

Town of Riverview

COUNCIL REPORT FORM



Presented to: Mayor and Council

Department: Economic Development

Date: January 23, 2019

Subject: Web Summit Report

Background

The Town of Riverview's Economic Development Officer travelled to Lisbon, Portugal, during the week of November 5 – 9 for the purpose of building strategic relationships in the European market and attracting investment to the local area. Web Summit, known for being one of the world's fastest growing and leading technology conferences in the world, welcomed 70,000 attendees from over 200 countries to discover emerging technology trends, innovative breakthroughs and to hear from top startup talent. The Town of Riverview was part of the Invest in Canada delegation alongside 100 industry and government officials across the country, representing Canada in foreign territory. The Town was also part of the Tap into Tech tradeshow booth which gave Riverview the ability to increase awareness amongst Canadian counterparts, potential partners and foreign business professionals.

The Town of Riverview also received exclusive, invite-only access to targeted programming which included a full-day ecosystem summit. **Ecosystem Summit** was a one-day event with Canadian technology companies that provided an opportunity to connect with Trade Commissioners one-on-one, as well as investors and potential partners. The summit also included programming and roundtable sessions specific to individuals working within the public sector. A detailed list of programming elements can be found [here](#). During the conference, the Town of Riverview participated in over 20 educational tracks - with a focus on marketing tracks – and engaged in several networking opportunities with startups, SMEs and multinationals.

Apart from Web Summit, there were various events hosted in the evenings. Based on the attendee list, the Town of Riverview strategically coordinated its presence at multiple networking functions including but not limited to **Tap into Canada**, a reception for companies interested in expanding or re-locating to Canada and select members of the Canadian delegation. The Town of Riverview was able to connect with innovative startups, tech entrepreneurs, investors and decision-makers throughout Europe.

Strategic Relationships

In hopes of further bridging the gap between New Brunswick and the most attractive markets for export, trade and foreign direct investment, the Town of Riverview met and made relationships with the following Trade Commissioners:

- *Cliff Singleton, Germany: Sectors Automotive, Telecommunications*
- *Fatima Carvalho, Portugal: Sectors ICT, Aerospace, Automotive*
- *Sandro Almeida, Portugal: Sector Agrifood, Cleantech, Lifesciences*
- *Francis Uy, Deputy Head, Consul and Senior Trade Commissioner, Finland: Sector ICT*
- *François Gauthé, France: Sectors Innovation, S&T*
- *Jessica Nachlas, Israel, Trade Development: Sectors Big data, AI, Fintech, Cybertech*
- *Lakshmi Kern, Switzerland: Sectors Culture, ICT, Consumer Products*
- *Melanie Ter Meulen, Netherlands: Sectors Investment, FDI, Digital*
- *Nathalie Nercessian, Lebanon: Sectors FDI, Science and Tech, Tourism, Defence*
- *Nicole Mothes, Austria: Sectors ICT, Forestry/Wood, Infrastructure*
- *Remi-Jacques Nadeau, Vice Consul, Germany: Sectors ICT, Market Access*
- *Sandro Almeida, Portugal: Sector Agrifood, Cleantech, Lifesciences*
- *Sanjay Purohit, United Kingdom: Sector ICT*

The Town of Riverview also made notable connections with organizations and individuals that could potentially yield results in other key aspects of economic growth, such as collaborative partnerships, program advancements and a widened entrepreneurial network:

- *Design Terminal: Leading social impact incubator in central Europe.*
- *TechQuartier Entrepreneurial hub that provides acceleration and open innovation programming, education and events.*
- *Startup Lisboa: Network of entrepreneurs located in the Lisbon area.*
- *Techstars: Worldwide network of entrepreneurs in over 150 countries with 300,000 alumni. Founder of events such as Startup Weekend and Startup Week, founder of Startup Digest, and offer some of the best startup programs globally.*
- *Founder Institute: Known for being 1 of the world's premier pre-seed accelerator. Currently present in over 180 countries with a portfolio value of \$20 billion.*
- *Startup Genome: Works to increase the success rate of startups and accelerate development of startup communities. Provide insights to drive economic growth and offer roadmaps that pave the way for job creation and startup success.*
- *Sines Tecnopolo: Largest European entrepreneurship and innovation network. Offer virtual, pre, standard, and co-working incubation and training,*
- *Startup Chile: Leading accelerator in Latin America. Known for being one of the most innovative and fastest growth rate amongst accelerators of their size, and for taking Chile's entrepreneurial ecosystem structure to new heights.*
- *University of Lisbon: Largest and most prestigious university in Portugal, and one of Europe's leading universities. The university has an innovation and technology center (Tec Labs) in the Faculty of Science for tech-based entrepreneurs. They developed ScienceIN2Business which provides fundamental entrepreneurial topics to students, teachers and researchers.*

The Town of Riverview consulted with Opportunities New Brunswick (ONB), our provincial economic development arm, 3plus Corporation – Greater Moncton’s regional economic development entity - and the Atlantic Canadian Opportunities Agency (ACOA) to ensure that we were inclusive, consistent in our messaging and knew of any existing relationships or companies of interest in-market.

Marketing

Before, during and following the conference Envision Riverview social channels were consistently active and grew significantly in engagement. Town of Riverview was also featured in the Times and Transcript and Buzz Local media outlets, and conducted a live video presentation from the conference grounds. Below is a social activity break-down:

Twitter **Impressions** 7,071 **Engagement** 155 **Posts** 9 **Mentions** 3 **Followers** 3 New

Facebook **Impressions** 3,340 **Engagement** 242 **Posts** 8 **Followers** 8 New

Live Video **Impressions** 347 **Engagement** 93 **Views** 214

Personal Channels **Impressions** 2,490 **Engagement** 125 **Posts** 10

NEW FOLLOWERS 11

TOTAL IMPRESSIONS 13,248

TOTAL ENGAGEMENT 615

In further anticipation of entering the European market, the Town of Riverview prepared a list of goals and objectives, as well as a targeted digital advertising campaign to attract interest from specific audience groups, namely c-level executives in the clean technology and business services sector. A detailed break-down of our marketing efforts and other key objectives prior, during and post market entry can be found [here](#). Our digital marketing campaign yielded the following results from ads targeted to our priority sectors:

Impressions 6,752 **Clicks** 90 **Average Click-Through Rate** 1.23%

53.33% Business Development

11.78% Finance

10.63% Operations

10.32% Sales

9.67% Information technology

Investment Attraction

The Town of Riverview coordinated face-to-face meetings with **13 companies** from multiple markets throughout the duration of the conference. These companies ranged from ideation stage to growth and maturity. A shortlist has been provided below:

Leads Categorized as organizations that were interested in entering the North American market and had an initial touch point (in-person meeting). Prospects listed below would also be included:

- **Watr** Watr provides detailed water quality data available via a Multi-Probe Sensor System, monitoring water quality at different depths including pH, Oxygen Reduction Potential, Dissolved Oxygen, Conductivity, Water Level and Temperature. [Website](#)
- **Blue Whale** Blue Whale Company has developed a complete range of stand-alone, robust and easy-to-install connected devices: The Spy can range contributes to network monitoring, water saving, building protection and environmental preservation. Specialize in IOT for water management. [Website](#)
- **Jungle** Jungle identifies when electrical assets are underperforming and predict when they wind turbines, power transformers or heavy industry machinery will fail. [Website](#)
- **Clean Car** Clean Car measures real world driving to show the benefits of an electric vehicle hybrid to see if it's right for you. CleanCar's analytics platform automatically uploads all journey data and calculates EV suitability ratings, best match EV recommendations, and an accurate cost benefit analysis. [Website](#)
- **Mov.e** Provides a scalable, low cost, EVSE charging solution for EVs and PHEVs that uses the existing grid infrastructure and provides an effective charging service by combining state-of-the-art technology with collective power to optimize resources and fulfill society needs in a sustainable way. [Website](#)
- **TIPA-Corp** Create viable compostable, and flexible packaging solutions while still offering consumers and brands the durability, transparency and shelf life they have come to expect from conventional plastics. [Website](#)
- **Prosume Energy** Blockchain-based platform that, thanks also to its own decentralized and self-regulated monitoring system, guarantees an autonomous, independent and digitized smart

place that will permit users to exchange different energy sources, promoting and accelerating new energy community models. [Website](#)

Prospects Categorized as companies that were considering expanding in the near future or re-locating, showed a strong interest in Canada, specifically – New Brunswick – and received a secondary touch point while remaining interested (follow-up email):

- **CANN Forecast** CANN Forecast uses artificial intelligence to conduct water management through tailor-made solutions. Reliable and predictive models are developed based on machine learning. [Website](#)
- **Plant-E** High-tech, nature-based solutions that efficiently generates electricity from living organisms such as plants. [Website](#)
- **HOPES** Hopes maps, analyses and optimizes the energy consumption of your business, giving you the tools to stop over-consuming. They provide tailor-made solutions to improve energy efficiency. [Website](#)
- **Poseidon** Poseidon ‘reduce’ uses blockchain and AI to empower individuals to reduce the climate impact of products purchased by making micro-donations towards carbon credits. Reduce also allows you to see—in real time—where and what impact your micro-donation makes for a transparent, fast and effective solution. [Website](#)
- **BEESharing** BEEsharing is a network for beekeepers, farmers and traders providing pollination services between beekeepers and farmers for better yields and a successful, cost-optimized beekeeping process. BEEsharing also provides transport services for beekeepers and honey bee. [Website](#)
- **Bamstraw** Bamstraw sells reusable, biodegradable and antibacterial bamboo products for the purpose of social impact. Products include cutlery, straws and picnic kits – working towards a movement to ban plastic straw usage. [Website](#)

Pipeline Categorized as companies that were seen as potential leads or working within the clean tech industry but were not connected with in-market, or companies that were in Alpha but were connected with and are at the beginning stages of the pipeline:

- [My Clean City](#)
- [Persistance Data Mining](#)
- [Dunya Project](#)
- [Envirate](#)
- [Compta Emerging Business](#)
- [20tree.ai](#)
- [MyFugo](#)
- [Sencrop](#)
- [Fitolight](#)
- [Compare Your Footprint](#)

CONSIDERATIONS

Legal: n/a

Financial: n/a

Policy: n/a

Stakeholders: n/a

Strategic Plan: Smart and Sustainable Growth

- Develop a targeted campaign to promote Riverview as a location of choice for “location neutral companies.”

Interdepartmental Consultation: n/a

Communication Plan: utilizing CRM to follow up on leads

Recommendation: Receive as information