

THE BEST PLACE ON EARTH >>

**CANADA'S GATEWAY TO
THE ASIA-PACIFIC**





WE WANT YOUR INPUT



B.C. has always benefited from our close ties across the Pacific. As Asian markets continue to grow and open up to the world, those connections have never been more valuable.

In partnership with other levels of government, B.C. communities and businesses, we are launching an aggressive campaign to make the most of our province's position as the North American gateway of choice to the Asia-Pacific. Our success will generate a lasting legacy of new cultural and economic benefits for the entire province and will continue to build on B.C.'s strong multicultural diversity.

These benefits will come from improved transportation gateways to eastern Canada, like the Kicking Horse Canyon highway/bridge project. Expanded major ports in Prince Rupert and Vancouver will increase the flow of goods to and from surging Asian markets. Corporate tax measures are encouraging international investment in B.C., and major funding for tourism initiatives ensures we are viewed globally as a key tourist destination.

I welcome your input and invite you to contact me with your ideas on how we can further develop B.C.'s role in the Asia-Pacific.

A handwritten signature in white ink that reads "Gordon Campbell". The signature is fluid and cursive, written in a professional style.

*Honourable Gordon Campbell
Premier of British Columbia*



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EXPANDING OUR TRANSPORTATION GATEWAYS

To make B.C. the preferred gateway for Asia-Pacific trade, the Province is investing in port, airport, road and rail infrastructure, putting in place the most competitive, full-service supply chains between Asia and North America. The Province is:

- » Addressing the impact of growing regional congestion and improving the movement of people, goods and transit throughout the Lower Mainland with the \$3-billion Gateway Program Road and Bridge Projects.
- » Improving safety on the Kicking Horse Canyon section of the Trans-Canada Highway, B.C.'s gateway to Canada and a vital link for tourists and commercial goods.
- » Expanding the ports of Prince Rupert and Vancouver.
- » Widening the 460-km portion of highway 97 from Cache Creek to Prince George, through the Cariboo Connector program. The entire Highway 97 Corridor is a priority, from the new William R. Bennett Bridge in Kelowna, to the twinning of the Simon Fraser Bridge in Prince George.

Investing in B.C. Ports to Create Jobs



Building on B.C.'s natural advantages through the Pacific Gateway Strategy, upgraded and new port infrastructure is providing importers with the reliable link in the North American supply chain, exporters with greater access to foreign markets and an eventual doubling of jobs and economic output by B.C. ports.



- » Improving the entire provincial portion of the Trans-Canada Highway, which is an ongoing safety priority. We are committed to working with communities along Highway 1 to urge Ottawa to partner with us on further improvements.

STRENGTHENING B.C.'S TRADE OPPORTUNITIES

Asia is now home to some of the world's fastest-growing economies. To help B.C. businesses secure access to new opportunities in these markets, the Province:

- » Released the Asia Pacific Initiative and Master Action Plan, a long-term strategy to diversify B.C.'s economic ties with the Asia Pacific, in spring 2007.
- » Selected two trade and investment representatives in China and Japan to promote B.C. as a global magnet for investment, talent and tourism.
- » Conducted four successful missions to Asia, including visits by the Premier, key ministers and senior-level government staff.
- » Established an Asia Pacific Unit to implement and manage the Asia Pacific Initiative.
- » Established a One World Scholarship and a Pacific Horizon Scholarship to provide B.C. students with valuable short- and long-term international study and work abroad opportunities.
- » Is committed to positioning B.C. as the pre-eminent economic and cultural crossroads between Asia and North America, which could deliver up to \$76 billion in increased trade and 255,000 more jobs by 2020.
- » Is committed to promoting B.C. as an attractive destination for international students. B.C. regularly attracts about 30% of international students coming to Canada, with the top source countries being China, South Korea, Japan and Taiwan.



The Dream Home China site in Shanghai is demonstrating the use of B.C. wood products in one of the world's strongest housing markets.

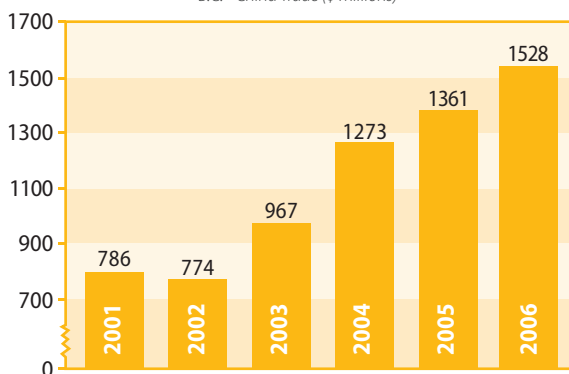
CREATING A MORE COMPETITIVE INVESTMENT CLIMATE

To ensure that B.C. remains an increasingly attractive destination for international investment, and to provide a solid foundation for B.C. businesses to pursue international opportunities, the Province has:

- » Established the B.C. Competition Council to help further strengthen key sectors of the provincial economy in partnership with the Asia-Pacific Trade Council.
- » Reduced the general corporate income tax rate to 12% from 16.5%, to help businesses grow.
- » Balanced the budget and introduced a responsible fiscal plan that has resulted in AAA credit ratings from Moody's and Standard and Poor's.
- » Launched comprehensive strategies to unleash the potential of key industries, including the forestry, energy, mining and science and technology sectors.

Maximizing the Benefits of B.C.-China Ties

B.C. - China Trade (\$ millions)



B.C. exports to China have increased by over 60% in the past three years.

The Province is taking action to further strengthen our ties with this important trading partner, one of the world's fastest-growing economies.



- » Venture Capital Programs that encourage investments in British Columbia businesses by providing B.C. investors with a 30% refundable tax credit.
- » Eliminated PST on machinery and equipment, and services to maintain and modify software.

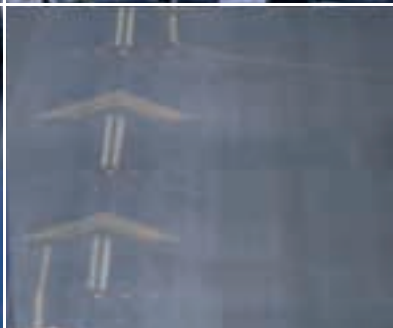
OPENING UP B.C. AS A GLOBAL TOURISM DESTINATION

With B.C. preparing to host the 2010 Olympic and Paralympic Winter Games, the Province is working to help tourism operators double industry revenues within the next decade, by:

- » Doubling funding for Tourism BC to \$50 million from \$25 million to promote marketing in B.C. and around the world.
- » Adding \$50 million over three years to help double tourism by 2015, including \$21 million to promote foreign direct investment in B.C., \$15 million for tourism initiatives, and \$3 million to help host major sport events.
- » Directing \$25 million to the Union of B.C. Municipalities to support community-driven tourism marketing initiatives.
- » Providing \$2 million to each of B.C.'s six regional tourism agencies to promote their area in key markets.
- » Investing \$5 million to plan a new cultural precinct with the City of Vancouver – future home of the Asia Pacific Museum of Trade and Culture.
- » Developing new tourism products to attract the millions of tourists expected to travel worldwide annually by 2020.



*The Province has committed
\$50 Million to market B.C.
as the world's tourism destination.*



As Canada's Pacific province, B.C. is pursuing its unparalleled opportunity to build on strong social and economic ties with Asia-Pacific partners – through new investments in transportation infrastructure, comprehensive business promotion efforts, and steps to further strengthen B.C.'s growing economy.



FOR MORE INFORMATION

RELATED MINISTRIES

Ministry of Economic Development

www.gov.bc.ca/ecdev

Ministry of Transportation (Pacific Gateway)

www.th.gov.bc.ca/PacificGateway/

Ministry of Tourism, Sport and the Arts

www.gov.bc.ca/tsa

Ministry of Advanced Education

www.gov.bc.ca/aved

USEFUL LINKS

Dream Home China Project

www.dreamhomechina.com

Forestry Innovation Investment

604 685-7507

www.bcfii.ca

Gateway www.gatewayprogram.bc.ca

Pacific Gateway www.th.gov.bc.ca/PacificGateway/

LearnLiveBC

www.learnlivebc.ca

Tourism BC

www.hellobc.com

DriveBC

www.drivebc.ca

Invest British Columbia

604 775-2202

604 775-2188

www.investbc.com/

2010 Commerce Centre

604 660-2020

Toll-free: 1 888 778-2010

www.2010commercecentre.com/

British Columbia Business Climate

www.cse.gov.bc.ca/ProgramsAndServices/

bcbusinessclimate/Default.htm

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