investment made in Niagara College**

The federal and provincial governments will be providing Niagara College with funding in the amount of \$40 million, the largest in the school's history. The college's new 100,000-square-foot applied health institute at the Welland campus will house the registered practical nurse and personal support worker programs as well as create new spaces in the recreation therapy, paramedics, pharmacy technician, pharmacy assistant, dental assisting and dental hygiene programs.

New programs to be launched in the institute will include occupational therapist assistant, physiotherapist assistant, gerontology addictions counselling, mental health worker, children's mental health worker, and elder care advocate. The project is expected to be completed by February 2011. The institute will provide the college with more than 1,000 new student spaces.  
[www.niagaracollege.ca](http://www.niagaracollege.ca)

## \$2.8 million contract for Seaway Marine

Seaway Marine and Industrial Inc. in St. Catharines has been awarded a \$2.7 million contract to refit the Canadian Coast Guard vessel Griffon, which includes \$450,000 worth of federal stimulus money. The company will employ 35 hourly workers to help transform the Griffon into a state-of-the-art vessel.

[www.seawaymarinetransport.com](http://www.seawaymarinetransport.com)

## \$28 million pledged to rebuild downtown parking complex

The federal and provincial governments (\$9.3 million each) and the City of St. Catharines together will fund a \$28 million project to replace the aging Carlisle Street parking garage. Replacing the multi-level garage is another piece in the City's downtown revitalization project. It is expected to have 500 to 700 parking spaces and may include a residential, office or retail structure once the final design is completed. Construction is expected to be completed by March 2011.

[www.stcatharines.ca](http://www.stcatharines.ca)

## \$1 million improvement coming to Peace Bridge

The federal government is planning to invest \$1 million to improve the Canadian customs facility at the Peace Bridge in Fort Erie. The project includes the construction of a fifth inspection booth for Canada-bound commercial vehicles. Construction is set to begin in September 2009 and be completed by February 2010.

[www.peacebridge.com](http://www.peacebridge.com)

## Plans unveiled for new 57-storey hotel complex in Niagara Falls

Upon approval by Niagara Falls City Council, Romzap Ltd. plans to build a 57-storey hotel and two other towers, one 42 storeys high and a second at 32 storeys, on 7.4 acres of land formerly owned by the Loretto Sisters, a Roman Catholic order of nuns. The company plans to preserve the grey stone building on Stanley Avenue, formerly a convent, and restore the fourth floor that was destroyed by

## FourGrounds Media Inc. wins entrepreneurship award

nGen, Niagara's interactive media generator, is celebrating the latest success of one of its tenants. FourGrounds Media Inc. has been announced as the 2009 Nitsopoulos Family Entrepreneurship Award which was designed to encourage young businesses and keep them in Niagara and is given annually to recent Brock University graduates committed to establishing businesses in Niagara. It was established by the Nitsopoulos family, who own the Quality Hotel Parkway Convention Centre, Holiday Inn, and Days Inn in St. Catharines.

"We have the college and university here, but we have that brain drain of people leaving the area," said Angelo Nitsopoulos. "Being in business, I know that any help we can give someone in the beginning will increase their chances of success."

Founded and run by Michael Gillespie, Kristen Nater and Adrian Thiessen, FourGrounds provides a range of video

services, including optional screenwriting, acting and storyboard artistry.

FourGrounds Media Inc. is one of the first tenants of nGen, an interactive new media business incubator established by Brock, Niagara College, the City of St. Catharines, the Ontario Media Development Corporation, Silicon Knights, Interactive Ontario, Niagara Economic Development Corporation, and the Niagara Enterprise Agency.

"They are a company who we see not only trying to capitalize on the new market in interactive media, but are trying to be a pioneer while creating new trends and opportunities in this area," said Jeff Chesebrough, nGen executive director. "They are a creative group with a unique business model who we foresee being one of the leaders developing the interactive media cluster in Niagara."

[www.fourgrounds.com](http://www.fourgrounds.com)  
[www.nGen-niagara.com](http://www.nGen-niagara.com)

fire in 1938 along with the original domed-roof structure.

[www.niagarafalls.ca](http://www.niagarafalls.ca)

## \$75 million Smart Centre approved in St. Catharines

Smart Centre's proposal to build a 350,000-square-foot retail plaza on an abandoned industrial site in east St. Catharines has been approved by City Council. The \$75 million shopping centre will sit on a 30-acre parcel of land on Dieppe Road between Bunting Road and Neilsen Avenue. When completed, Walmart will move from its current location in the Lincoln Mall into the new plaza.

[www.smartcentres.com](http://www.smartcentres.com)

## Flower producers partner to establish biocontrol research program

Ontario's floriculture producers recently

made a four-year \$200,000 commitment to partner with the Vineland Research and Innovation Centre to establish a biocontrol research program for the industry. The centre will establish a team of scientists to study thrip and whitefly control in particular, which are two of the most problematic insects for producers.

[www.vinelandresearch.com](http://www.vinelandresearch.com)

## Pelham receives \$5.6 million for new fire hall

With access to \$5.6 million from the Building Canada Fund, the Town of Pelham plans to replace the fire hall in Fenwick and proceed with major upgrades to the two-kilometre stretch of Haist Street between Welland and Canboro Roads. There will also be sidewalk and water main upgrades to the road.

[www.pelham.ca](http://www.pelham.ca)

# \$100 million Niagara Convention & Civic Centre celebrates groundbreaking and signing of first official clients

At an official groundbreaking ceremony on May 1, Niagara Convention & Civic Centre (NCCC) board members and funding partners joined municipal, provincial and federal representatives and other dignitaries to officially mark the start of construction on the highly anticipated NCCC. This significant milestone also marked the signing of the NCCC's first official clients – the Canadian Tire Dealer's Association and the Federation of Canadian Municipalities (FCM).

The Governments of Canada and Ontario have each committed up to \$35 million towards the Convention Centre. Other major funding partners include Falls Management Company (operator of Casino Niagara and Fallsview Casino Resort) and the Fallsview BIA. Additional partners include Victoria BIA and the Niagara Parks Commission. The City of Niagara Falls and the Regional Municipality of Niagara are in-kind partners of the NCCC.

When completed, the NCCC will accommodate large conferences, conventions, and events. The Centre will include an 82,000-square foot Exhibition Hall, a distinctive 17,000-square foot Ballroom, an intimate 1,000-seat theatre for live performances and over 26,000-square feet of flexible meeting and breakout space. To date, the NCCC has over 250 event dates on tentative hold representing a potential of 35,000 guestroom nights at local hotels.

NCCC's first clients – Mike Kavanagh, Board of Director for the Canadian Tire Dealer's Association and Sean K. Kelly, Senior Manager (Membership and Events) of the Federation of Canadian Municipalities – arrived at the groundbreaking site via helicopter (courtesy of Niagara Helicopters), flying in with Kerry Painter, President and General Manager of the NCCC. The two organizations signed separate agreements to become NCCC's first official clients



Construction is underway at the site of the new Niagara Convention and Civic Centre in Niagara Falls. Local officials celebrated the milestone with a groundbreaking ceremony on May 1, 2009.

at the ceremony.

In December 2008, the City of Niagara Falls announced that Bondfield Construction Company Ltd. in collaboration with CS&P Architects, Stanford Downey Architects, and The Kirkland Partnership were selected as the preferred proponents for the design and build of the Centre. The group has designed the NCCC to be built to the Leadership in Energy and Environmental Design (LEED) Silver Certification.

The NCCC will officially open its doors in the Spring of 2011. Presently, the sales and marketing staff are accepting convention and meetings bookings.

[www.fallsconventions.com](http://www.fallsconventions.com)

## New business at Port Colborne flour mill

A new business has located at the former Robin Hood flour mill in Port Colborne. The building, purchased by Riverland Holdings, is currently undergoing improvements to convert it to a grain storage terminal. Initially the operations at the building will serve as a loading facility for Ontario-grown wheat destined by rail car or ship to other domestic and international destinations.

"The renewed operation brings this facility back into production and bolsters Port Colborne's bio-food cluster," said Mayor Vance Badawey. "Port Colborne's strength as a point of storage, distribution/logistics, and manufacturing in the bioeconomy demonstrates our competitiveness in this growing field. Riverland Holdings will complement this supply chain."

"Renewing operations at the facility is exciting for Port Colborne and will create new employment opportunities in not just Port Colborne's agriculture, food processing and transportation sectors but also several jobs for skilled-trades people," said Stephen Thompson, General Manager of Port Colborne Economic & Tourism Development Corporation.

[www.portcolborne.com](http://www.portcolborne.com)

## Pillitteri Estates Winery wins third consecutive gold medal at prestigious French wine competition

Pillitteri Estates Winery was awarded its third consecutive Gold Medal at the prestigious Syrah du Monde Competition held in the Northern Rhone Valley, France, in May 2009.

Pillitteri Estates Winery was the only Canadian winery to receive a medal, which was awarded to their 2007 Shiraz Icewine. This is the third consecutive Gold Medal awarded to the Niagara-on-the-Lake winery for its Shiraz Icewines, and the third consecutive year placing in the top ten.

[www.pillitteri.com](http://www.pillitteri.com)



E-News is a publication of the  
NIAGARA ECONOMIC DEVELOPMENT CORP.

• Phone: 905.685.1308

• Fax: 905.688.5907

• Web: [www.niagaracanada.com](http://www.niagaracanada.com)