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## **NEW \$1-MILLION FUND TO STIMULATE YUKON BUSINESS**

WHITEHORSE – Yukon businesses are poised to receive a \$1-million endowment, courtesy of the Yukon government and its highly anticipated new Enterprise Trade Fund (ETF).

The ETF was developed following an extensive consultation by Yukon Economic Development this past winter. The ensuing dialogue illuminated the business community's strong desire for funding programs focused on invigorating the territory's economy and developing a "sustainable competitive advantage".

"Stimulating the Yukon economy is our government's highest priority," Economic Development Minister Jim Kenyon said. "The Enterprise Trade Fund's one million dollars will contribute to a more innovative and competitive economy by supporting business activity in the territory through market expansion, business development, new enterprises and increased employment."

Although not an exhaustive list, some applicable projects include the participation in trade and investment missions, business conferences, marketing events, professional development workshops, the development of promotional materials for new markets and market expansion and business and marketing plans.

Project applicants will be eligible for \$50,000 toward marketing and business development and \$10,000 for business plans and professional development opportunities.

"We have been deeply committed to creating this fund, and therefore satisfying an economic need that accurately reflects the expressed desire of Yukon businesses, innovators and entrepreneurs," Kenyon continued. "We anticipate exciting economic possibilities as a result of the ETF that benefit all Yukon citizens."

The first ETF intake will commence in early August after which applications may be submitted at any time during the year.

For more information and ETF application details, please contact the Business and Trade Branch of Yukon Economic Development at (867) 667-3014.

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