



MEDIA RELEASE  
For immediate release

**Teamwork will drive Mississauga to further success says Mayor McCallion  
at Annual Mayor's Address**

**Mississauga, Ontario (October 2, 2009)** – A record number of business professionals from Mississauga and beyond were in attendance to hear Mayor Hazel McCallion speak on the future of the city.

Sponsored by GlaxoSmithKline, over 300 attendees gathered on September 29 at Mississauga Convention Centre for this special luncheon, as the mayor spoke about how much Mississauga has grown as a dynamic city centre. "It's all about a team approach to solving problems; no one person does it alone," she stressed, "there is a great staff behind Mississauga's success; I just have the privilege of being the leader."

Mississauga's "team" includes its municipal government, its businesses and its strong community, which has been very engaged as Mississauga finalized its new strategic plan. Citizens were invited repeatedly to give their feedback on what they felt worked and what didn't work, and the City incorporated many of the ideas into the final plan, looking at Mississauga in a new light as an international city.

Mayor McCallion spoke proudly of how Mississauga meets the needs of its residents, first establishing needed infrastructure and community organizations that met the needs of families entering the city, and now working hard to meet the needs of the business community so that people can work and live in Mississauga. The Economic Development Office visits companies regularly to see how the City can be of help, and one of the latest initiatives has been a series of round-table discussions with small and medium-sized businesses, which MBOT has been a part of since the first meeting held last month.

"This economic situation we're in is going to teach all of us – the corporate sector, government and even individuals – we've got to change our way of thinking. We put all of our eggs in one basket in the past - focused on U.S. exporting, focused on the previous value of the dollar - and these things have shifted," said Mayor McCallion. "Companies now want to know about alternatives such as exporting to other parts of the world and this is where partnerships with the City, with MBOT and with organizations like Mississauga Business Enterprise Centre come into play and have been encouraged through opportunities like these business meetings and the recent Mississauga Summit."

What does the future hold? Infrastructure funding is key – the City will continue to push the *Cities Now!* initiative with the federal government, search out the needed funding for Mississauga's Bus Rapid Transit System, as well as explore opportunities that encourage foreign investment to the city. All to be done with the continued *teamwork* approach.

The event also featured a special presentation by Mississauga Board of Trade, which launched its re-branding strategy with the unveiling of its new corporate logo and tagline: *spirit of success*. MBOT has been re-evaluating its operations and developing its brand for some time now, seeing success with a strong board of directors, increased attendance at its events and new value-added business programs, with the next step being its new brand direction.

Mississauga Board of Trade formally launched its new brand with a release to local media and an announcement will also be made to its members. MBOT has also launched its re-designed website this week.

*As the voice of business since 1976, Mississauga Board of Trade is a private-sector, not-for-profit business organization representing approximately 1,500 businesses, employing 65,000 people in Mississauga. MBOT is well positioned to meet the needs of business by using its considerable influence at all levels of government. As the forum for business, MBOT*

*works together to influence public policy and promote a better understanding of the marketplace among policy makers, media and the general public.*

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