

LONDON



LONDON ADVANTAGE

London's high-quality infrastructure presents an environment brimming with opportunity for global investors

MADE IN LONDON

From inhalers that save lives, to boats that support Olympians' dreams of gold, London products are world renowned

PIONEERS IN HEALTHCARE

Evidence-based, passion driven PAGE 48

LONDON ADVANTAGE

08

Live work play

The City's vibrant culture is attracting professionals at the beginning of their career and those who have reached the top.

16

Advancing infrastructure

London's commitment to investing in high-quality infrastructure presents an environment brimming with opportunity for global investors in every industry.

26

Entrepreneurial ecosystem

From concept to capital, driven entrepreneurs thrive with business support from London's business acceleration services.

50

Future-focused, industry-ready

London provides a network of post-secondary educational institutions to educate, train and grow a skilled workforce ready for a dynamic global economy.

18

Made in London

From boats that support Olympians' dreams of gold, to award-winning games and inhalers, London is at the manufacturing forefront of world-renowned products, investments and talent.

22

Local innovation, global defence

General Dynamic Land Systems-Canada is the only Canadian provider of Light Armoured Vehicles that designs and manufactures the vehicles from start to finish.



04

The sound of success

Delivering content in 160 countries, Voices.com is disrupting the \$4.4 billion voice talent industry from the inside out.

30

Jobs à la mode

Every day, Nestlé Canada creates a quarter of a million Drumsticks from its only ice cream factory in the country.



48

Pioneers in health care

From data on effectiveness and safety to insights into therapeutic interventions, clinical trials are resulting in medical advancements throughout the world.



Canada's hidden gem

Welcome to London, Ontario, Canada. From our vibrant culture and arts and entertainment, to our talented workforce and innovative companies, learn about what London has to offer – and after three editions of this magazine, we're just scratching the surface!

A safe and welcoming city with small-town charm and big-city appeal, London attracts global companies, investments and talent. Known as the Forest City for its four-million trees, London has deep roots in growing businesses of all sizes and embraces strengths in advanced manufacturing, food processing, health, digital creative and professional services.

You may be asking: What makes London, Ontario so unique? Let me share some reasons why London is Canada's hidden gem:

Hub of medical innovation: Your health is in good hands in London. Whether you're looking for family care or are interested in the latest medical research, you can rest assured that London offers the best care from the brightest minds in southwestern Ontario. With two regional teaching hospitals and international medical firsts, such as the discovery of insulin, London is at the forefront of medical innovations with global impact.

Best place to test: Considered a prime proving ground for new products in Canada, London is an ideal market for companies to test their ideas and creations prior to nationwide launch. You can thank Londoners for bringing things like McDonald's Chicken McNuggets® and Tim Hortons' Dark Roast Coffee to your table!

Tech leader: Over 10% of the fastest growing technology companies in North America have offices here in London, as per Deloitte's 2017 FAST 50 ranking. This exciting industry has added over 2,000 jobs in the past few years alone.

From career opportunities across diverse industries, to affordable housing and unparalleled learning experiences at some of the largest universities and colleges in Canada, London has lots to offer the entire family.

Enjoy our vibrant lifestyle, reach global markets, and witness world-first achievements – they will not be hidden for long!

Happy reading,
Kapil Lakhota, President and CEO
London Economic Development Corporation



36

No place like home

Home-grown GoodLife Fitness has expanded to become the largest fitness chain in the country, with locations in every province.

12

Growing global

Starlim North America has transitioned from producing automotive parts to becoming the largest company of its kind in Canada serving the health care industry at home and abroad.



FOR BUSINESS INVESTMENT OPPORTUNITIES IN LONDON, CANADA



www.LEDC.ca
(800) 327-2428 info@ledc.com
380 Wellington Street, Suite 701
London, Ontario, Canada N6A 5B5

Content, design and art direction:
Lashbrook Marketing & Public Relations

Photo credits: Frank Neufeld, Brian Hillier, Ian McAlpine, City of London, Paul Lambert, Lashbrook Marketing & Public Relations

Published by London Economic Development Corporation

Copyright © 2018 London Economic Development Corporation. All rights reserved. While the publisher has made every effort to ensure the accuracy of all information in the magazine, they will not be held responsible for any errors therein.



the **SOUND** OF SUCCESS

Ranked in the top 100 of the fastest growing companies in Canada by Deloitte, Voices.com is disrupting the voice talent industry from the inside out. The idea for Voices.com was created and developed in London and has succeeded in impacting a world-wide audience and \$4.4 billion industry.

"There were so many benefits to building our business in London – from access to capital and skilled talent trained at Western University and Fanshawe College, to the network of support, including London Economic Development Corporation and TechAlliance," said David Ciccarelli, CEO and Co-Founder of Voices.com.

David and Stephanie get back to their roots in voiceover and sound engineering.

The digital creative sector in London has grown alongside Voices.com, creating a cluster of 300 companies employing nearly 10,000 people with a strong skill set, ranging from engineering and software development, to graphic design and music and audio production.

"We can attract international talent to Voices.com," said Ciccarelli. "They know that when they come to London, they have access to several internationally recognized businesses."

International talent can also access CityMatch, a settlement service used by Voices.com to help newcomers integrate into local life.

BUILDING BEST IN CLASS



Voices.com's international team works with clients in 160 countries.

MORE than just a voice

With the ability to deliver content digitally to 160 countries in over 100 languages and dialects, Voices.com provides a better service for international markets through technology.

Proprietary technology like their VoiceSearch platform lets audio producers, filmmakers, ad executives, marketers, and more search through more than 200,000 voice talent to find specific vocal characteristics for their project. Meanwhile, VoiceRank aggregates thousands of interactions including listens, favourites, and hirings, and then ranks the voice talent in categories such as Top 100 Newest, Recently Hired and Most Favourited with the lists updated as often as every five minutes.

Voices.com is a business ecosystem that thrives because of the collaboration between arts and entertainment, software development and engineering.

As Voices.com continues to innovate, develop new technologies, and scale up in their new, downtown office space, they are poised to grow their international reach to better serve their markets around the world.

"Success is a moving target," according to Ciccarelli. "The entrepreneurial spirit is about thinking in an open-minded way and making the world a better place in whatever way you can. I'm doing it through Voices.com."



LIVE WORK PLAY

Vibrant and inclusive, London is widely appreciated for its ability to foster big business and close-knit neighbourhoods.

With rapidly growing job markets, a dynamic downtown core and picturesque parks, London piques the interest of entrepreneurs, music-lovers and outdoor recreationists alike. A place to raise a family, start a business, explore arts and culture or simply call “home,” London is brimming with opportunity, no matter how you define it.

ANDRÉ VASHIST

Committed to creating bridges between business and government, André Vashist joined Verge Capital – an impact investor in local social enterprises – as Director, Social Enterprise after his wife Nadia Mohammed accepted a position at Robarts Clinical Trials.

“When I started looking for a job, I was impressed with the number of industries and sectors in London,” said André. “In my search, I eventually found an organization that has the same values as I do – Pillar Nonprofit Network.”

Growing up in Scarborough, a suburb of Toronto, London is setting a different pace for André and his young family, including his two-year old son.

“One comment I hear from everyone is that London is a great place to raise a family. It’s important to feel connected to nature – to live in a community where I know people and can have my family close by without having to travel an hour to get to them. That’s true in London.”

After only three years, André considers himself a Londoner.

“Taking a walk by the river is the key to London. No matter where you live in the city, it’s the one place that connects us all.”



André Vashist and Nadia Mohammed with their son, Avery, enjoying Springbank Park.

Favourite Things About London:

Springbank Park and TD Canada’s Sunfest

Recognition:

2017 Top 20 Under 40 Recipient



The City’s annual Sunfest brings together hundreds of musicians, restaurants and vendors.

FATIMA KHALID

What drew Fatima to the Forest City was a job opportunity at Digital Echidna. What's kept her in London is an opportunity to combine her dual loves of web technology and civic engagement.

The 25-year old developer grew up in Queens, New York, and was working for the City of Boston when she reached out to Digital Echidna – a company she met at a conference in New Orleans.

As the technology lead at Digital Echidna, a web design and digital agency, Fatima is focused on the coding "magic" and mentoring new hires.

Fatima said Londoners have offered a welcoming environment for people of all faiths and cultural backgrounds. A practicing Muslim, she has felt embraced by the local community.

As an engaged and socially conscious millennial, Fatima said the City provides her with an environment where she can support small, local businesses and causes.

"The City has a warm culture," she said. "You recognize people at the market and I can be thoughtful about where I get my produce and support local farmers and vendors."

Living in Wortley Village provides Fatima with the opportunity to walk to work downtown and access local community shops easily.



Fatima Khalid has become a mentor for women in tech.

Favourite Things About London:

Rebel Remedy Health Bar and the local tech community

Recognition:

2018 Women in Communications and Technology's Rising Star Award



Flower vendor at Covent Garden Market.

Favourite Things About London:

Western Fair Farmer's Market and Thames Valley Parkway

Recognition:

U.S. Computer Reseller List Power 100

LYNN SMURTHWAITE-MURPHY

As the President of StarTech.com – a company making it easier to find connectivity parts to enable business technology solutions – Lynn Smurthwaite-Murphy is leading the firm into new international markets.

Driven and competitive, Lynn enjoys the entrepreneurial nature of StarTech.com – a company which has seen phenomenal growth over the past few years. Her new role also lets her have a busy pace at work, while spending more time at home.

With a husband and two daughters, one away at university, Lynn feels the city meets the needs of her whole family.

"London has the amenities of a bigger city, but the quality of life of a smaller city. We're kind of empty nesters now and there's so much to explore."





Our philosophy is that when the work comes, we'll be ready.



Vijai Lakshmikanthan, Vice President, Starlim North America



GROWING GLOBAL



Vijai Lakshmikanthan getting updates from Starlim employees.

When Starlim began its search for its North American headquarters, it found that London had everything needed to develop the foundation for the silicone-molding factory.

The City had the land to build a plant with the opportunity for expansion, the business infrastructure to support a new business and the ability to train the next generation of technicians in a specialized craft. Part of the factory's early success came from the unique business network in London.





Starlim produces hundreds of thousands of precisely designed and manufactured silicone parts for health care devices throughout the world.

"We formed great networks with other high-tech companies in the area who were able to help us secure a great piece of land that was much less expensive than what you would see in Europe. When we wanted to expand, other plants invited us in to see what they were doing," says Vijai Lakshmikanthan, Vice President for Starlim North America.

A focus on silicone injection molding – a niche international industry – has helped Starlim North America transition from producing automotive parts to becoming the largest company of its kind in Canada serving the health care industry at home and abroad. An extension of Starlim Sterner in Austria, the business is poised to expand, taking advantage of the unique business environment in the city.

Starlim's current facility will grow from two bays housing 52 machines to five bays that can house up to 75 machines, plus a fully functional clean room with eight machines. The entire facility will have a capacity of approximately 135 machines. Their machines produce a variety of parts from pistons to peripheral seals. Starlim has been able to accommodate the demand of clients who have taken their products – like silicone O-rings for dialysis machines – to markets overseas.

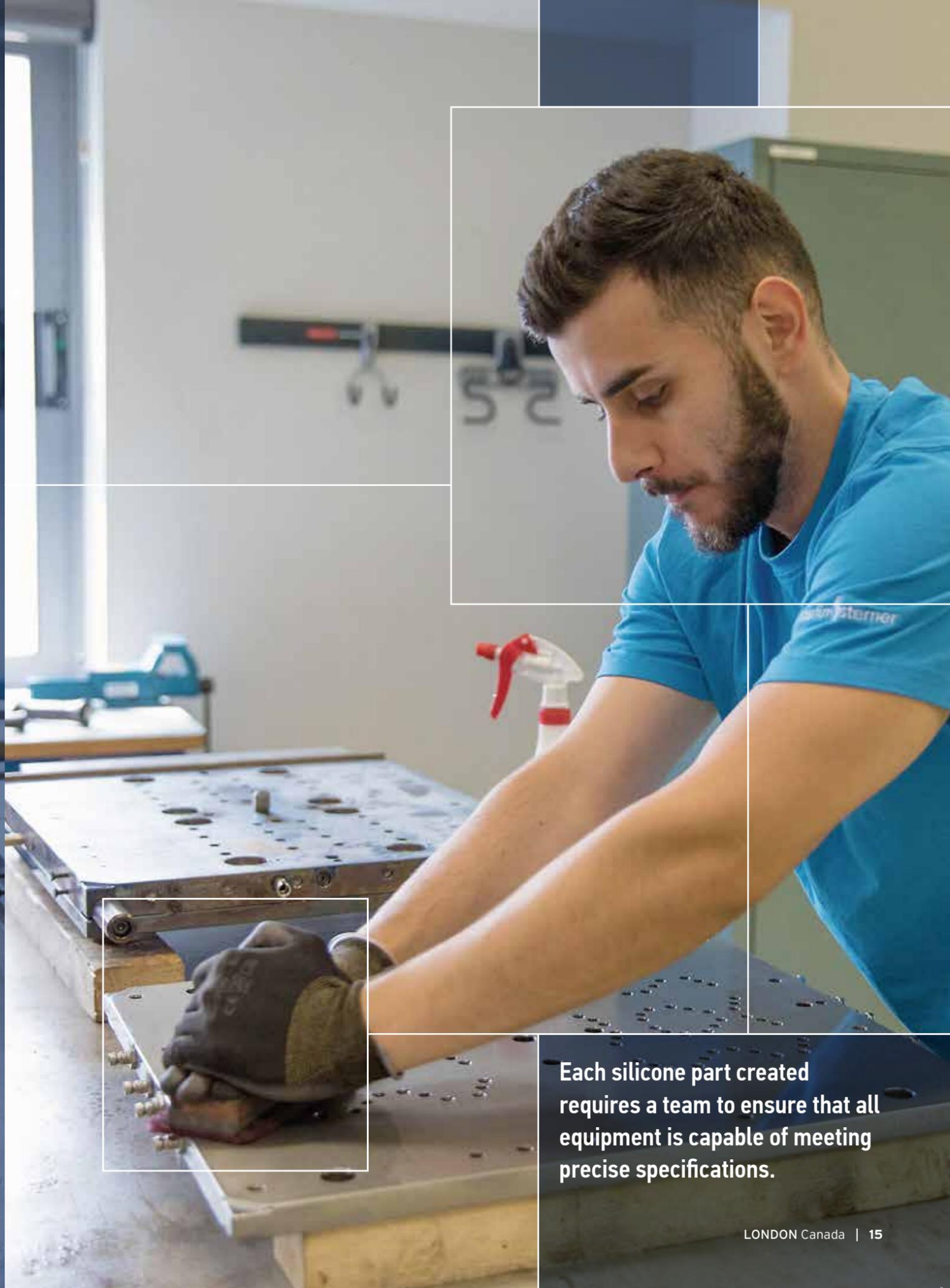
"London gives us the ability to serve our customers, regardless of where they are in the world, which has been integral to our growth. Our philosophy is that when the work comes, we'll be ready," says Lakshmikanthan.

Despite the massive growth, Starlim has maintained its high level of quality and standards. "We're producing parts for FDA-certified medical devices. We have a defect rate of less than one parts per million, and we're able to do that over three billion parts per year at the moment," says Lakshmikanthan.

London also offers Starlim the ability to train employees with a rare skill. With a long history of apprenticeships through its global headquarters in Austria, bringing that value to North America is vital to its continued growth in the health sector.

"We've tapped into the educational institutions in the city, like Western University and Fanshawe College, to put employees through training for mold making or tooling and supplementing training with apprenticeships in Austria. Those employees are now our leaders," says Lakshmikanthan.

“
London gives us
the ability to serve
our customers,
regardless of where
they are in
the world...”



Each silicone part created requires a team to ensure that all equipment is capable of meeting precise specifications.

ADVANCING INFRASTRUCTURE

By making continual and thoughtful efforts to sustain high quality infrastructure, London presents an environment brimming with opportunity for global investors in every industry. From shovel-ready, fully serviced lands with easy access to other industrial hubs for manufacturers and food processors, to fibre optic connectivity and certified data centre sites for budding technology companies, London has developed a globally competitive infrastructure. Home to Ontario's first certified investment-ready site, London's innovative infrastructure is to be credited for an unparalleled ability to attract and retain investors on a global scale.

For multinational manufacturing and food processing companies, London's location and proximity to raw material suppliers, supply chain support and 14 Original Equipment Manufacturer facilities present clear advantages. Kapil Lakhotia, President and CEO of London Economic Development Corporation says, "The 401-402 corridor is a jobs growth driver – it carries \$1.5 billion in trade every day and provides access to 150 million consumers in a one-day drive."

Boasting fully serviced, industrial land with immediate highway access and two-hour proximity to three United States border crossings, London's Innovation Park is recognized as a rich source for multinational organizations like Brose, Hanwha and Dr. Oetker.

In addition to Innovation Park's ample, fully serviced industrial land with valuable highway access, the London International Airport offers the same world-class infrastructure with added international connectivity. With 300 acres of industrial property for both long-term lease and purchase and an annual economic impact of \$357 million, investors can take advantage of 24-hour access to Canada Customs and Air Cargo, as well as competitive property maintenance fees.

London's infrastructure has also been grown and developed in lockstep with technological advancement. In addition to the various technology incubation and acceleration

opportunities within London, affordable downtown office spaces, high-speed fibre optic connectivity and certified data centre sites also make London a leading scene for the success of investors in the technology industry.

Cultivating a prosperous economy has always motivated infrastructural development in London, but creating innate value for people and businesses to flourish is the fundamental goal. Recent investments in infrastructure have improved access to the city, access to industrial hubs beyond the city and access to resources within the city, which has earned London international recognition as a prime location for industrial investment. The prosperity of multinational organizations has inspired London's long-term and persistent commitment to infrastructural development.

City assets are the driving force behind a vibrant business climate in our industrial parks



The London International Airport serves a catchment area of over 1.7 million people



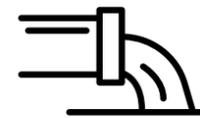
Electricity

Underground looped 27.6 kV four-wire distribution system



Natural Gas

Existing 6" gas main at lot line with millions of BTUs capacity



Sewer

High capacity 12" sanitary sewer at lot line



Water

Only municipality in Ontario that draws water from two great lakes



Telecom

Access lines with digital switching and advanced signalling technology



Incentives

No industrial development charges. \$75,000 per acre



"The 401-402 corridor is a jobs growth driver – it carries \$1.5 billion in trade every day and provides access to 150 million consumers in a one-day drive."

Kapil Lakhotia,
President and CEO of LEDC

MADE IN LONDON

From inhalers that save lives, to boats that support Olympians' dreams of gold, London products are world renowned

LOCAL CHICKEN, NATIONAL IMPACT

Every Chicken McNugget in McDonald's restaurants across the country is made at Cargill, in London, Ontario.



AWARD-WINNING, LIFE SAVING

Drawing worldwide interest, Trudell created an award-winning, drug-free device called the Aerobika Inhaler, which has significant reductions in costly pulmonary complications.



CREATE A MONSTER-PIECE

Big Blue Bubble has earned the studio recognition from prestigious organizations around the world by producing award-winning titles that stand the test of time, including their flagship franchise, My Singing Monsters.



SPICE OF LIFE

London's McCormick plant produces cupboard staples such as Clubhouse spices, Billy Bee honey and Thai Kitchen sauces.



TRUE BLUE

Labatt Brewing Company was founded in London, Ontario in 1847 and has evolved into an internationally renowned company with a network of six breweries, four regional Beer Institutes, 15 sales offices and 23 warehouses and distribution centres.



WORLD-WIDE GAMING

With over 38 million registered players globally, Digital Extremes has found success with Warframe, its first "free-to-play" game. Digital Extremes proudly ranks as one of the world's top development studios in the interactive entertainment industry.



SLICE OF THE PIE

Pizza's popularity continues to soar in Canadian households. Sourcing many ingredients from Southwestern Ontario producers, Dr. Oetker's first North American facility produces millions of frozen pizzas a year, right here London, Ontario. A new production line is poised to help the company almost double production, ramping up to 40 million pizzas a year.





STOPPING POWER

With a large global customer base, Vaughn Custom Sports makes standard and custom-made goalie pads, blockers and gloves for elite Olympic and National Hockey League athletes.



TINY TECH, TURNED UP

Q5X is a London-based company that makes small, durable microphones and transmitters used in sports, TV, film and theatre. Professional athletes wearing them can be heard throughout a game.



MAKING THEIR MARK

Brose Canada, the first and only Brose plant in Canada, has pressed 197.7 million rails, sold 33.3 million seat adjusters and sold 7.9 million backframes since opening its doors in 2005.

ROWING FOR GOLD

Hudson Boat Works is a world leader in the development of premium racing shells for elite athletes and is a proud facilitator of 115 World and Olympic medals.



EAGLE-EYE VIEW

U.S. defence giant Northrop Grumman Corporation collaborates with London business, Diamond Aircraft, to produce unmanned surveillance aircrafts, contributing to London's reputation as a premiere defence manufacturing centre.



KEEPING A LID ON THINGS

In the 1970s, Jones Packaging, located in London, introduced the first child safety vial to the Canadian pharmacy market. Be it a box of candy, a blister pack of cold medicine or a bottle of vitamins, Jones Packaging is in millions of homes worldwide.



SAFE WATER FOR THE WORLD

With six global businesses operating in 16 countries, Trojan Technologies has provided sustainable clean water treatment solutions that positively impact the lives of over one billion people around the world.



90%

of its products are exported, destined for international markets.

From the difficult-to-detect double-V Hull, designed and developed in London by a London engineer, to variants of the Light Armoured Vehicle (LAV) 6.0, GDLS-Canada produces advanced equipment for countries all over the world. More than 90% of its products are exported to international markets.

GDLS-Canada is positioned with a focus on innovation, with access to highly-skilled talent and an ecosystem of innovative technology and manufacturing companies, including expertise in nano-materials and artificial intelligence.

"We're one of the premier companies in our industry – a global leader," says Danny Deep, Vice President of GDLS-Canada. "London is leading by example for defence and advanced manufacturing. We're home to a number of international companies and educational institutions that are driving innovation in these sectors."

Part of the federal government's Advanced Manufacturing Innovation Supercluster, GDLS-Canada is one of the largest defence contractors in the country. Based in Ontario, the Advanced Manufacturing Supercluster is building next-generation manufacturing capabilities focusing on technologies such as advanced robotics and additive manufacturing through training and technology adoption.

GDLS-Canada's commitment to being at the forefront of emerging global research and technological trends is critical to its ongoing success and its future.

LOCAL INNOVATION, GLOBAL DEFENCE

GDLS-Canada's focus on R&D drives economic growth

General Dynamic Land Systems-Canada (GDLS-Canada) is the only Canadian provider of Light Armoured Vehicles that designs and manufactures the vehicles from start to finish.





Canadian Centre for Product Validation: CHANGING THE MEANING OF QUALITY

London is a phenomenal location because business, government and the community have backed the idea of innovation. It's resulted in the exceptional quality of our businesses, our lives and our community."

– Bruce Smith, Acting CEO of CCPV

Designed to support manufacturers by getting products to market faster, the Canadian Centre for Product Validation (CCPV) is a revolutionary part of London's Advanced Manufacturing Park (AMP) and Fanshawe College.

Unlike any other testing facility in Canada, CCPV conducts electrical, mechanical, performance, environmental and thermal testing at a single location.



"We have invested significantly in R&D, including the development of a digital backbone to our vehicle platform," says Deep. "This offers a common digital platform on which technologies can be installed."

GDLS-Canada's presence in London is a key element of the city's innovation ecosystem, according to Gil Camirand, Director of Engineering Development and Technology. "We take good Canadian ideas and work with good Canadian businesses so we can provide a complete product with technology for the international market."

The company is integral to the city's growth and strength as one of the largest defence contractors in the country. According to the company, more than 240 suppliers in London provide support for GDLS-Canada, representing 10% of the local economy.

London also offers unique opportunities for further research and testing. "We work with Fanshawe College's Canadian Centre for Product Validation, which helps us in terms of problem solving and discovering the root causes of any challenges we encounter," says Camirand. "With Western University, we do leading research and development in composite structures for our vehicles and projects in mechanical and chemical engineering. We can collaborate in real-time and be embedded in their labs."

From the company's London base, it supports LAVs in service with the Canadian Army and the Federal Government's defence research and development initiatives. This London connection provides a local export conduit for leading technologies.

Identified as a key industrial capability, GDLS-Canada makes a significant impact to Canada's innovation ecosystem and economy, sustaining over 13,500 direct and indirect jobs.



CCPV can provide testing for small consumer goods to large vehicles.

More than **240**

suppliers in London alone provide support for GDLS-Canada.

Serves aerospace, automotive, building materials, consumer goods, medical/health & safety devices, military & defence and renewable energies sectors

150 million consumers in a one-hour drive

Access to academic + business sectors

25,000 square-foot centre

Entrepreneurial Ecosystem

Striking the perfect balance between big-city opportunity and small-town camaraderie, local business owners know London's startup advantage. Supporting inspired visions of entrepreneurs at every stage of development, London's entrepreneurial ecosystem is comprehensive and collaborative.

A variety of unique-to-London business acceleration services comprise London's entrepreneurial ecosystem, which supports and encourages taking the ambitious leap to launch a new business. Positioning themselves for success, entrepreneurs tap into early-stage investment opportunities, meaningful mentorships and valuable connections through SWO Angels and Roundhouse Accelerator. Throughout business development, entrepreneurs access the programs, training and ongoing support offered through London's Small Business Centre, LEDC and Tech Alliance. To sustain their success with professional education and development, and mature business promotion, business owners turn to London's Chamber of Commerce.

From concept and capital, through business growth and development, London is brimming with new business support. With fresh ground for innovation, resources that bring ideas to life, and supports to maintain momentum, entrepreneurial success is grown here.



LONDON'S

Joel McLean
Info-Tech Research Group

- **Describe your business**
We're an information technology research and advisory company. Our mission is to help CIOs and IT leaders make better decisions that deliver measurable results for their organizations.
- **What opportunities, unique to London, fostered your success?**
From the start, London gave us three things critical to any start-up: Direct access to great talent, proximity to market and a relatively low cost structure.
- **How has London contributed to your growth?** London is a special place, with strong cooperation between schools, government and the business community. You're never far from a conversation that could spark your next big thing.
- **What local resources have helped you along the way?**
Too many to list! LEDC, Tech Alliance, the Chamber of Commerce, Downtown London, Western University, Fanshawe College and others have been instrumental in our growth. They are London's "not-so-secret" secret weapons.
- **What is your favourite part about living in London?**
The people. Everyone here seems to know this city is special and that makes itself obvious whether you're at work, at home or just walking through the core.

Tina Bax
CultureWorks

- **Describe your business**
CultureWorks is a school that prepares international students for success at the post-secondary level. We teach English and Canadian culture.
- **What opportunities, unique to London, fostered your success?**
My own Bachelor of Education from Western University inspired me. London's rich post-secondary culture provides exciting opportunities for CultureWorks graduates.
- **What makes London a good fit for your business?** The university and colleges, local job opportunities for our graduates and the huge talent pool of teachers, administrators, and host families in our city.
- **What local resources have helped you along the way?**
People are always the greatest resource for a community and, as an entrepreneur and volunteer, I've been exposed to some of London's greatest!
- **What is your favourite part about living in London?**
London International Airport allows me to enjoy living in London while remaining connected with our campuses in China and Ottawa.



ENTREPRENEURS

Tony Boyle
HRdownloads Inc.

- **Describe your business**
HRdownloads is Canada's fastest growing online premier human resource platform, providing access to an online database with HR tools, resources and training courses.
- **What opportunities, unique to London, fostered your success?**
Many local digital and tech start-ups make it easy to find great people who can help your cause at affordable costs.
- **How has London contributed to your growth?** London has great people. Finding warm support from local businesses and great, enthusiastic colleagues is not a challenge here.
- **What local resources have helped you along the way?**
Fanshawe College, Western University, LEDC, Pillar Nonprofit Network, Twenty Under Forty Foundation, Business London and Chamber of Commerce, to name a few.
- **What is your favourite part about living in London?**
The city itself. From the bike paths to entertainment at Budweiser Gardens, it's a great place to live, work and raise a family.

Andrew Sharpe
IO Industries Inc.

- **Describe your business**
IO Industries makes amazing cameras and DVRs used by professionals at rocket launches, sporting events, holographic imaging studios and manufacturing facilities.
- **What advice would you give to a new entrepreneur in London?**
Be persistent and leverage new ideas and opportunities as they arise.
- **What makes London a good fit for your business?** London's deep talent pool, diverse business community with many suppliers of goods and services and high quality of life.
- **What local resources have helped you along the way?**
The greater business community, including accountants, lawyers, architects, builders and our many local suppliers help sustain our success.
- **What is your favourite part about living in London?**
The Richmond Row entertainment district is always a great time!

Alex Vander Hoeven
Race Roster

- **Describe your business.**
Race Roster is a North American-based event management platform that allows users to create, promote, and register for endurance events.
- **What opportunities, unique to London, fostered your success?**
The affordability and quality of life in London are tough to beat.
- **What advice would you give to a new entrepreneur in London?**
Network with other entrepreneurs who have found success in London. The main players are very open and generous with their time and advice.
- **What local resources have helped you along the way?**
London Economic Development Corporation, Tech Alliance and our network of local advisors and investors.
- **What is your favourite part about living in London?** I love what is happening on Dundas Street, both in the east and downtown. And, you can always count on a good time at a local bar like Joe Kool's or Barney's.



LONDON ON TAP

Local brewers know that London has expertise on tap. From Capital Blonde Ale at Forked River, to Rusty Red Sled Amber Ale at Toboggan Brewing Co., an artisan culture is brewing in London. Fostering creativity and connectivity, craft brewers eagerly come together to produce high-quality and unique beer, and to strengthen London's craft brewery scene. Uniting community, arts and entertainment, and locally produced products, this growing local industry creates an experience that Londoners love.



London's craft beer scene invites locals to enjoy beer at the source.



Labatt Brewery largely dominated the beer industry in London until three homegrown entrepreneurs – one engineer and two biologists – launched Forked River Brewing Company. Now, Londoners have access to fresh, local beer close to home. From their consistent, go-to core products to crazy and fun beers you wouldn't expect, Forked River brings a unique taste and experience to the London community.

With no prior tourism or service industry experience, Forked River's expansion has been fascinating. What started as producing, packaging and selling products to larger outlets has turned into reaching consumers directly through their front door.

"We're shifting our focus from wide distribution to local sales. From a business and brand perspective, this makes the most sense," says Andrew Peters, Founder, Forked River Brewing Company.

Despite the lack of craft breweries in London prior to Forked River, there was a huge demand. Londoners are not afraid to try new things and are accepting of novel recipes and innovative ideas.

"We were really blown away by the community involvement and support in London – not just from customers, but also from local small businesses," says Peters.



"We are people who take beer seriously."

– Andrew Peters, Founder of Forked River Brewing Company.

"Londoners' support of creativity makes the city the perfect place for the innovative and daring craft brewery"

– Forked River Brewing Company.



Collaborative and community-centred, London provides a supportive environment for local startups and small businesses. "We had local small businesses come in and do things for us – all for free," explains Peters. Now, Forked River continues to give back to initiatives that help develop business in London, from speaking to start-ups at the London Small Business Centre to participating in forums at Ivey Business School and Fanshawe College.

With its proximity to the U.S. border and ability to serve greater metropolitan areas like Toronto and Windsor, London is an excellent location for fostering growth and connecting ventures to opportunities.





250,
000,

DRUMSTICKS A DAY



Jobs

à la
mode:

Nestlé expanding London facility

Every day in London, Ontario, a quarter of a million Drumstick sundae cones are created in Nestlé Canada's only Canadian ice cream factory.

Paul Gosling enjoys one of the hundreds of thousands of Drumsticks Nestlé makes daily.



“We have been in Canada since 1887,” says Eric Berdan, Director, Factory Operations. “Nestlé is focused on being economically sustainable, delivering on our business objectives and gaining market share. That only works when you have the right people, the right processes and the right production.”

With a century-old history in Canada, Nestlé is committed to growth in London, recently announcing a \$51.1-million investment into the 52-year-old plant and 150 new full-time positions. In an industry where food safety is everything, early-stage investment from the Southwestern Ontario Development Fund was critical to Nestlé’s expansion, allowing the factory to enhance existing cleaning technology at each individual product line.

Almost 240 stock keeping units (SKUs) rotate throughout the factory each year, with 11 production lines and one more to come. Nestlé is dedicated to creating new products for its customers year after year, such as the London-developed and London-made Häagen-Dazs SPIRITS product – combining dessert flavours with premium spirits like Vodka Key Lime Pie.

Nestlé is also able to serve an entire country from one location. Situated close to the 400-series highway spanning the country, Nestlé’s refrigerated trucks transport thousands of crates of ice cream to Canadian cities from coast to coast.

One of the most heavily safety-tested foods in Canada, a reliable dairy supply is the foundation of Nestlé’s focus on food safety, which controls the entire production chain, from auditing raw material suppliers to the distribution chain for transporting ice cream.

Ontario’s entire food and beverage manufacturing sector is the third largest in North America, with manufacturing revenues of over \$35 billion annually. London’s own food-processing sector has an existing employee base of more than 7,000, at companies ranging from Cargill Canada, to McCormick and Labatt Brewing Company. With the presence of several national and international companies, London has demonstrated sustainability and increased growth for the food and beverage industry.



Every single item is carefully examined for safety on each of Nestlé’s production lines.

“Nestlé is focused on being economically sustainable, delivering on our business objectives and gaining market share. That only works when you have the right people, the right processes and the right production.”

– Eric Berdan, Director, Factory Operations

Disrupting Health Care

The global health care industry is projected to surpass \$1.85 trillion in manufacturing revenue, with no signs of slowing down.

With access to multiple world-class research facilities, research leaders in imaging, cancer and concussion, an integrated health network, manufacturing, funding from all levels of government and collaboration between all sectors, London's entrepreneurs are becoming part of the trillion-dollar industry, creating ground-breaking technologies and approaches.

London-based company, Sensory Technologies, is disrupting health care around the world.

Virtual Hospital Wards

Sensory Technologies' eShift® technology started as a unique collaboration with the South West's Local Health Integration Network – regional networks that integrate and fund health care in Ontario and is now used with customers in the United States, United Kingdom and Europe.

The eShift technology enables a registered health care provider to supervise and direct a team of on-site care technicians in real-time. This program allows patients to be treated in home instead of hospital and has resulted in better patient care and significantly reduced costs to both the hospitals and community care teams.

The use of eShift® has led to reductions of emergency department visits by 42.3%, hospital length of stay by 42.5% and a reduction in costs of 44%.

Entrepreneurs also have access to graduates from the necessary disciplines needed to compete in health care on a global level – through coders at Fanshawe College and scientists, biologists and engineers at Western University. Western has also supported a number of companies and products as they transitioned from research to full commercialization.

Financial and intellectual support from organizations like local angel investor group, SWO Angels, are making London a natural fit for companies who are making an impact on an international scale.



BREAKING TRADITION

Professional service firms leverage London as a test market to develop new technologies, products, and innovative approaches to client services prior to nationwide rollout.

Over 500 businesses and 55,600 employees across London's higher education institutions, government offices, financial service firms, contact centres, and corporate offices make up a large component of our economic base. Leading-edge technologies, diversification of products and services, and creative teams are some of the driving forces that are fuelling growth and innovation in the professional services sector.

Long-Standing Success

London Life Insurance Company, which has been part of the City's economic landscape for over 100 years, recently expanded its digital services team in response to the explosion of consumer use of technology to access financial services. Renovated offices provide open concept, dynamic areas designed to foster collaboration and innovation.

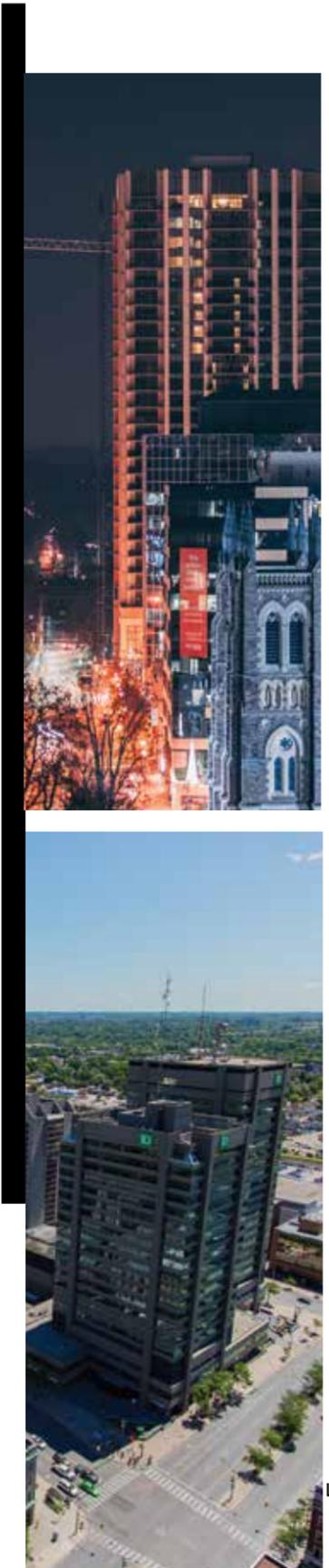
With similar long-standing roots, TD Canada Trust has developed new solutions, including specialized technology for the hearing impaired and their first net zero green energy branch. Both companies have tested a variety of new finance solutions in London, including ATMs and Freedom 55 products.

Test Market City

Bell Canada and Royal Bank are among other major professional service providers that have found success testing their new products and services. In addition, for retail icons and food processors including IKEA®, McDonald's™, Tim Hortons, Pulp and Press, and Black Fly Beverage Company, London has proven to be the ideal test market for new products and services prior to nationwide launch.

Companies require a sample city that is representative of Canada's entire population to test out new advancements and London serves this purpose well. With multiple industries and a diverse demographic, London has a lot to offer from a consumer standpoint.

Companies credit access to talent, a supportive business culture, attractive quality of life and comparatively low business costs for continued success and ability to invest. London enjoys a solid reputation in this sector for well-educated and experienced talent that appreciates the affordability, safety and a good work-life balance.



NO PLACE LIKE HOME

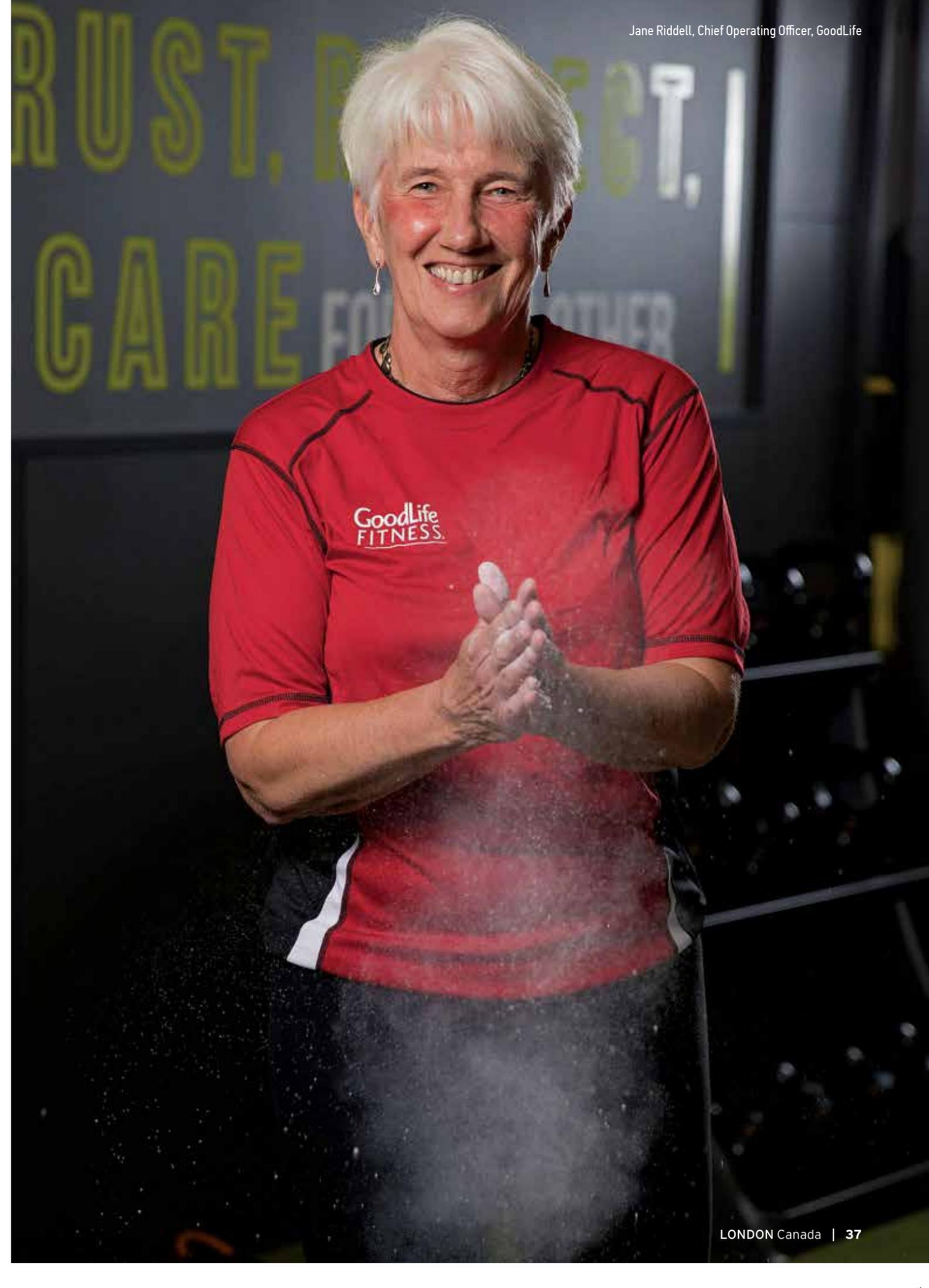
“ This is our legacy to London. GoodLife could not be better anywhere else.

”

IT DOESN'T GET EASIER  YOU JUST GET STRONGER



GoodLife is the largest fitness chain in Canada.



WE ARE NOT A TEAM
BECAUSE WE WORK TOGETHER...

We are a team

BECAUSE WE TRUST, RESPECT,
AND CARE FOR EACH OTHER



GoodLife employees use active meeting spaces, which include bicycles, treadmills and swings.

From one small gym in 1979, GoodLife Fitness has become the largest fitness club chain in Canada with over 400 clubs, locations in every province, and more than 1.5 million members. As the fourth largest in the world, GoodLife has more than 350 employees at the home office in London, Ontario and employs a total of approximately 1,000 people in the city and surrounding area.

GoodLife has access to homegrown talent through Western University and Fanshawe College, while maintaining a national focus and connection to larger cities like Toronto that have a high percentage of club locations. More than that, London offers their employees the lifestyle that is fundamental to GoodLife's success.

"There was pressure to move our head office to a larger city like Toronto," says Jane Riddell, President and Chief Operating Officer of GoodLife. "What it came down to is that London is our home, our roots. It's a big draw for our employees with great schools, a culturally diverse city and it's a great place to raise a family."

Consistently recognized with awards for their company culture and employee engagement, such as Platinum Status Canada's Best Managed Companies, the new GoodLife Home Office was built as a thank you to the company's employees. With healthy workspaces, including standing and treadmill desks, a living wall, and an attached gym, the office represents the company's core values and purpose – to give every Canadian the opportunity to live a fit and healthy life.

"The future of fitness means getting into the heads of our members – learning how they want to achieve their fitness goals and providing that experience, whether it be a group fitness class or personalized training," says Riddell.

The award-winning architecture has improved workflow and the bottom-line. "It's a world-class space that symbolizes our success in Canada," says Riddell. "The Home Office also provides our staff the ability to connect with their co-workers with no barriers to getting work done and is attracting new people to join our team."

GoodLife is also revolutionizing the way it motivates and engages members. "Fitness and health are becoming data-driven for some of our members," says Riddell. "We are always trying to find new and innovative ways to provide value to our members across their fitness journey and technology is at the core of that. We are now starting to explore how we can provide personalized digital experiences that meet each of our members' needs." With a burgeoning focus on how innovation, technology and data, the team can capture additional markets in the fitness industry.

"This is our legacy to London. GoodLife could not be better anywhere else."

"The future of fitness means getting into the heads of our members – learning how they want to achieve their fitness goals and providing that experience, whether it be a group fitness class or personalized training."

—Jane Riddell, Chief Operating Officer of GoodLife.

GoodLife's Home Office is designed to inspire with its greenery wall and open spaces for collaboration.



Gym locations offer personalized training.



PROMOTING HEALTH THROUGH

INNOVATIVE FOODS



Pulp & Press produces a wide selection of fresh juices for the national market.

London's charming sense of community is helping local entrepreneurs in the food industry thrive. Collaboration, resources, and early-stage supports have helped businesses such as Booch Organic Kombucha, Nuts for Cheese, and Pulp & Press achieve national success.

These entrepreneurs see the value in sharing unique insights about issues like health and safety, packaging and market strategies. "We share challenges and successes," says Booch founder, Shannon Kamins. "Because of that, we are all benefiting; we are all thriving."

COMMUNITY COLLABORATION

In addition to entrepreneur-to-entrepreneur collaboration, early partnerships with well-known, established food businesses such as Fire Roasted Coffee Company are a catalyst for success.

Margaret Coons, who founded Nuts for Cheese, an artisanal cashew cheese company, found her footing after leveraging space from an established food organization.

"When we first started out I was renting this space in the middle of the night," says Coons.

Familiar with this struggle, David Cook, founder of Fire Roasted Coffee Company, established the London Food Incubator – a facility that allows budding food organizations to gain traction by providing them with affordable spaces to begin selling their product.

FRUITFUL CONNECTIONS

Meaningful partnerships and access to valuable resources for functional food business owners make London a strategic choice for start-ups.

"We established a partnership with Fire Roasted Coffee early on," says Christian Vemb, founder of Pulp & Press Juice Company. "They, and other well-known organizations, welcomed us and sold our juice without any doubt."

London's proximity to large, agricultural communities also promises fruitful connections with organic farmers.

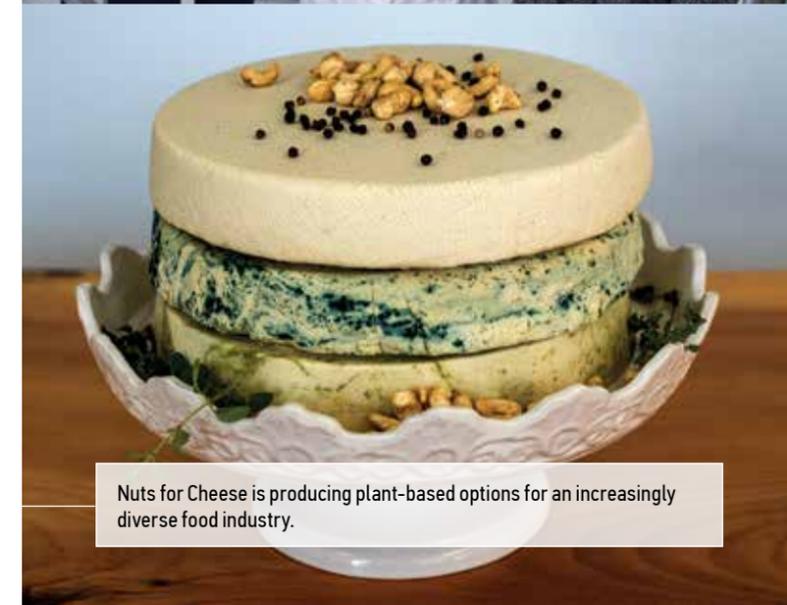
London's Small Business Centre and local grants provide these organizations with support in their early stages of development. High-growth entrepreneurs can leverage the LEDC for help finding funding, hiring talent and discovering business development opportunities.

Vemb, Coons and Kamins all shared in the excitement about London's significant support base.

"London's community has shown excitement and incredible support for our organizations because these innovative products are being produced in their backyard; people want to support something made locally," says Kamins. "London has been there since day one."



Booch is making the rounds from personal refreshments to innovative cocktails.



Nuts for Cheese is producing plant-based options for an increasingly diverse food industry.



Margaret Coons with a selection of Nuts for Cheese.



REVOLUTIONIZING THE BANKING WORLD

Home to 3,500 employees in London, with 300 new jobs created in 2018, TD Canada Trust in London has teams leading brand strategy, commercial banking, wealth management and more, all working towards the common purpose to enrich the lives of customers, communities and colleagues.

As technology advancements continue to shift how people bank, TD has evolved, honing in on digital, and focusing on how technology can provide increased convenience and financial confidence to its customers. TD is the leading digital bank in North America with over 12-million digitally active customers, and recently surpassed seven-million mobile active customers.

"We know our customers are looking for different ways to engage through digital and phone channels," says Shane Kennedy, Vice President, Market Leader, Southwestern Ontario. "We have a great talent pool in London and we've taken advantage of it."

For TD, financial literacy is at the core of its digital products and services, including TD MySpend, a mobile budgeting app that tracks spending in quick and easy steps. The app features instant notifications, spending insights and category tracking to give users greater insights into their spending. On average, frequent TD MySpend users (those who use the app one to five times per month) are spending 8% less per month, while occasional users (those who use the app at least once a month) are spending an average of 4% less per month.

Customers can also meet with in-branch Digital Concierges, who are employees dedicated to answering questions about TD's digital products and services. Using tools like TD Digital Academy, employees can provide "need to know" information and educate customers on TD's digital banking options.

While more traditional transactions like cheque deposits and bill payments are being completed digitally, customers continue to rely on their branches for advice on their complex banking needs. "Our customers tell us that they expect advice when they come into the branch, so we do all we can to help them leave the branch feeling informed and confident about their financial future," says Kennedy.

"We have a great talent pool in London and we've taken advantage of it."

CEMENTED IN INNOVATION

With the name London marked on the back of every single one of its trucks in countries around the globe, London Machinery is one of the city's most unique brand ambassadors.

Likely the oldest and largest concrete mixer manufacturer in Canada, if not the world, the company ships trucks across Canada, the United States, and South America. Founded in 1905 by London entrepreneur Henry Pocock, London Machinery started as a manufacturer of concrete blocks. By 1908, it produced the first London steam-driven concrete mixer. Since then, the company has grown into a global powerhouse cemented in leading edge innovation, automation, and robotics.

"A key advantage to being in London is the strong ecosystem of business and suppliers."

— Robert Monchamp, Vice President / General Manager, London Machinery Inc.

"A key advantage to being in London is the strong ecosystem of business and suppliers," says Robert Monchamp, the company's Vice President/General Manager. "These local partners in welding, lasers, robotics and shop automation have helped us thrive and grow."

Monchamp also credits access to talent as an important driver of success. "We have always been able to find very good talent here, especially from institutions like Fanshawe College," says Monchamp

With just over 160 employees, many of whom have more than 40 years of service, London Machinery is well-regarded as a people-first company. According to Monchamp, the sense of ownership is second to none. This is reinforced further by the company's focus on creating a safe and positive work environment.

"Most of what we do is physical work, so ergonomic design and automation is very important," says Monchamp. "The only way to stay ahead of the curve is through automation."

With a history that spans more than 100 years, London Machinery has grown into a world-renowned provider of concrete mixers, replacement drums, batch plants and refuse trucks. In 2010, the company moved into a new 140,000 square foot, state-of-the-art facility, with the help of local business support and resources.

Monchamp credits Dancor and the London Economic Development Corporation (LEDC) in supporting the company's growth.

"The LEDC is an excellent partner. They reached out and found solutions for us and were very helpful in building our new facility."

So the next time you see a mixer anywhere in the world, look for the iconic London name on the back and recall its proud history and legacy.





CONNECTING LONDON TO THE WORLD



In 1995, two friends at Fanshawe College started writing software for a bulletin board system. As the Internet started to take shape, they transitioned from software development to service provider, connecting people directly to this new network.

Fast forward 23 years and Start.ca is now one of the fastest-growing Internet and phone service providers for homes and businesses in London.

Strategic growth

Having outgrown multiple offices in recent years, Start.ca has found a new forever home in the city and is currently building their new headquarters at 639 York Street. By adding 40,000 square feet to the existing 40,000 square-foot building, the new office space will give the company even more room to grow while maintaining their collaborative, positive company culture.

The tech company is also making significant investments in the community, including a secondary data centre at their new headquarters. "It's a state-of-the-art data centre to ensure secure access, cooling, fire suppression – everything that we need to house and protect business infrastructure," says Peter Rocca, President and CEO, Start.ca.

Start.ca also invests in facilities beyond Canada, including New York and Chicago, which helps them provide the reliable, high-performing Internet service that connects London to the world.

Fostering a meaningful experience

Customer service is the core of Start.ca. Their personal, friendly and service-oriented philosophy is reflected throughout all customer interactions – whether that's a phone call, social media message or an in-person visit.

"Our growth has been fuelled by the public's growing awareness of their options and their desire for better customer service," explains Rocca.

A thriving tech industry

With London's size, skilled talent base, and proximity to larger city centres, there's opportunity for companies in the digital creative sector to grow strategically.

"London has everything we need to continue to grow."

– Peter Rocca, President and CEO, Start.ca.





MANUFACTURING REVOLUTION

THE HUMAN ELEMENT

With over 1,000 machines and 80 plants connected around the world, **FreePoint Technologies is bringing the Industrial Internet Of Things (IIoT) to the factory floor.** Typical factory equipment is at least 30 years old, predating the Internet. FreePoint has developed an out-of-the-box method to connect existing machines to big data solutions.

The goal is to create the ultimate factory of the future – where every machine can be monitored for efficiency and businesses can plan for equipment repairs well in advance.

Crucial to that vision is the human element, ensuring that data collected from monitoring is meaningful and engaging for employees.

"We gamify a lot of the jobs on the plant floor," said Paul Hogendoorn, President of FreePoint. "We benefit from having Fanshawe College with their video game development curriculum. The way to make jobs important for people is to have meaningful work and metrics."

FROM REACTIVE TO PROACTIVE

Having spent more than three decades working in the IIoT arena, ZTR has been driving digital strategy long before IIoT became a catchphrase.

With Original Equipment Manufacturers (OEMs), rental companies and railways looking for ways to modernize control units and improve data access, the **ZTR smart telematics systems help reduce operating costs, improve safety, and can field-follow equipment in real time.**

When it's difficult or impossible to have a human presence, ZTR Control Systems provides data and remote monitoring from afar.

Central to the success of ZTR's global strategy have been London's resources, talent pool, and IT infrastructure. "London has always been out in front in terms of emerging services, broadband and networking," said Paul Wilson, ZTR's Director of Commercial Development & Program Management. "Through organizations like LEDC, there's always been a collaborative peer group to help drive economic development."

THE INTERNET OF EVERYTHING

With 38 years of experience in their three core markets - OES Technologies, OES Scoreboards, and OES Electronic Design & Manufacturing Services (EDMS) – **OES Inc. produces world-class products and technology solutions across a broad range of industries and applications** including automotive, transportation,

sports and entertainment, health care, defence and the environment. Whether it's developing applications to improve the efficiency of manufacturing operations, providing technology solutions for products or developing scoring, timing and LED video options, connectivity is a key element of every product developed and produced by OES.

"LONDON HAS MANY TECHNOLOGY COMPANIES SUCCESSFULLY COMPETING GLOBALLY, WHICH HELP UNLOCK OPPORTUNITIES FOR US ALL TO GROW."
– Linda Russell, CEO, OES Inc.

"OES has been able to differentiate ourselves in our core market spaces by designing solutions capable of being linked across different industry-related networks in a way that meet customer needs," says Linda Russell, CEO, OES Inc.

According to OES, success in the highly competitive global market comes with a commitment to R&D activities and a vision for future market needs. "London has many technology companies successfully competing globally, which help unlock opportunities for us all to grow" says Russell. For OES, offering advanced technologies and a strong culture focused on relationships, a cornerstone for continued growth both in London and internationally.

NET ZERO NEIGHBOURHOOD

Did you know a net-zero neighbourhood is up to 80% more energy efficient? It also produces energy for its residents through renewable resources, such as solar.

West 5 is at the forefront of this net-zero vision here in London. Developed by Sifton Properties, West 5 is a sustainable, energy-efficient community that benefits the environment and well-being of its residents.

Quality Urban Energy Systems of Tomorrow (QUEST) recognized West 5 as the first large-scale, privately developed sustainable smart centre in the world. As Ontario's first sustainable net-zero community, the development is ahead of the current building code locally and internationally, ensuring the newest materials are incorporated into every new build.

The cutting edge design has a deeper purpose for Richard Sifton, CEO of Sifton Properties – building a strong community. "The world is evolving toward more interaction and more desire to be a part of things."

Communities need to evolve to reflect that increased connection, and Sifton believes West 5 is leading the way in how we will build communities in the future.

The multi-purpose West 5 development will have mixed residential, retail, and business uses for families, seniors and young professionals, all surrounding a central park with programs ranging from concerts and yoga classes to farmer's markets.

With solar panel-topped roofs, rainwater collectors, forest trails, community gardens and over 100,000 bees, West 5 signals a connection to both urban and natural landscapes.

"The most exciting thing about West 5 is that it will impact what we build in the future," said Sifton. "This is a community that can sustain itself, while welcoming the entire city."

WEST 5



PIONEERS IN HEALTH CARE

EVIDENCE-BASED, PASSION DRIVEN

FINDING GLOBAL SOLUTIONS

Dr. Femida Gwady-Sridhar, founder and CEO of Pulse Inframe, is a clinically trained epidemiologist who recognized a global problem and developed a collaborative solution.

Pulse Inframe's technology brings together real-world data across the world to create registries that support clinical trials and improve treatment decisions for patients with cancer and rare diseases. This is vital when currently, there is not enough country-specific data to provide meaningful insight into treatments.

In London, the company collaborates with patient advocacy groups, pharmaceutical companies, physicians and researchers to help their patients.

"London is a great landing spot because there are other companies and a rich academic environment you can learn from. Sometimes you think you're the only one with a challenge, but that's not the case. We can collaborate with anyone, anywhere," says Gwady-Sridhar.

TRANSFORMING MEDICAL INNOVATION

With operations in three countries, services in over 50 and its head office in London, Robarts Clinical Trials is a global expert in gastroenterology and inflammatory bowel disease research and trials, such as Crohn's disease and ulcerative colitis.

Lisa Harrison, COO at Robarts Clinical Trials has helped the company transition into a unique social enterprise structure that is the only one of its kind in the world.

"This model ensures we can operate as a research based entity, while investing in medical advances, employees, and global diversification," says Harrison. "We have innovative companies in London and the ability to grow our medical services sector."

SAVING CLINICAL TRIALS

Ranked number nine in Canada's Top 100 Women Entrepreneurs by PROFIT W100, Shantal Feltham, President and CEO of Stiris Research, founded the clinical trial management company, focusing on Phase I-III oncology and neurology trials for biotechnology and biopharmaceutical companies.

Stiris fosters collaborative relationships with innovative companies and clinical trial investigators to ensure quality data and to maximize patient access to new therapies. They have also used their experience to rescue studies that otherwise wouldn't succeed.

Though its business is international, being in London has unique benefits. "We're surrounded by academic and industry experts that can help early-stage biotech companies develop medical products. We are connected to some of the best hospitals and universities in North America."

From data on effectiveness and safety to insights into therapeutic interventions, clinical trials are resulting in medical advancements throughout the world. Three international companies headquartered in London are developing unique solutions for a global roster of clients.

From left to right: Shantal Feltham, Dr. Femida Gwady-Sridhar and Lisa Harrison on location at Museum London's new community space: the Centre at the Forks.

FUTURE FOCUSED



Creating a strong, knowledgeable workforce and retaining skilled graduates to pursue work in London are key priorities that have shaped the city's robust educational sector. London's Western University, an institution with research partnerships on every continent, Fanshawe College, an institution that prides itself on the provision of experiential learning opportunities and various technical schools, focus on building London's economy through strategic, mutually beneficial partnerships.

With a strong focus on aligning curriculum with industry needs, collaborations between London's institutions and industry leaders are beneficial for students and partners alike. Collaborations between Fanshawe, Western, Ivey and LEDC fuel hands-on, dynamic learning experiences for students to discover how theoretical knowledge translates to practice.

Partnerships such as this simultaneously provide industry leaders with access to a direct line of influence on academic programming. Working collaboratively with curriculum developers, industry leaders help ensure London's students receive an industry-relevant education with substantial value beyond the classroom walls.



In addition to the diverse and experiential educational opportunities available through Western University and Fanshawe College, London is also home to a variety of vocational schools with training programs in sectors ranging from health care to business, technology, law and language. London's Medix College of Healthcare, Collège Boréal, TriOS College and Westervelt College offer practical programming facilitated by industry-experienced leaders, making them respected community and industry-connectors for students. Cutting-edge curriculum, unique field experiences and seasoned instructors across all of London's educational institutions create diverse learning experiences, producing a competitively skilled workforce for London.

Continuously fostering collaboration between students and industry leaders, London contributes to Canada's ongoing economic advantage in the knowledge-based economy. By providing opportunities, space and resources for industry partners and students to collaborate and innovate, London's educational sector and economy will continue to flourish for years to come.



INDUSTRY READY

BUILT IN

LONDON

From windows, doors and roofing, to cabinets, plumbing and countertops, state-of-the-art products made using innovative technologies can all be found in London and the surrounding area.

FLOORS

Proud to be LEED and Rainforest Alliance certified, BreezeWood Floors ethically source their hardwood materials and use renewable resources like solar. Their stains, topcoats and sealers are VOC and formaldehyde-free.

KITCHENS

From contemporary to traditional, several local kitchen and cabinetry manufacturers design functional and customized products. Sleek and practical, Bristol Sinks manufactures stainless steel sinks that complement any kitchen space.

SURFACES

Originally from Korea, Hanwha L&C Canada is home to the HanStone brand of high-end Quartz and Hanex Solid Surfaces. Using advanced methods, Hanwha delivers high-quality kitchen and bathroom counters.

ROOFING

With a focus on the "conscientious consumer" since 2009, London Eco-Metal Manufacturing Inc. creates steel and aluminum roofing products.

VENTILATION

Energy-efficient and health conscious, Lifebreath in London makes air quality products including heat recovery ventilators and air handlers that bring fresh, pure outdoor air into the home.

INSULATION

From waterproofing, insulation, soundproofing and vegetated solutions for roofing, Soprema takes the lead in delivering sustainable solutions, being the first Canadian manufacturer to receive a Health Product Declaration (HPD).

WINDOWS & DOORS

Made in London windows and doors are featured in places like the White House, Yale, Harvard and on HGTV's Backyard Builds. Harring Doors, Gentek Building Products, Northstar Windows & Doors and Centennial Windows & Doors create products that get noticed.

PLUMBING

Representing 10+ plumbing-related brands, Masco Canada manufactures smart materials for their consumers, such as Delta's Touch20 Technology faucets and MagnaTite's magnetic docking spray wands.

Who knew staying local would give you everything you need? Innovation, quality and experience all perfectly describe London's strong manufacturing sector.



MUSIC TO YOUR EARS

Oscar-worthy talent, state-of-the-art venues, and internationally acclaimed award shows take place here in London – and it's just getting started.

As the largest cultural event in Canada, hosting the JUNOS is a testament to the growth of London's music industry. This event will celebrate the Canadian music and showcase London's emerging music scene.

"The 2019 JUNOS will amplify London's infrastructure and industry, increasing the spotlight on our city," says Cory Crossman, London's Music Development Officer.

In addition, attracting the Canadian Country Music Awards (2016) and the Country Music Association of Ontario (CMAOntario) Awards two years in a row (2017-18), which had country stars Tim Hicks and Meghan Patrick in attendance, has helped to shine a light on the incredible local talent that both London and Ontario have to offer.

Fostering the Next Generation

With a focus on development and growth, the London Music Office is committed to creating positive musical experiences for London. The office works to foster music education, unite the music sector, engage creatives and enliven events and venues.

"There's been a lot of foundational work that has gotten us to where we are now," shares Crossman.

Schools fuelling musical talent in London such as the Ontario Institute of Art Recording Technology (OIART) nurtures graduates like Paul Gosse, who was recently recognized in Oscar-winning films like the



Each year, London hosts dozens of live shows from local and international artists.

Best Picture winner, *The Shape of Water*. Considered the Harvard of audio recording studios, OIART is number one in Ontario for graduates finding audio jobs within six months after graduation, with a placement rate above 70%.

From audio post-production to music industry arts, Fanshawe College is the place to develop music and production skills. Recognized as the Top Music School in Canada at the Canadian Music and Broadcast Industry Awards in 2017, Fanshawe is educating the future generation of musical talent.

Similarly, Western University's Don Wright Faculty of Music has taught and trained accomplished musicians and composers such as Stephan Moccio, who has worked with artists including Céline Dion, Nikki Yanofsky, Nick Lachey and The Weeknd.

"At the 2017 JUNOS, three of five nominees for Engineer of the Year were London educated. We're a training hub – it's clear that there's no city in Canada that's producing like London," shares Crossman.

With countless opportunities to offer, exploring creative potential, showcasing talent and putting theory to practice are just a few ways London's creative community is strengthening the music sector.



From country and rock to electronic music, the City fosters and hosts a wide variety of musical talent.

