

MONTHLY REPORT

LEAD GENERATION CAMPAIGN
BUFFALO NIAGARA ENTERPRISE
OCTOBER 2015

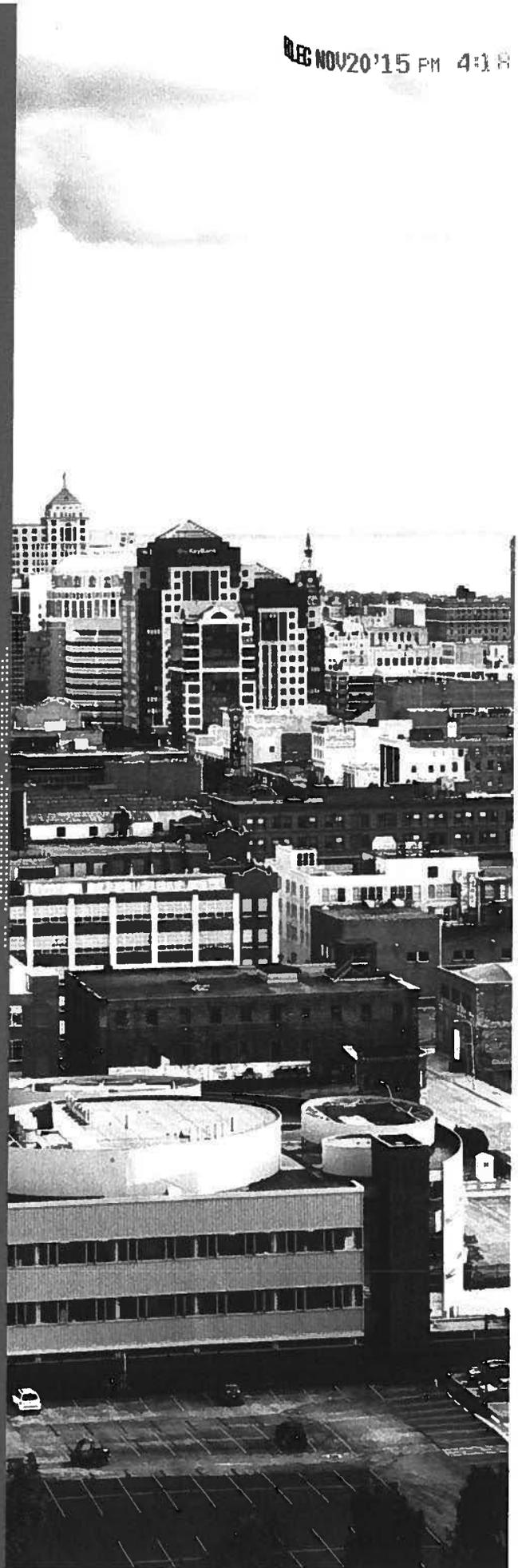


CIDEPIQ
IDENTIFY QUALIFY CONNECT

84 Notre Dame W | Suite 100
Montreal, QC H2Y 1S6

T +1 (514) 907-2350
F +1 (514)666-9872

www.cidepiqc.com



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RATIONALE

The October 2015 outreach provided a positive lead generation response rate (LGR) of 5.0% with 2 out of 40 companies contacted during the month expressing a desire to consider expanding operations into the Buffalo Niagara region. Both companies are viewed as Stage 1 with a long-term (24+ months) investment time frame.

As in previous months' response, Ontario based companies had varying levels of exports to the U.S. ranging from 0% to well over 50%. The magnitude of the company's exports to the U.S. did not appear to be a significant factor in the level of interest in a possible FDI at this time. The costs involved due to a less than favorable exchange rate and the apparent complexity in starting operations across the border were often cited in the response provided when contacted – with companies generally employing paid agents / distributors to handle their exports needs.

When informed of the BNE programs, services and Federal /State tax incentives that could possibly defray their FDI costs two (2) companies requested more information and expressed interest in a possible BNE expansion as a long-term possibility. As such, **Project Joyce** and **Project Kirk** have been categorized at Stage 1 level of interest.

Although the current exchange rate was seen as having both advantages (earnings in U.S. \$) and disadvantages (initial start-up costs, infrastructure development and increased capital costs) both companies expressed a desire to learn more about available government support to defray initial start-up costs if an investment were to materialize.

Proximity and lower cost of doing business were seen as key factors for **Project Leslie**, **Project Michael** and **Project Nadine** (all Stage 1 companies that Lou Caporusso of CIDEP met at the Canadian Manufacturing Technology Show (Sept. 29 - Oct. 1, 2015) and have been included in this monthly report.

CAMPAIGN RESULTS & STATISTICS

Total = 41	Read Receipts	Website visits	Bounces	Negative	Positive	Follow-up Request
Emailing	20 / 41	7 / 41	0 / 41	0 / 41	2 / 41	2 / 41

Total = 41	Voicemails	Negative	Positive	Follow-up Request
Phone Campaign	5 / 41	22 / 41	2 / 41	13 / 41

STAGE DEFINITION

Stage 1: Interest for region, project in the US 12-24 month, requested info and/or follow-up

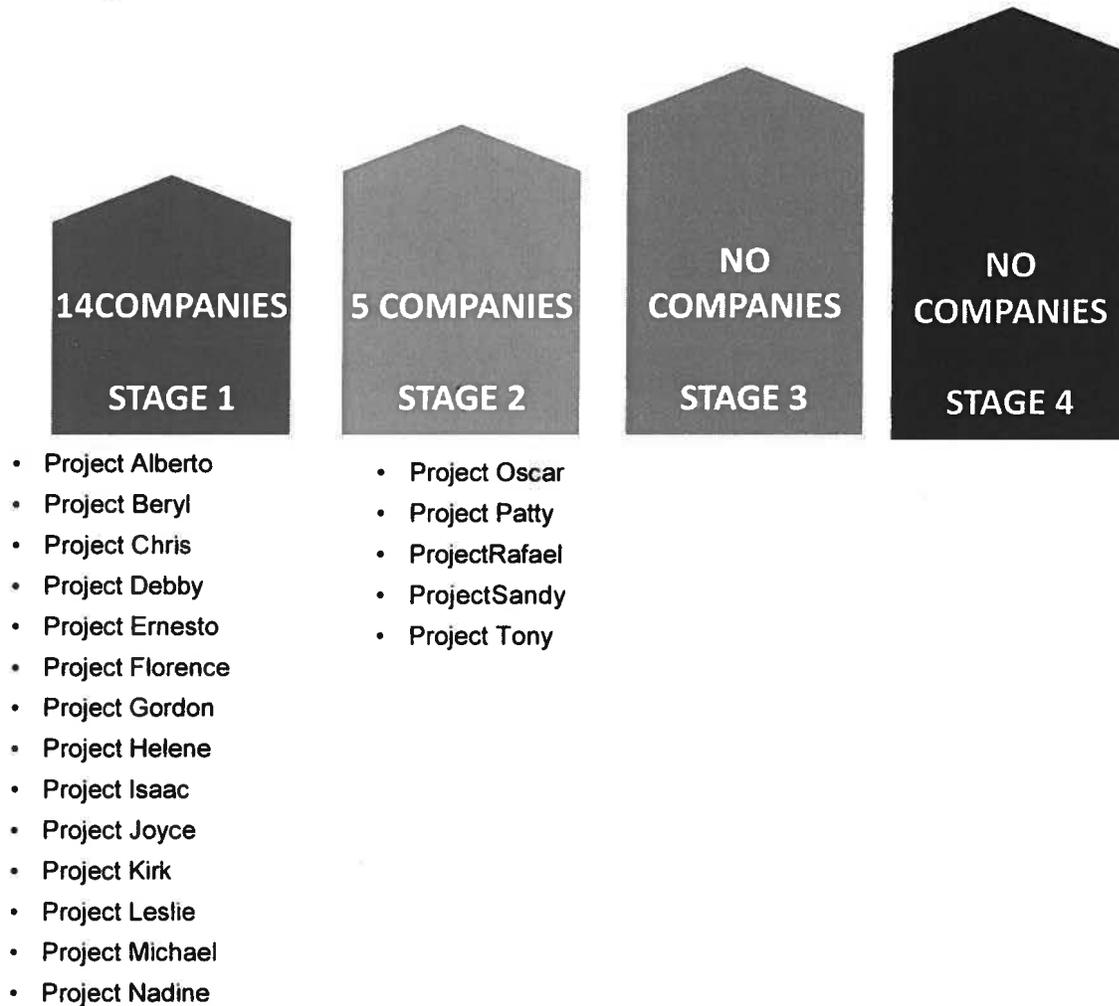
Stage 2: Stage 1 + requested meeting face to face and/or a conference call

Stage 3: Stage 2 + requested formal proposal for potential expansion projects

Stage 4: Stage 3 + Site visit

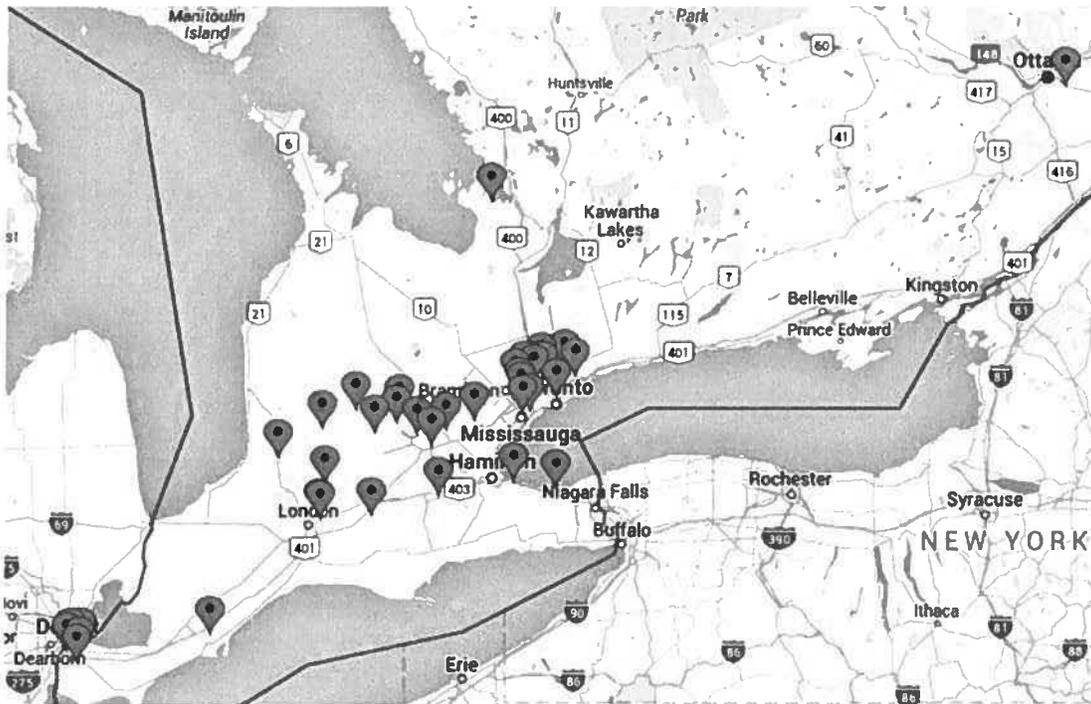
CONVERSION RESULTS

Companies assigned to the BNE pipeline through follow-up and nurturing efforts



MAPPING

Please see below the mapping of the companies contacted during October 2015.





OCTOBER 2015				
M	T	W	T	F
			1	2
5	6	7	8	9
12	13	14 MAILING OUTREACH	15	16
19	20	21	22	23 EMAIL CAMPAIGN
26	27	28	29	30
PHONING & FOLLOW-UP <ul style="list-style-type: none">• Existing Projects• Call backs after voicemails			REPORTING	

AT A GLANCE:

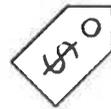
Potential projects, Job creation, CAPEX & Average timeline in the pipeline



Oct 2015:
3 Projects
YTD: 11



Oct 2015:
TBD
YTD: 90



Oct 2015:
21 M\$
YTD: 46.8 M\$



Average expected landing
time: 19 Months

DETAILED PIPELINE:

Company Name	Sector	Timeline	Potential CAPEX (M\$)	Potential Job Creation	Status	Last update
Project Oscar	Rubber and Plastic Product Manufacturing	6 months	21	TBD	Stage 2 - Transferred	September 10, 2015
Project Beryl	Machine Shop Manufacturing	24 months	TBD	TBD	Stage 1 - Transferred	September 16, 2015
Project Alberto	Machine Shop Manufacturing	10 months	TBD	TBD	Stage 1 - Transferred	September 10, 2015
Project Patty	Machine Shops	12 months	1	5	Stage 2 - Transferred	July 6, 2015
Project Ernesto	Machine Shops	18 Months	TBD	TBD	Stage 1 - Active	July 7, 2015
Project Chris	Special Die and Tool, Die Set, Jig, and Fixture Manufacturing	18 Months	TBD	TBD	Stage 1 - Transferred	July 8, 2015
Project Florence	Lighting Fixture Manufacturing	18 Months	TBD	TBD	Stage 1 - Transferred	July 7, 2015
Project Debby	Industrial Machinery, Equipment & Maintenance	18 months	4	20	Stage 1 - Transferred	July 9, 2015

Company Name	Sector	Timeline	Potential CAPEX (M\$)	Potential Job Creation	Status	Last update
Project Rafael	Machine Manufacturing	24 months	20	50	Stage 2 - Transferred	June 22, 2015
Project Sandy	Construction and Building Materials	6 months	0.5	10	Stage 2 - Transferred	June 22, 2015
Project Tony	Medical Equipment and Supplies	12 months	0.3	5	Stage 2 - Transferred	June 26, 2015
Project Gordon	Diagnostic Laboratories	24 months	TBD	TBD	Stage 1 - Transferred	June 22 2015
Project Helene	Special Die and Tool Fixture Manufacturing	24 months	TBD	TBD	Stage 1 - Transferred	June 22 2015
Project Isaac	Measuring equipment manufacturing	24 months	TBD	TBD	Stage 1 - Transferred	June 23, 2015
Project Leslie	Custom Springs for wide range of industries— from electrical to agricultural to medical	18 months	TBD	TBD	Stage 1 - Transferred	October 7, 2015
Project Michael	Tooling Dies, Components / Metal Stamping for Aerospace, Automotive and Medical industries.	18 months	TBD	TBD	Stage 1 - Transferred	October 7, 2015

Company Name	Sector	Timeline	Potential CAPEX (M\$)	Potential Job Creation	Status	Last update
Project Nadine	Supplies oxides, carbides, alloys, mixed powders, to various industries	24 months	TBD	TBD	Stage 1 - Transferred	October 1, 2015
Project Joyce	Custom fabrication of granite, marble and Cambria Quartz surfaces.	24 months	TBD	TBD	Stage 1 - Transferred	October 28, 2015
Project Kirk	Millwright services and Engineering	24 months	TBD	TBD	Stage 1 - Transferred	October 28, 2015
TOTAL	-	19 Months Average	46.8	90	-	-

LEAD GENERATION CAMPAIGN DELIVERABLES:

Company Name	Status
1) Identification and Qualification of Prospective Companies in Canada	Delivered
2) Contacting Phase (10 months)	40 % (June, July, September, October 2015 – 160 companies) Additional 2 companies
3) Meetings with qualified companies	-
4) Participation at 2 Canadian Trade Show(s)	50 % (CMTS Trade Show)
5) Reporting	40 % (June, July, September, October 2015)

Networking Event(s):

No official networking events attended.

Networking for the month included Conference calls and personal meetings with a number of multipliers and intermediaries, including the American Chamber of Commerce, Ministry of Economic Development, Trade and Infrastructure, Economic Development Council of Ontario, Council of American States in Canada and U.S. Consulate General Toronto.

CIDEP working with U.S. Department of Commerce seeking to position itself in a leadership position on an InvestUSA Committee. Official meetings planned for November 2016.