

BC's Vision for the Pacific Century



BRITISH COLUMBIA ASIA PACIFIC INITIATIVE

Conference Board of Canada

October 22, 2007 – 5th Meeting of the
International Trade and Investment Centre

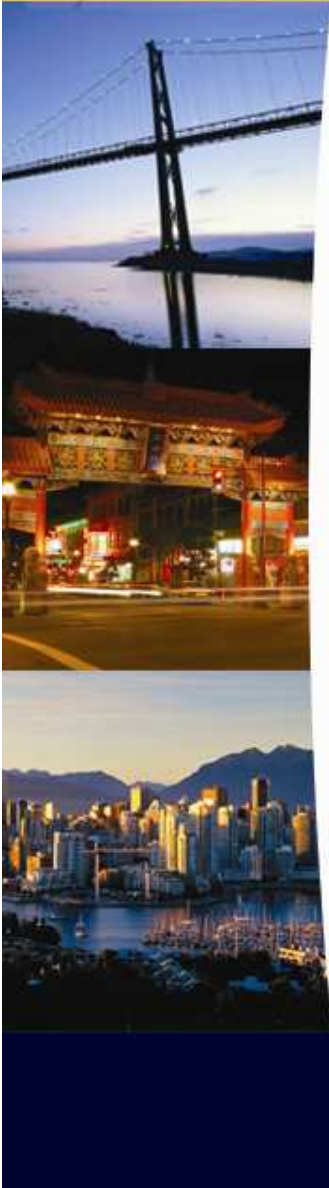


Presented By
Don Fast, Deputy Minister
Ministry of Economic Development

The Pacific Century

Goal of the Asia Pacific Initiative

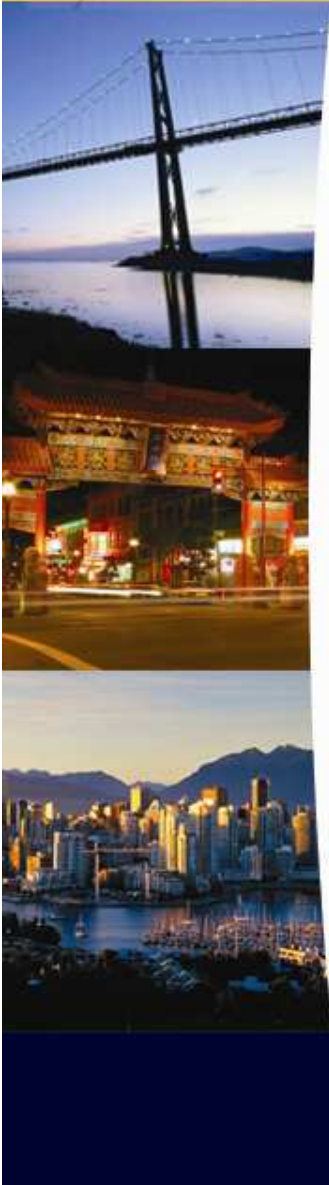
British Columbia is
recognized internationally
as North America's capital
for Asia Pacific commerce
and culture.



The Pacific Century

Economic Importance of Asia

- Asia Rising
- Economic Benefits by 2020
- B.C.'s Unprecedented Opportunities



Canada's Pacific Gateway

BC's Asia Pacific Strengths

- Geography
- Transportation linkages
- Competitive business environment
- Superb quality of life
- Established Asia communities



Canada's Pacific Gateway

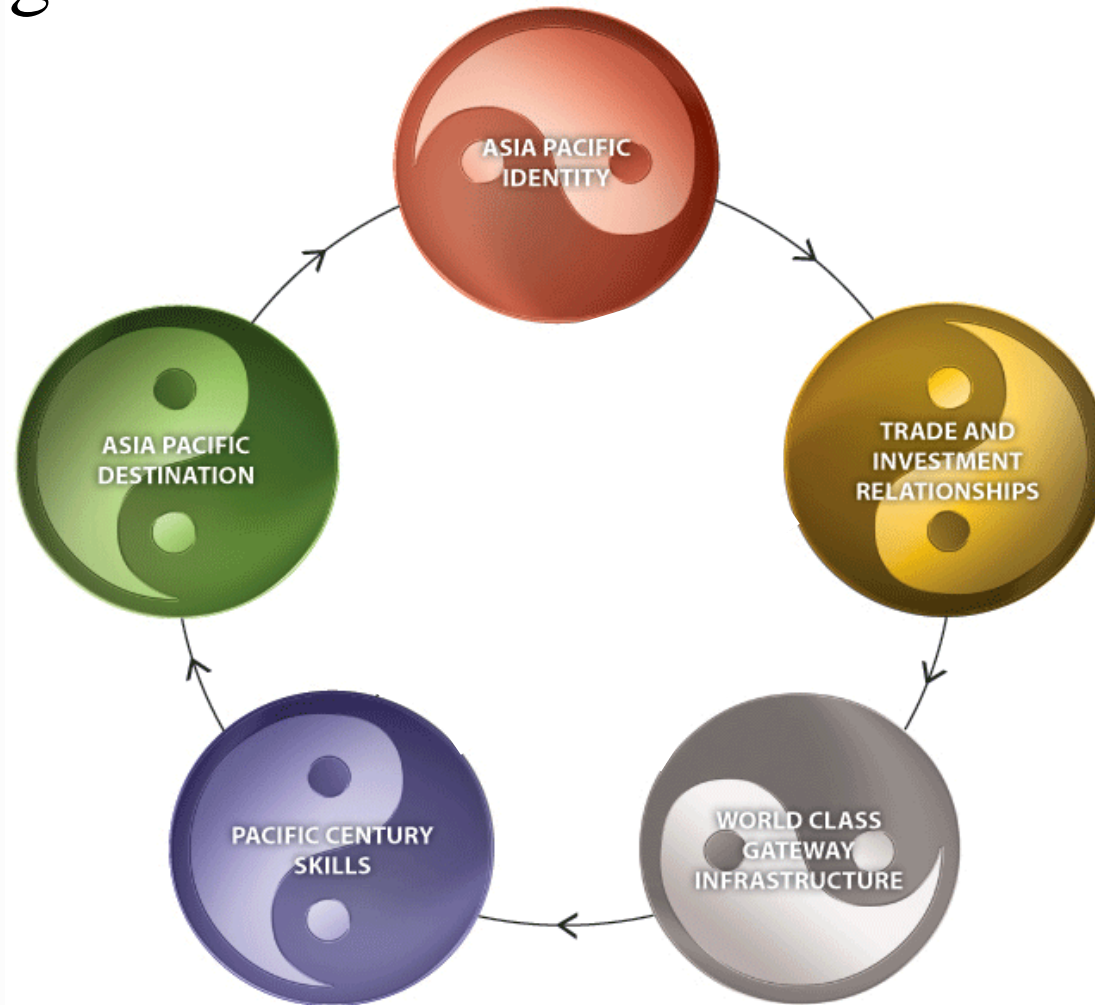
Major Challenges

- Federal priorities
- International awareness of B.C.'s advantages
- Building strategic supply chain infrastructure
- Declining share in Asia Pacific markets
- Developing a gateway culture
- Securing a diverse and talented workforce
- Interprovincial trade barriers



Asia Pacific Initiative

Strategic Priorities



Asia Pacific Initiative

Gateway Infrastructure

- Increase Port, Rail and Road Capacity
- Fairview Container Terminal Open for Business
- Amalgamation of Authorities
- Identify Future Land Requirements

But Gateway means much more than infrastructure..



Asia Pacific Initiative

Pacific Century Skills

- Marketing Campaign for WorkBC
- Expedited Immigration Process
- Bilateral Labour Agreements
- Temporary Foreign Workers
- Foreign Credential Recognition



Asia Pacific Initiative

Asia Pacific Destination

- Position BC as Leader in Tradeable Services Exports
- Establish BC as an International Education Destination
- Leverage the Olympic Momentum



Asia Pacific Initiative

Asia Pacific Identity

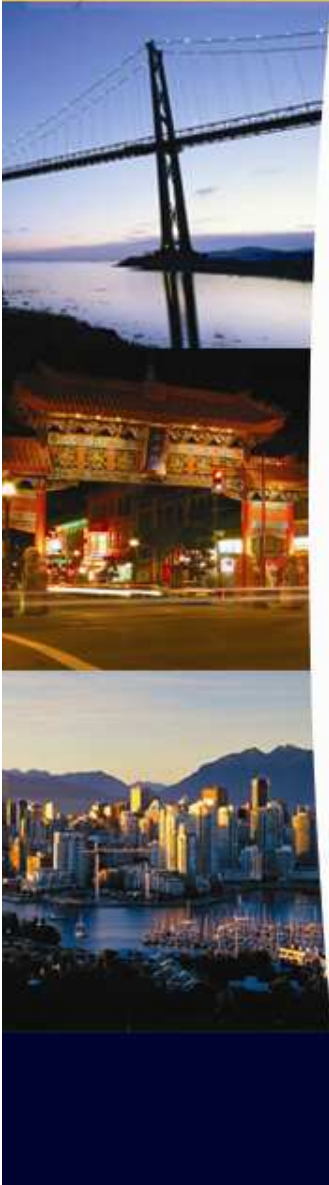
- Develop a consistent *BC Story*
- Align government marketing
- Create a BC “Landing Pad” on-line



Asia Pacific Initiative

Trade & Investment Relationships

- Twinning of Sister Cities
- Alumni Network
- Asia Pacific Business Centre



The Pacific Century

Collaboration

- TILMA across Canada
- Immigration
- International marketing



Asia Pacific Initiative

THANK YOU!

Don Fast, Deputy Minister
BC Ministry of Economic Development

BC's Asia Pacific Initiative document can be downloaded at:
http://www.gov.bc.ca/ecdev/down/asia_pacific_initiative_out.pdf

