



MEMO / NOTE DE SERVICE

Information previously distributed / Information distribué auparavant

TO: Members of the Finance and Economic Development Committee

DESTINATAIRE : Comité des finances et du développement économique

FROM: Jim Watson
Mayor, City of Ottawa

Contact :
Stephen Willis, General Manager
Planning, Infrastructure and Economic
Development Department
(613) 580-2424 ext. 16150
Stephen.Willis@ottawa.ca

EXPÉDITEUR : Jim Watson
Maire, ville d'Ottawa

Personne ressource :
Stephen Willis, Directeur général,
Direction générale de l'urbanisme, de
l'infrastructure et du développement
économique
(613) 580-2424 ext. 16150
Stephen.Willis@ottawa.ca

DATE: November 5, 2019

5 novembre 2019

FILE NUMBER: ACS2019-PIE-GEN-0009

SUBJECT: **Ottawa Mission to the Netherlands**

OBJET : **Mission d'Ottawa aux Pays-Bas**

PURPOSE

The purpose of this memorandum is to report to Committee on the recent Team Ottawa mission to the Netherlands, which took place from September 15 to 20, 2019, as well as

provide the Committee with planned next steps to strengthen bilateral relations between Ottawa and the Netherlands.

BACKGROUND

Ottawa's economic mission to the Netherlands, led by Mayor Jim Watson and a delegation of 20 business and tourism leaders, forged new partnerships and generated opportunities in tourism, technology, security and education. The resulting partnership agreements and strategic relationships developed between Ottawa organizations and their Dutch counterparts will generate long-term benefits in investment attraction, business development, trade and tourism.

Delegates included representatives from Invest Ottawa, Ottawa Tourism and local technology companies. During stops in The Hague, Eindhoven, Rotterdam and Amsterdam, the delegation met with Dutch counterparts and stakeholders, signed partnership agreements advancing Ottawa's business and tourism interests, and built on the strong bonds of cooperation and friendship that Ottawa has shared with the Netherlands since the Second World War. The delegation focused on promoting Ottawa as a visitor destination, facilitating business development and investment, and exchanging best practices with municipal and industry leaders.

During his [meeting with Her Royal Highness Princess Margriet](#), Mayor Watson expressed his wish for the Princess to visit Ottawa in 2020, to celebrate the 75th anniversary of the Liberation of the Netherlands. Mayor Watson also met with the Mayors of The Hague and Amsterdam to discuss issues of mutual interest, including affordable housing, flood mitigation, active transportation, and opportunities for greater collaboration in tourism.

The delegation hosted signature events in both The Hague and Amsterdam, inviting Dutch business and tourism leaders to celebrate and build on our 75 years of friendship. The events highlighted how Ottawa truly represents *Canada In One City*, making it the ideal place to invest, visit and study. Delegates networked with industry leaders, decision-makers and government officials.

KEY ACCOMPLISHMENTS

- [Ottawa Tourism](#) and [The Hague Convention Bureau](#) signed The Hague to Ottawa (H2O) agreement, a memorandum of understanding between the two cities to promote one another as destinations of choice to attract new international conventions and business events. The two organizations will collaborate to open

new doors for both capitals, pitching each other as gateway cities to North America and Europe. The business events industry in Canada generates \$33 billion annually in direct spending, directly employs more than 229,000 people and generates \$19.3 billion towards Canada's gross domestic product. In 2018, 16 per cent of events held in Ottawa were from the US or overseas, representing 9,700 delegates and 16,000 room nights for Ottawa's hospitality sector. Ottawa Tourism is hoping to leverage the partnership to help attract up to four large meetings and conventions over the coming years, particularly in the sectors of technology, security, defence and life sciences. They also hope to generate new leisure travel itineraries with tour operators.

- Ottawa Tourism, the City of Ottawa and [Destination Think!](#) signed a three-year agreement to continue their work on Ottawa's Place DNA™ project and grow the relationship, including hosting Destination Think!'s international forum, which will bring together the world's most innovative place branding and destination marketers in Ottawa in 2020.
- Ottawa Tourism's President and CEO Michael Crockatt presented at both signature events, inspiring guests to visit Ottawa by highlighting the ways the city represents the people, cultures and experiences of Canada. Based on previous experience with similar international destination marketing initiatives, the tourism connections forged on this mission will help to secure future meetings, conventions and new leisure travel itineraries, and to generate media coverage, for an estimated future economic impact of more than \$2 million.
- [Invest Ottawa](#) and [The Hague Security Delta](#) renewed an agreement to promote bilateral trade and investment, as part of their respective soft-landing program for start-ups wishing to establish themselves in the partner market. The Hague Security Delta is one of the largest and continuously growing security networks of businesses, governments and knowledge institutes in Europe. With nearly 300 partners, it is recognized as the security port to Europe. This agreement ensures that Ottawa is connected with European leaders in security and will result in knowledge sharing, promotion and partnership opportunities for Ottawa's security sector firms, which are continuously seeking new opportunities to grow abroad.
- Ottawa-based [Assent Compliance](#), a global leader in supply chain data management, officially opened its new European headquarters in Amsterdam. This new hub strengthens the longstanding bond between Ottawa and the Netherlands and establishes Assent as a true force in the modernization of global supply chains.

Despite already having many clients in Europe, this first brick-and-mortar office will give Assent a full-time presence that will play a key role in growing its footprint within the European Union.

- [Accenture](#) is a multinational professional services company that provides services in strategy, consulting, digital, technology and operations. They are also a key partner in the [Ottawa L5 testing facilities](#). Accenture convened partners, including representatives from Martello and the City of Amsterdam, to a thought-leadership session to share best practices and innovation trends in mobility, innovation and smart cities.
- [Martello Technologies Group](#) welcomed the delegation to their Amsterdam office, where they provided a client demonstration of their IT operations analytics software. The City of Ottawa uses this software to visualize and manage the performance of its IT infrastructure through simple service-oriented dashboards. Headquartered in Ottawa – with offices in Montreal, Amsterdam, Paris, Dallas and New York – Martello provides control over complex IT systems with solutions such as SD-WAN technology, network performance management software and IT analytics software.
- Invest Ottawa held 12 foreign direct investment meetings with Dutch companies in the connected and autonomous vehicles sector to promote the advantages of doing business, research and development in Ottawa’s world-class ecosystem for connected and autonomous vehicles and [L5 testing facilities](#). They also met to build strategic partnerships in the sector with [Brainport](#) in Eindhoven, a business and innovation district similar to Kanata North in Ottawa. Brainport is a driver of Dutch exports and houses half of the national auto sector. This cluster presents opportunities for Ottawa to grow its relationship with companies operating in the autonomous vehicles space in the Netherlands by leveraging our Ottawa L5 autonomous vehicles cluster and test-track.
- Invest Ottawa representatives took the stage at both signature events in The Hague and Amsterdam to showcase the many advantages of doing business in Ottawa, including the diverse technology sector, great access to talent, low cost of doing business, superb quality of life and an accessible global network. Ottawa is especially well-equipped to collaborate on innovative and future-ready technology, with the second-highest concentration of high-tech firms and talent in North America.
- The City of Ottawa, the [University of Ottawa](#) and [Fontys University of Applied Sciences](#) announced a partnership to promote academic, economic and research

mobility between Ottawa and the Netherlands. This agreement establishes research placements that will support the development of Ottawa's Nightlife Economy Strategy, with Dutch students finding work placements at the City of Ottawa to conduct research and provide an external perspective on how to grow Ottawa's nighttime economy, including the musical and cultural spaces that make our city an attractive place for young professionals.

- The City of Ottawa representatives visited the Amsterdam Institute for Advanced Metropolitan Solutions (AMS Institute), an internationally leading institute where engineers, designers, and social scientists jointly develop interdisciplinary metropolitan solutions. Using the city of Amsterdam as a Living Lab, the AMS Institute establishes sustainable design solutions to municipal challenges such as smart mobility, urban energy, circularity of urban regions, food systems, data and intelligence as well as climate resiliency. City staff also met with the Dutch Cycling Embassy, as well as the Ministries and organizations responsible for water management and affordable housing.
- In total, more than 50 scheduled business-to-business (B2B) meetings took place over the course of the mission. These meetings generated several credible leads for many delegates.

NEXT STEPS

Companies and organizations already established in the Netherlands acknowledge that the Dutch market requires a high degree of relationship building to forge trust and demonstrate serious intent. Ottawa Tourism will continue to take the lead in generating opportunities for the tourism sector and Invest Ottawa will lead in generating opportunities for the technology sector. The City of Ottawa, through the Planning, Infrastructure and Economic Development Department, will lead efforts related to the to [University of Ottawa](#) and [Fontys University of Applied Sciences](#) research partnership, as well as promote collaboration and exchange with Dutch municipal counterparts in the areas of affordable housing, flood mitigation, active transportation and the nightlife economy.

Additionally, the City of Ottawa will celebrate the 75th anniversary of the Liberation of the Netherlands and this special relationship during a ceremony in May 2020 at Princess Margriet Park. Later this fall, a dedicated Liberation75 tulip garden will be created at the park, where the City will plant 1,945 tulips, marking the year of the Liberation.

Original signed by

Stephen Willis

General Manager, Planning, Infrastructure and Economic Development

CC: Don Herweyer, Director, Economic Development and Long Range Planning

Cindy VanBuskirk, Program Manager, High Economic Impact Programs

Mathieu Gravel, Director, Issues and Outreach