



CANADA STARTS HERE **THE BC JOBS PLAN** **BRITISH COLUMBIA**

BC Jobs Plan Update

Presented by Greg Goodwin
Association of Vancouver Island & Coastal Communities
Ucluelet, BC
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BC Jobs Plan



3 PILLARS of the BC JOBS PLAN:

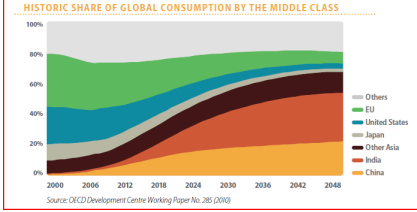
1. Working with employers and communities to enable job creation across B.C.
2. Strengthening our infrastructure to get our goods to market.
3. Expanding markets for B.C. products and services, particularly in Asia.

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HISTORIC SHARE OF GLOBAL CONSUMPTION BY THE MIDDLE CLASS



Source: OECD Development Centre Working Paper No. 285 (2010)

"Canada Starts Here will ensure that British Columbia prospers from these emerging"

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ENABLING JOB CREATION

Economic Development



- ✓ BC Jobs and Investment Board
- ✓ Aboriginal Business and Investment Council
- ✓ Regional Economic Investment Pilots
- ✓ New West Partnership

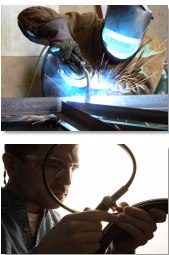
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UNDERPINNING JOB CREATION

Ensuring British Columbians have the Skills to Compete

- ✓ Regional Workforce Tables
- ✓ Building capacity through web-based seminars
- ✓ \$500M/yr for labour market and training programs
- ✓ \$100M invested in the Industry Training Authority in 2011-12
- ✓ Immigration Task Force
- ✓ More entrepreneurs and skilled workers through the Provincial Nominee Program



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UNDERPINNING JOB CREATION

Major Investment Office: Expedite Significant Projects

- ✓ Support the success of major investments in 8 jobs sectors
- ✓ Advocate on behalf of investors to facilitate approvals and support for major investments in BC
- ✓ Speed up investment
- ✓ Identify and propose options to address barriers impeding the completion of the investment or project.
- ✓ Comply with environmental, health and safety and other regulations

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OPENING MARKETS

International Trade & Investment Attraction

- ✓ Premier's jobs and trade missions
- ✓ Reduce/eliminate barriers to exports and investment
- ✓ Increase awareness of competitive business climate
- ✓ Attract international investment and foreign offices to BC



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OPENING MARKETS

Current Presence in Foreign Markets

International Representatives

Bangalore, India
Beijing, China
Guangzhou, China
Shanghai, China
Tokyo, Japan
Seoul, Korea
Hamburg, Germany
London, U.K.
Palo Alto, USA



Double BC's international trade and investment presence:

- New offices in India – Mumbai and Chandigarh
- New offices in Greater China
- Increased resources in existing offices



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OPENING MARKETS

Competitiveness & Innovation

- ✓ BC Venture Capital Programs
- ✓ Business Tax Credit Programs
- ✓ Apprenticeship training tax credit
- ✓ Regulatory Reform
- ✓ Small Business Roundtable & Aboriginal Small Business Roundtable
- ✓ Innovation Action Plan



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KEY SECTORS DRIVING EXPORT GROWTH



NATURAL RESOURCE SECTORS

- Forestry
- Mining
- Natural Gas
- Agri-Foods



KNOWLEDGE BASED SECTORS

- Technology, Clean Tech & Green Economy
- Tourism



INFRASTRUCTURE SECTORS

- International Education
- Transportation: Ports, Marine & Aerospace



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Sector Focus: Natural Resources

FORESTRY

- ✓ Ongoing expansion of markets in Asia

MINING

- ✓ 8 new mines; expansion of 9 mines currently operating in BC by 2015
- ✓ Reduction of mining permit backlog

NATURAL GAS

- ✓ Plan to develop LNG industry in BC



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Sector Focus: Natural Resources

AGRI-FOODS

- ✓ Open new domestic markets for BC wines

- ✓



Report on opportunities for innovation in greenhouse heating



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Sector Focus: Knowledge-based



TECHNOLOGY

- ✓ R&D investments and venture capital to be focused on key sectors and on commercialization

TOURISM

- ✓ Targeting markets that have the greatest existing and future potential
- ✓ Promoting key tourism products where B.C. has a competitive advantage
- ✓ Facilitate world class visitor experience by providing planning tools to the industry and to communities
- ✓ Address the sector's unique labour market pressures
- ✓ Make B.C. the #1 ski destination



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Sector Focus: Infrastructure

INTERNATIONAL EDUCATION

- ✓ International students help offset our aging population
- ✓ Increase international education by 50% in 4 years
- ✓ Dedicated international education staff in BC foreign offices.
- ✓ An international education strategy is under development




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Sector Focus: Infrastructure

PORTS, MARINE AND AEROSPACE

- ✓ Align investments with infrastructure needs of key industries
- ✓ Renewed Pacific Gateway strategy
- ✓ Improve Deltaport and Canada's rail network corridor
- ✓ Industrial Regional Benefits




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Sector Strategies

'Canada Starts Here: The BC Jobs Plan'



BC Jobs Plan

SECTOR STRATEGIES



Agriculture 'Greenhouse Strategy'



'Gaining the Edge' Tourism Strategy



Natural Gas: 'Next Decade and Beyond'



LNG Strategy: 'BC's Newest Industry'



Forest Sector Strategy



The Pacific Gateway Transportation Strategy 2012-2020



Pacific Gateway Transportation Strategy

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Early Signs of Success

- BC exports grew 14.2% to \$32.8 billion
- Tourism from China up 15.3%
- Seaspan shipbuilding contract




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Vancouver Island and Coastal Initiatives

- Campbell River Pilot – January 30th forum
- VICEDA Export Counts Program
- Atlas BC
- Resort Municipality Initiative

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 **Thank you**



**THE BC
JOBS PLAN**

www.bcjobsplan.ca

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