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### USEFUL LINKS

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**Gateway**  
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**Pacific Gateway**  
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**British Columbia Business Climate**  
[www.gov.bc.ca/keyinitiatives/economic\\_indicators.html](http://www.gov.bc.ca/keyinitiatives/economic_indicators.html)

## MESSAGE FROM THE PREMIER



British Columbia is best positioned to gain from Asia's economic giants — countries like China, Japan, South Korea, India and Taiwan. Our unmatched geographical advantage, coupled with the largest proportion of people with Asian roots outside of the continent of Asia, makes B.C. Canada's Pacific

Gateway. Three out of our five largest trading partners are Asian countries — China, Japan and South Korea — and their importance is increasing.

Last year over 30 per cent of our exports went to Asia. With Asia forecast to lead the world in recovering from the recession, their markets will grow. In fact, the Economist Intelligence Unit predicts Asia's proportion of the world's domestic product will hit 43 per cent by 2020.

To take advantage of these opportunities, we must invest in needed infrastructure today and lay the foundation so that British Columbia-based companies and entrepreneurs can access overseas markets. That's why we're opening up and expanding our ports, airports, rail and truck corridors, and have established trade and investment offices in Asia and the Asia-Pacific Business Centre in Vancouver.

The 21st century is being known as the Pacific Century, and British Columbia will benefit more than anywhere else in North America.

Honourable Gordon Campbell  
Premier of British Columbia



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**BUILDING THE FUTURE** »

**FOR CANADA'S PACIFIC GATEWAY  
AND TRANSPORTATION**





### CANADA'S PACIFIC GATEWAY

A fundamental shift has occurred in the global marketplace; Asia has emerged as the world's economic driver. Asia will continue to lead the world in growth — well into the future — providing expanding markets for B.C. to trade its goods, commodities and services.

British Columbia is embracing this new economic reality and already results are being seen. In 2008, 30 per cent of British Columbia's international exports went to Asia — up from 19 per cent in 2001.

Asia, with its burgeoning economies, represents unprecedented opportunity for British Columbia, Canada's only Pacific province.

### PACIFIC GATEWAY INVESTMENTS

- » We're making strategic investments today so when the economic recovery comes we have the necessary capacity and integrated network in place for our customers.
- » We are moving projects forward today that will have significant, positive, long-term benefits. British Columbia and our Pacific Gateway partners are putting billions on the table to make sure the people of B.C. have the opportunities they need for growth.
- » Government and industry partners have come together to fulfill the long-term vision of B.C. as the preferred gateway for Asia-Pacific trade, with the most competitive port system on the west coast of the Americas. This partnership oversees the Pacific Gateway's \$21-billion expansion of port, rail, road and airport facilities, bringing together infrastructure, performance and service reliability.

### CULTURAL, BUSINESS AND EDUCATIONAL CONNECTIONS

To help businesses, entrepreneurs, municipalities and post-secondary institutions take advantage of British Columbia's unmatched advantages, the B.C. Government has:

- » Released the Asia-Pacific Initiative, a framework to establish British Columbia as the economic and cultural gateway between Asia and North America.
- » Opened a network of six on-the-ground trade and investment offices in China, Japan, Korea and India to increase economic activities, develop academic partnerships and establish collaborative projects in research and development, complementing established representatives in Europe and the United States.
- » Established the Asia-Pacific Business Centre at Robson Square in Vancouver to help B.C.-based businesses and entrepreneurs establish connections in Asia and to connect inbound investors to opportunities right here in British Columbia.
- » Created the B.C. Alumni Ambassadors network, strengthening and building British Columbia's economic, cultural and social ties in Asia by engaging B.C. expats who live and work in the Asia-Pacific region.

- » Created the Asia-Pacific, Trade and Investment Division in the Ministry of Small Business, Technology and Economic Development to develop business connections between B.C.-based companies and organizations with those in key global markets including Asia. The connections promote growth in the export of goods and services, attract foreign investment into British Columbia, and drive innovation by fostering collaborative technological research and development.
- » Launched [www.CanadasPacificGateway.ca](http://www.CanadasPacificGateway.ca), a multilingual website — available in English, French, Mandarin, Cantonese, Japanese, Hindi, Punjabi, Korean, German and Spanish — showcasing British Columbia internationally as a destination in which to live, work, visit, study and do business.
- » Worked in conjunction with UBCM to develop the B.C.-Asia Twinning Toolkit, a practical "how-to" guide to help municipalities establish new or enhance existing twinning agreements with cities in Asia.
- » Helped China rebuild community facilities devastated by the May 2008 earthquake. Since those projects began, the Council of Forest Industries has reported a sea change in Canadian softwood lumber exports to China. In April 2009, softwood exports to China surpassed that of Japan by 40 million board feet. As recently as 2006 total Canadian shipments to China were only 4.5 per cent of Japan-bound sales.

### OUR GEOGRAPHIC ADVANTAGE

#### Connections by Land, Air and Sea

British Columbia's ports in Vancouver and Prince Rupert are Asia's closest ports of entry on the west coast of North America, up to 58 hours closer than the ports of Los Angeles and Long Beach.

Our integrated, seamless supply chain includes airports, seaports, railways, roadways and border crossings, connecting Canada and the North American market to Asia and the world.

