



2021 Division Road North
Kingsville, Ontario N9Y 2Y9
(519) 733-2305
www.kingsville.ca
kingsvilleworks@kingsville.ca

Date: May 5, 2019
To: Mayor and Council
Author: Peggy Van Mierlo-West, CAO
RE: Trade Mission
Report No.: CAO 2019-10

AIM

The purpose of this report is seek Council approval to participate in a trade mission to Holland from June 9th to June 16th

BACKGROUND

In 2018 the Town of Kingsville received a large interest from the cannabis industry. This interest led to changes in to bylaws and policies. However, part of Council discussions was for staff to explore various examples and develop possible tours of current cannabis operations to look for best practices, in order to assist in educating Council, staff, investors and residents.

DISCUSSION

Administration reached out to the Windsor Essex Economic Development Corporation to assist in developing connections with cannabis companies who have had a history of successful operations. In reviewing the criteria for the visit it was decided that the most beneficial program would be to visit the GreenTech Conference in Amsterdam Holland. This 5-day program will focus on building economic partnerships, investigating best practices, policy review and seeking new opportunities in key sectors including greenhouse technology, agriculture and food sectors.

Member of the team will have the opportunity to:

- Identify, build and foster international connections and partnerships
- Meet local importers and distributors
- Connect with potential investors

- Engage with local leading research institutions and technology companies.

International business development plays an important role in creating and maintaining a vibrant local economy. Additional access to government and business officials that will assist Kingsville in fostering international business development opportunities as well as a better understanding of trends within the greenhouse sector which could potentially impact the Town's economic growth.

A draft agenda has been attached to this report for Council review. It should be noted that the Town of Leamington will also be in attendance at this conference.

LINK TO STRATEGIC PLAN

Support growth of the business community.

FINANCIAL CONSIDERATIONS

All costs associated with the proposed outbound trade mission in this report are budgeted within Planning Department 2018 operating budget. The cost per participant is approximately \$4,000, and includes round trip economy airfare, ground transportation, hotels and meals.

CONSULTATIONS

Personnel Committee

RECOMMENDATION

That Council approve the Mayor, Chief Administrative Officer and Manager of Planning to attend the 2019 GreenTech Conference from June 9th, 2019 to June 16th, 2019.

Peggy Van Mierlo-West

Peggy Van Mierlo-West, C.E.T.
Chief Administrative Officer