

**NEW TORONTO INC PARTNERSHIP ESTABLISHED TO ELEVATE TORONTO'S
GLOBAL REACH AND IMPACT
(EMBARGOED UNTIL JUNE 21 1:00PM EDT)**

June 21, 2022 (TORONTO) A new partnership among key economic development organizations will help elevate the Toronto Region's story globally and drive awareness and business to the city. Today Destination Toronto, Toronto Global and the Toronto Region Board of Trade jointly announced the formation of the Toronto Inc partnership, alongside Mayor John Tory and the City of Toronto, to deepen collaboration and ensure the Toronto Region's story reaches the right audiences with the greatest impact in markets around the world.

While each organization has a distinct mandate they have a shared audience, all are actively engaged in promoting the Toronto Region globally as a place to invest, meet, visit, trade and maximize business opportunities. Through the new partnership, the organizations formalize a growing collaboration to undertake joint sales missions in key international markets, jointly elevate The region's profile at major events in the city, and align strategically on a compelling narrative for Toronto.

"Quote touching on Toronto's momentum and opportunity and the imperative of collaboration," said Mayor John Tory

The announcement was made on site at the Collision conference, in a shared Toronto Pavilion jointly produced by the City of Toronto Economic Development and the Toronto Inc partners.

"Moments like Collision are vitally important opportunities to showcase the compelling opportunity in Toronto, and the impact is far greater when we are unified in delivering that message," said Jan De Silva, President and CEO of the Toronto Region Board of Trade.

"The Toronto Region's leadership position in key sectors from tech and AI to advanced manufacturing to finance and life sciences creates the opportunity to attract business leaders and investment from around the world. Toronto Global represents the entire region in attracting international businesses,. These partnerships make that offering even more compelling by strengthening our international voice and showcasing a community that is working together," said Stephen Lund, President and CEO of Toronto Global

"The desirability of Toronto as a place to do business spans multiple planes of economic development. When global business leaders recognize how extensive the opportunities are in Toronto, more of them will choose to hold major meetings here, invest here, attract new talent to move here, and help Toronto companies reach global markets," said Scott Beck, President and CEO of Destination Toronto

The Toronto Inc partnership is managed through a working group of the three organizations and other community partners. Destination Toronto, Toronto Global and the Toronto Region Board of Trade have all committed to mount strategic activations that promote the Toronto region.

For more information contact:
Kathy Motton, Senior Communications Manager
Destination Toronto
kmotton@destinationtoronto.com
416-721-9203