

SPIRIT  
*of*  
2010

**Business Summit**



**INTERNATIONAL TRADE  
AND INVESTMENT TO 2010**

**A Framework for Marketing  
British Columbia**



- ▶ Framework to market BC globally to 2010 and beyond
- ▶ Priorities and strategic approach
- ▶ Levering trade and investment benefits from the 2010 Games



- ▶ Coordinate investment & trade promotion activities
- ▶ Engage business, communities & the federal government
- ▶ Provide a “road map” of the province’s international marketing approach



- ▶ Enhance BC's globally competitive business climate
- ▶ Brand BC as a preferred destination for global investment
- ▶ Support private sector initiatives
- ▶ Strengthen Federal & Provincial linkages
- ▶ Promote BC's international trade & investment interests

**British Columbia is a global magnet  
for investment, talent & tourism**

*AND*

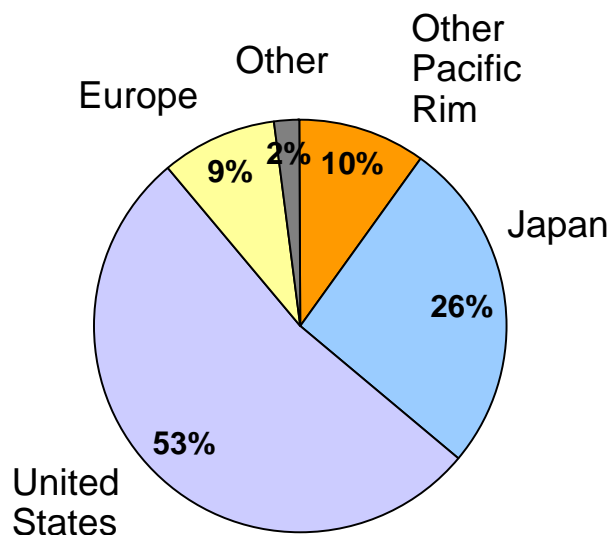
**A globally recognized supplier of  
innovative technologies, products &  
services, & of environmentally  
sustainable resource exports**

# BRITISH COLUMBIA'S INTERNATIONAL EXPORT MARKETS

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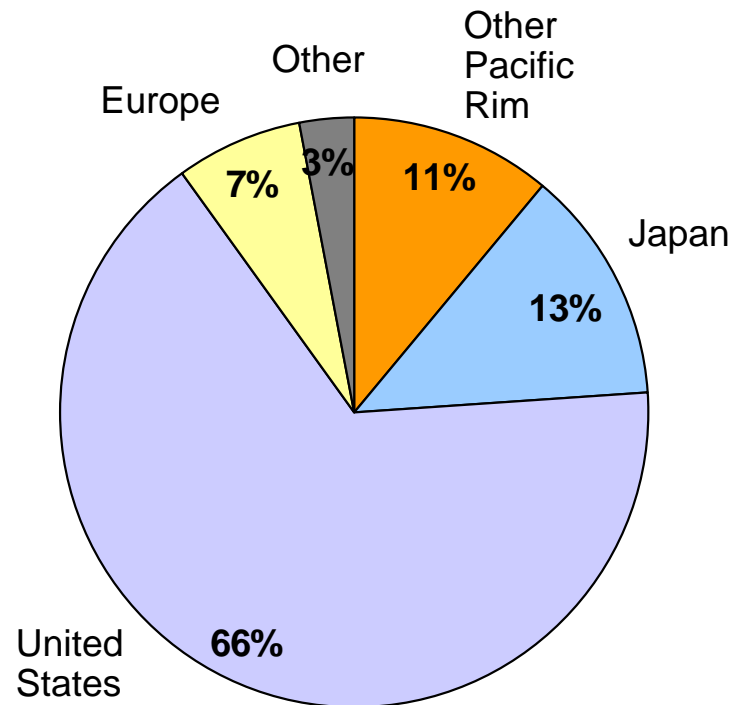


**1993**



**Total Exports:  
\$19 billion**

**2003**



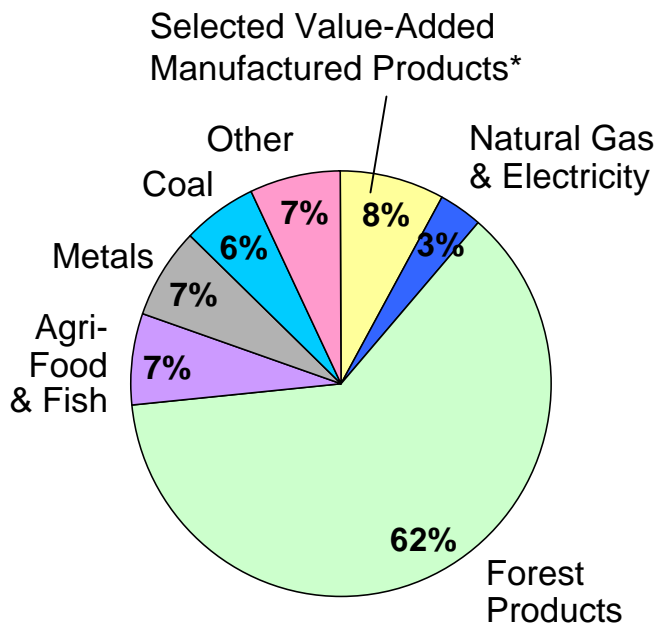
**Total Exports:  
\$29 billion**

# BRITISH COLUMBIA'S INTERNATIONAL EXPORTS BY COMMODITY

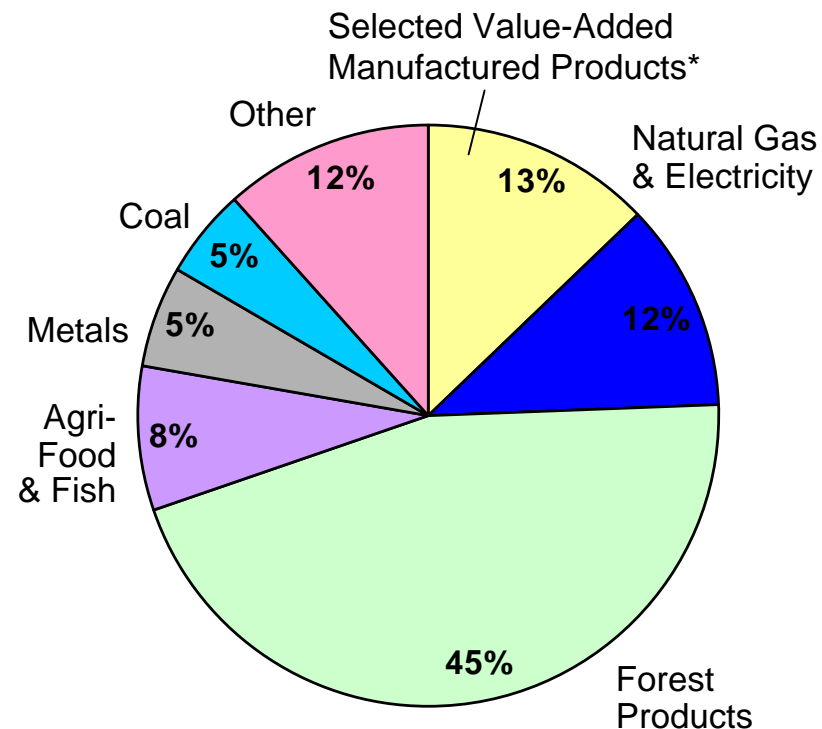
Business  
Summit



1993



2003



\*Electronics, transportation equipment, machinery, plastics and apparel



## Trade Promotion

- ▶ Expand & diversify international exports
- ▶ Increase exporting by small businesses
- ▶ Raise global awareness of supplier capabilities and sustainable resource management practices



## Trade Promotion

- ▶ Promote world class export capabilities
- ▶ Leverage trade development resources
- ▶ Support strategic marketing initiatives
- ▶ Focus on priority sectors/geographic markets (see Framework document)



## Investment Attraction

- ▶ Raise global awareness of competitive advantages & opportunities
- ▶ Increase inward investment
- ▶ Attract and expand high-value corporate functions



## Investment Attraction

- ▶ Promote awareness of competitive business climate
- ▶ Market investment opportunities
- ▶ Service & fast-track investment prospects
- ▶ Focus on priority sectors/geographic markets (see Framework document)

## 2010 OLYMPIC & PARALYMPIC GAMES OVERLAY STRATEGY

### Business Summit



- ▶ Lever the global brand name of the Olympics
- ▶ Target Olympic-related markets & sectors
- ▶ Use the 2010 Games to promote BC products and services
- ▶ Host investment attraction programs to targeted Olympic sponsors and corporations

# SELECTED INDUSTRY SECTORS WITH HIGH OLYMPICS LEVERAGE POTENTIAL

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- ▶ Infrastructure and Services
- ▶ Tourism and Resorts
- ▶ Manufacturing and Design
- ▶ Environmental Solutions
- ▶ Health and Medical Technologies
- ▶ Information Technology



## Example: Hydrogen Highway

- ▶ Showcase BC leadership in hydrogen / fuel cell technologies
- ▶ BC Hydrogen Highway corridor between Vancouver and Whistler in time for 2010
- ▶ Allow travel to Whistler in fuel cell-powered vehicles
- ▶ BC as a leader in sustainable transportation



## **Phase 1: June 2004 - January 2006**

- ▶ Marketing Plans
- ▶ Communications Strategy
- ▶ Web Portals
- ▶ Showcase (I)
- ▶ Excellence Awards
- ▶ Business Ambassadors
- ▶ Athens 2004
- ▶ Trade & Investment Missions



## Phase 2: February 2006 - January 2010

- ▶ Trade Start
- ▶ Global Business Club (I)
- ▶ Innovation Torch Receptions
- ▶ 2010 Commerce Centre
- ▶ Torino 2006 / Beijing 2008



## Phase 3: 2010 Games & Beyond

- ▶ Global Business Club (II)
- ▶ Showcase (II)
- ▶ Investment 2010
- ▶ Strategic Hosting
- ▶ Non-Accredited Media Centre
- ▶ Games Supplier Directory
- ▶ Games Suppliers Trade Missions



## MOVING FORWARD

### Business Summit



- ▶ Opportunity to accelerate investment & export growth
- ▶ Government commitment to working with all partners
- ▶ The private sector & communities will play a lead role