

Presentation to Standing Policy Committee

on innovation & economic development

Dayna Spiring, President & CEO

Economic Development Winnipeg

ECONOMIC DEVELOPMENT WINNIPEG

TOURISM WINNIPEG

YES! WINNIPEG


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MADE FROM WHAT'S REAL




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Winnipeg companies making a global impact








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2022 Investor Breakfast updates

2022 Investor BREAKFAST

$1,010,000

- Largest private sector investment in the history of YES! Winnipeg
- Will support our efforts to increase:
  - Investment
  - Recruit talent
  - Grow the economy in a more strategic way

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2022 Investor Breakfast updates: 2021 outcomes – seven wins

1,200 direct jobs

$365 M in capital

$138 M GDP

price

Traction on Demand

THE CTD GROUP

PRECISION ADM
ADVANCED DIGITAL MANUFACTURING

HRO COUNCIL
Focus on less. Achieve more.™

MAPLE LEAF

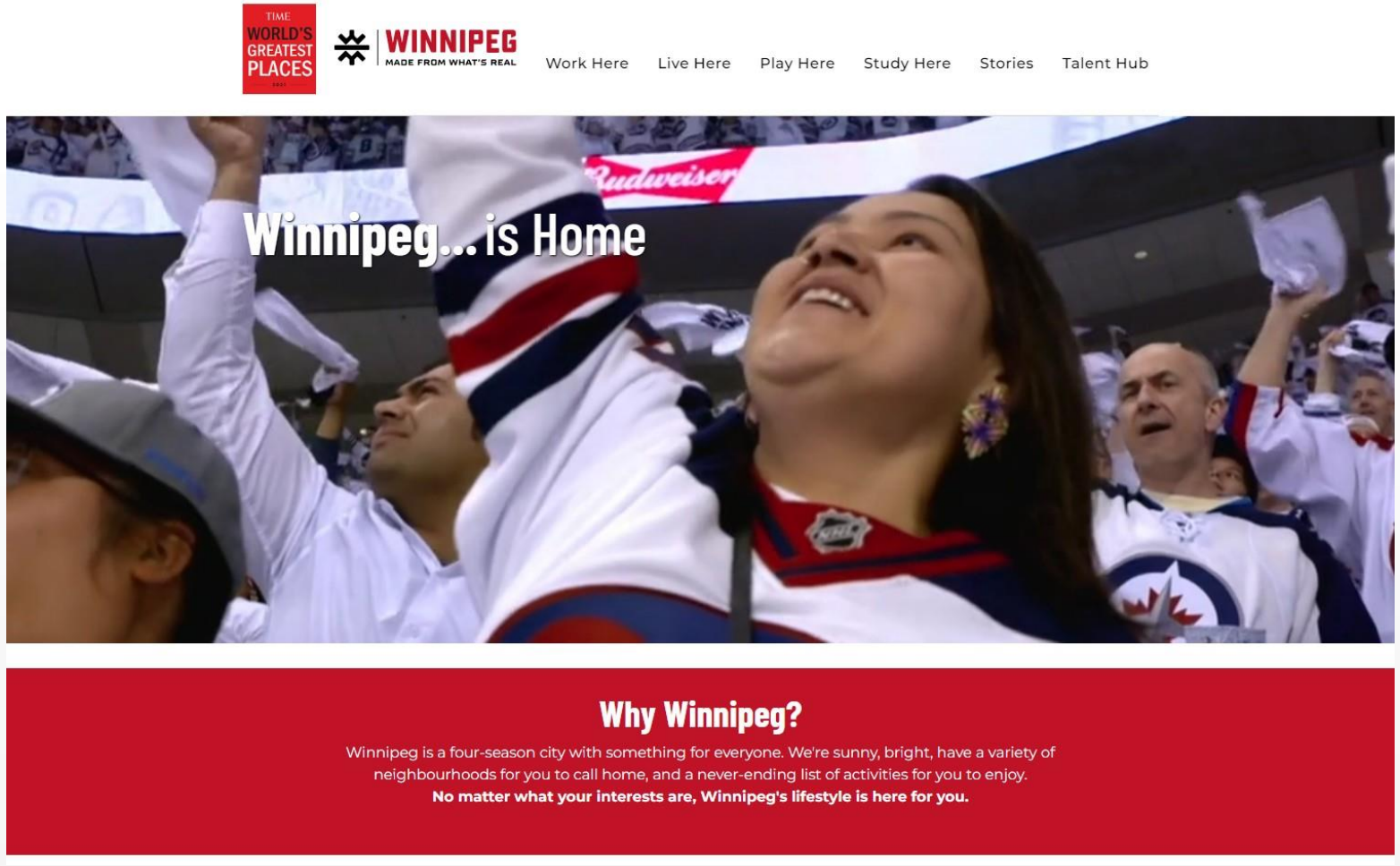
InnovoXL

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liveinwinnipeg.ca



NASSCOM delegation from India



- Largest ICT industry association in India
- 11 companies-several interested in investing in Winnipeg

Promoting Winnipeg to the world: Foreign Direct Investment



Winnipeg: Made from what's real will be another tool we'll use to sell our city

- France
- Netherlands
- U.K.

Talent attraction



60+
employers

120+
jobs

580
Ukrainian national job seekers

Ukraine initiative



Manitoba job portal connecting employers and Ukrainian refugees

Posted April 29 2022 10:42am

Ukrainian Canadian Congress volunteer Nick Krawetz talks about a local employment hub from Yes! Winnipeg being used to connect Ukrainian refugees with Manitoba employers.

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Woman who fled her home now among the hundreds of Ukrainians to land jobs in Manitoba



Manitoba

Online system helps connect skilled Ukrainians fleeing war with Manitoba employers

Almost 440 Ukrainians have signed up to find jobs in Manitoba; 29 local businesses offering employment

Sam Samson · CBC News · Posted: Apr 26, 2022 6:24 PM CT | Last Updated: April 26



Olha Fedorova and her daughter Yuliia were reunited this week. Olha arrived in Winnipeg last week from Kyiv, and will start her new job next week. (Jeff Stapleton/CBC)

Sources:
Global News Winnipeg
CTV News Winnipeg
CBC Manitoba

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Job fair for Ukrainian nationals in Winnipeg



- Hosted by Manitoba Start in partnership with UCC-Manitoba
- In partnership with YES! Winnipeg

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Newcomers & the Winnipeg story



What newcomers tell us about Winnipeg:

- We’ve got space and room to move.
- We have amazing opportunities for careers and a lifestyle that other cities can’t offer.
- Winnipeg makes it easy for them to learn, grow and develop.
- People are genuine, always willing to help.
- We offer authentic experiences, real connections that matter and a strong sense of community.


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Tourism Winnipeg wins

Skills Canada
2023 National Skills Competition
May 21-28, 2023

$1.7M

estimated direct spend

1,330 delegates
3,000 room nights

Volleyball Canada
2023 14U Volleyball Canada
National Championships
May 11-14, 2023

$877k

estimated direct spend

1,200 participants
1,700 room nights

NDP
2023 National Convention
July 7-9, 2023

$1M

estimated direct spend

1,700 delegates
1,000 room nights

2023 World Police and Fire Games



$10M

- **Estimated direct spend**
- **8,000 people to Winnipeg**

Fierté Canada Pride





Sources:
[The HomoCulture]
[@readytostare]

Returning festivals









- Winnipeg Folk Festival
- Folklorama
- Winnipeg Fringe Festival
- TD Winnipeg International Jazz Festival

Key takeaways: How you can support our efforts



- Support our efforts and our new place brand, **Winnipeg: Made from what's real**.
- Help us by sharing this new story. As we continue to position Winnipeg on the global stage, we need strong ambassadors for this city.