

MISSISSAUGA *Life*

MADE IN
MISSISSAUGA:
SATELLITES,
SPACE ROCKETS
AND SILVER
SCREENS!

THE SUMMIT:
300 VOLUNTEERS
2 YEARS
5 BIG IDEAS...

+

TWISTED SISTERS:
THE RISE OF THE
MARILYNS

HAUNTED HOUSES

THE *SPIRIT* OF THE CITY
ISSUE NO.8. OCTOBER 2011

A NEW LEAF:
STUART PERCY'S
DREAM DRAFT

THAI TO DIE FOR:
MISSISSAUGA ON A PLATE
GOES SOUTHEAST ASIAN

JENNE & KRISTY MAKE
HEADWAY INTO THE
HILLS OF HEADWATERS

THE TRUTH ABOUT GALAS



MADE IN MISSISSAUGA

Hello again,

Made in Mississauga is our theme for October and we open our inquiries by profiling some significant players in the manufacturing world. We're examining a journey to prosperity that begins this month with a focus on products made in Mississauga.

At a Mississauga Board of Trade function, the veteran executive from one of the world's largest telephone manufacturers begins his answer to my inquiry about his business with a question back to me - "Have you ever been to China?" He goes on to describe the huge scale of manufacturing, the \$1.80 per hour paid for labour and the benefit of ginormous container ships and their negligible transportation

costs. These are the competitive advantages that China has over manufacturers in Mississauga and most of the world.

This new reality prompted his company to move away from manufacturing and into devising a common, software driven communications system that fits on a CD and puts all hardware tools under the control of a system designed to suit the company and any communications device. Forced to innovate, this multinational deconstructed their longstanding expertise and reconfigured it in order to dream up a new business model.

Certainly Mississauga manufacturers enjoy the benefits of being within a major transportation hub in Canada's largest market, located on a great lake and adjacent to the USA. Our diverse and well educated human capital serves all Mississauga businesses well. How manufacturers should harness brain power through creativity and innovation to formulate and package expertise for the world market is the challenge faced by the companies we introduce in our first feature on Made in Mississauga.

Whether the enterprise is big or small; the effective, inspired and collaborative use of manufacturing acumen, technological brain power and innovation explains their success.

For new and established manufacturers the role of the Research Innovation and Commercialization Centre (RIC), located in Sheridan Park, is just being defined. The RIC Centre's potential could be considerable for new and small businesses. Determining how RIC could leverage the presence of established potentially allied industries will require civic and provincial leadership that is both flexible and persistent.

We take pride in being flexible and responsive in providing information and support to our creative and industrious community. We're gratified when we receive your feedback so please read on and enjoy stories of dreams in the making and let us know how we're doing?

Best wishes,

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