



VANCOUVER
ECONOMIC COMMISSION

Vancouver Economic Action Strategy

Presentation to Mayor and Council, January 31, 2012

Building the Action Strategy

- 2009-2010 Initiated strategic round tables and city-wide discussions
 - Hundreds of business leaders
 - Over 30 business organizations, associations, agencies
 - 13 round-table sessions targeting demographic communities and constituents
- 2010/11 conducted final research and framework documents
- September 2011 Final Draft Approved by VEC Board
- September 28 Vancouver Economic Action Strategy released

The Action Strategy Vision

***“A High Performing Economy That Successfully Levers
the City’s Global Profile and its Momentum as a
Centre of Innovation and Entrepreneurship.”***

The Major Areas of Focus

THE STRATEGY HAS THREE AREAS OF FOCUS

- 1 A Healthy Climate for Growth and Prosperity;
- 2 Support for Local Business, New Investment and Global Trade;
- 3 A Focus on People: Attracting and Retaining Human Capital.



A CLIMATE FOR GROWTH

Expanding the City's global brand on liveability, by strengthening and promoting a prosperous business climate.



SUPPORTING BUSINESS INVESTMENT AND TRADE

Promoting business growth and new investments that drive employment, exports and global trade.



A FOCUS ON PEOPLE

Boosting efforts to attract and retain the human capital that powers the future.

A HIGH PERFORMING ECONOMY

1. A Healthy City Climate for Growth



A CLIMATE FOR GROWTH

Expanding the City's global brand on liveability, by strengthening and promoting a prosperous business climate.

Vancouver = No. 1 ranking for Business Tax Competitiveness by KPMG (out of 100 European and North American cities)

National and Provincial tax structures have helped make Vancouver highly competitive when it comes to the cost of doing business.

What role does the City play when it comes to the economy?

2. Business Growth, Investment and Trade



SUPPORTING BUSINESS INVESTMENT AND TRADE

Promoting business growth and new investments that drive employment, exports and global trade.

Number of entrepreneurs working as percentage of the population

Canada	15.0
Netherlands	11.5
U.K.	11.2
Ireland	11.1
Belgium	11.1
U.S.	10.1
Germany	9.7
Finland	8.6
Sweden	8.5
Denmark	6.9

(source: Statistics Netherlands 2008)

Most entrepreneurial country among developed nations – Vancouver leads. But growth is slow.

How do we help businesses root and grow?

3. Retaining and Attracting Human Capital



A FOCUS ON PEOPLE

Boosting efforts to attract and retain the human capital that powers the future.

Top 10 Source Countries of Immigrants to BC in 2009

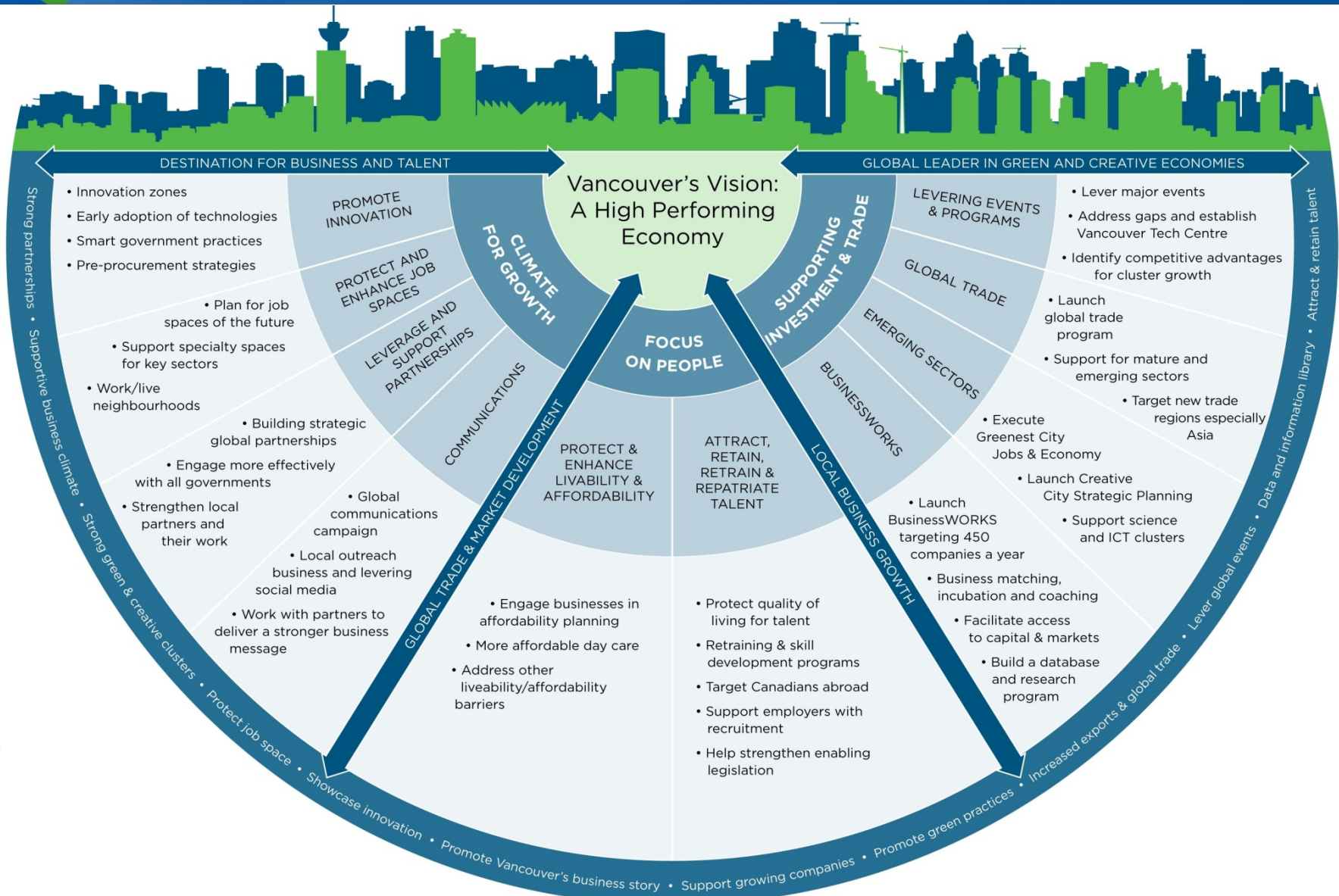
Other Countries	49%
Mainland China	29%
Indian	15%
Phillipines	11%
United Kingdom	6%
South Korea	5%
United States	5%
Taiwan	4%
Iran	3%
Germany	2%
Japan	1%



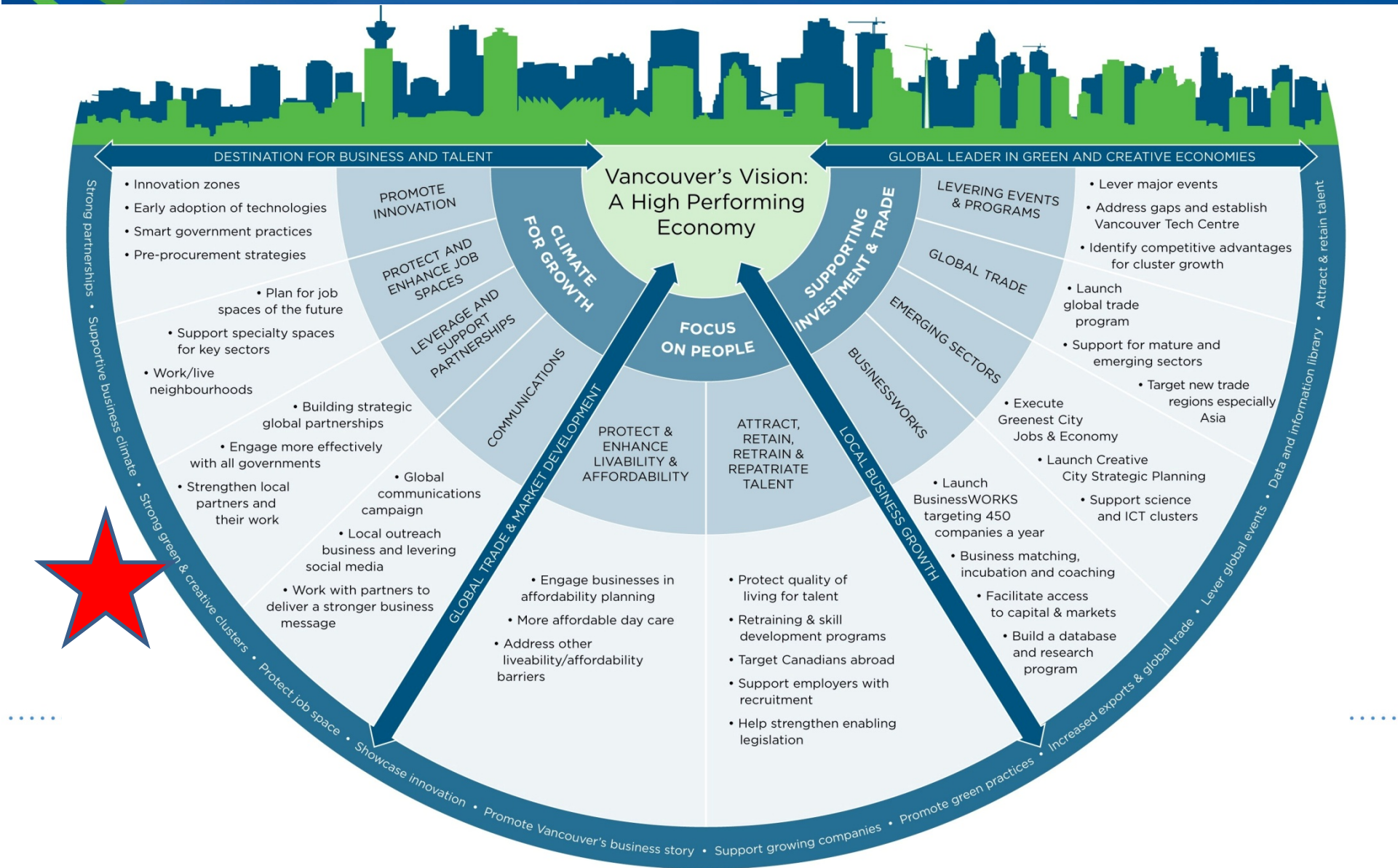
Talent is shaping the competitiveness of Cities. Today's 'economy of scale' mean clustering people...the technologies will follow.

Attracting and retaining talent is a major focus.

The Vancouver EAS — AT A GLANCE



The Vancouver EAS — Climate 4 Growth

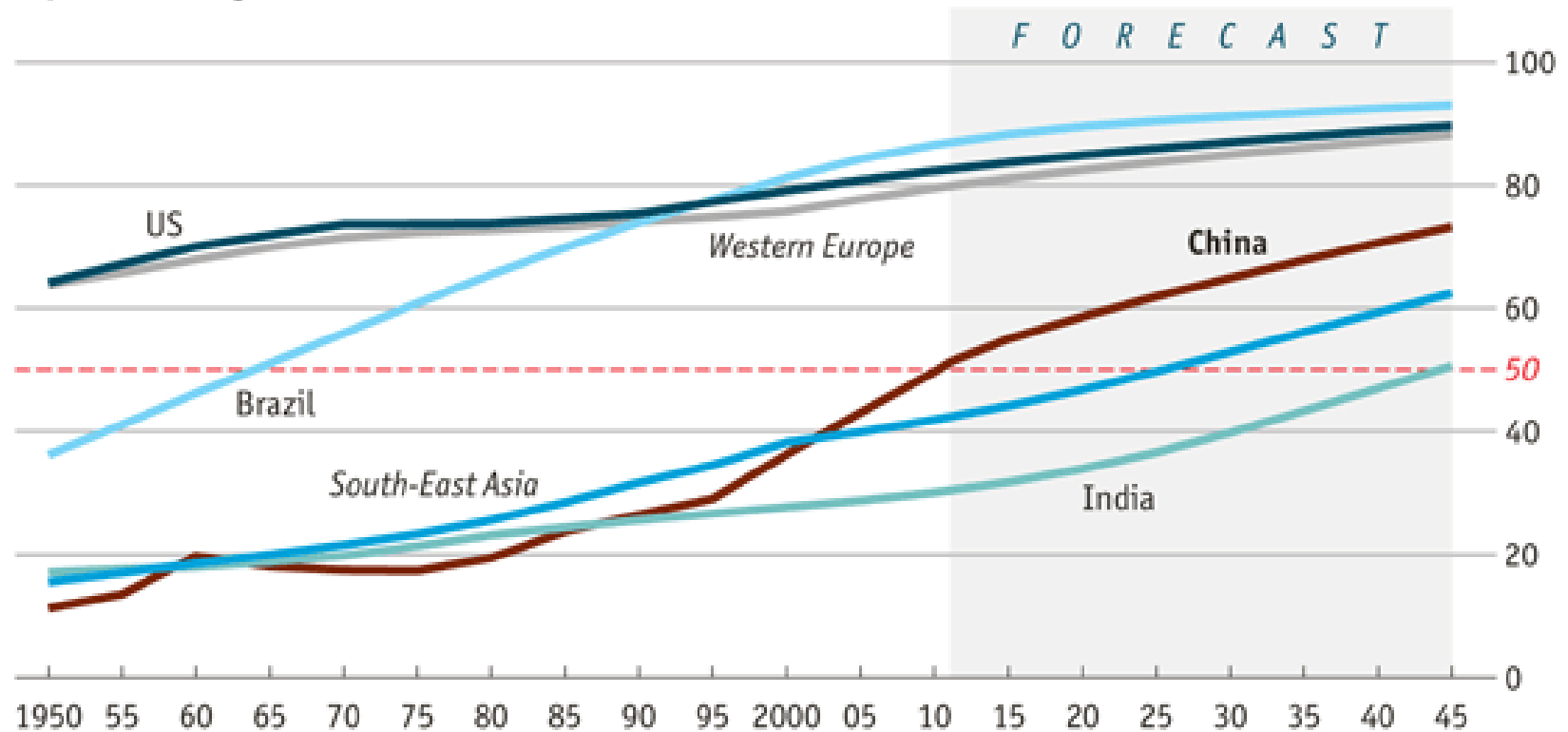


1. Climate for Growth: Major Objectives

- An expedited review of regulations and burden on business
- Production and participation of global events that support Vancouver's strategic objectives
- Protection and densification of job spaces
- A global outreach program that markets Vancouver to the world for investment and talent
- Support for mature industries: transportation, shipping, tourism and forest products...
- Green Enterprise and Innovation Showcase pilots that support emerging local technologies
- Leveraging and strengthening strategic partnerships

Urbanisation

Population living in urban areas, % of total

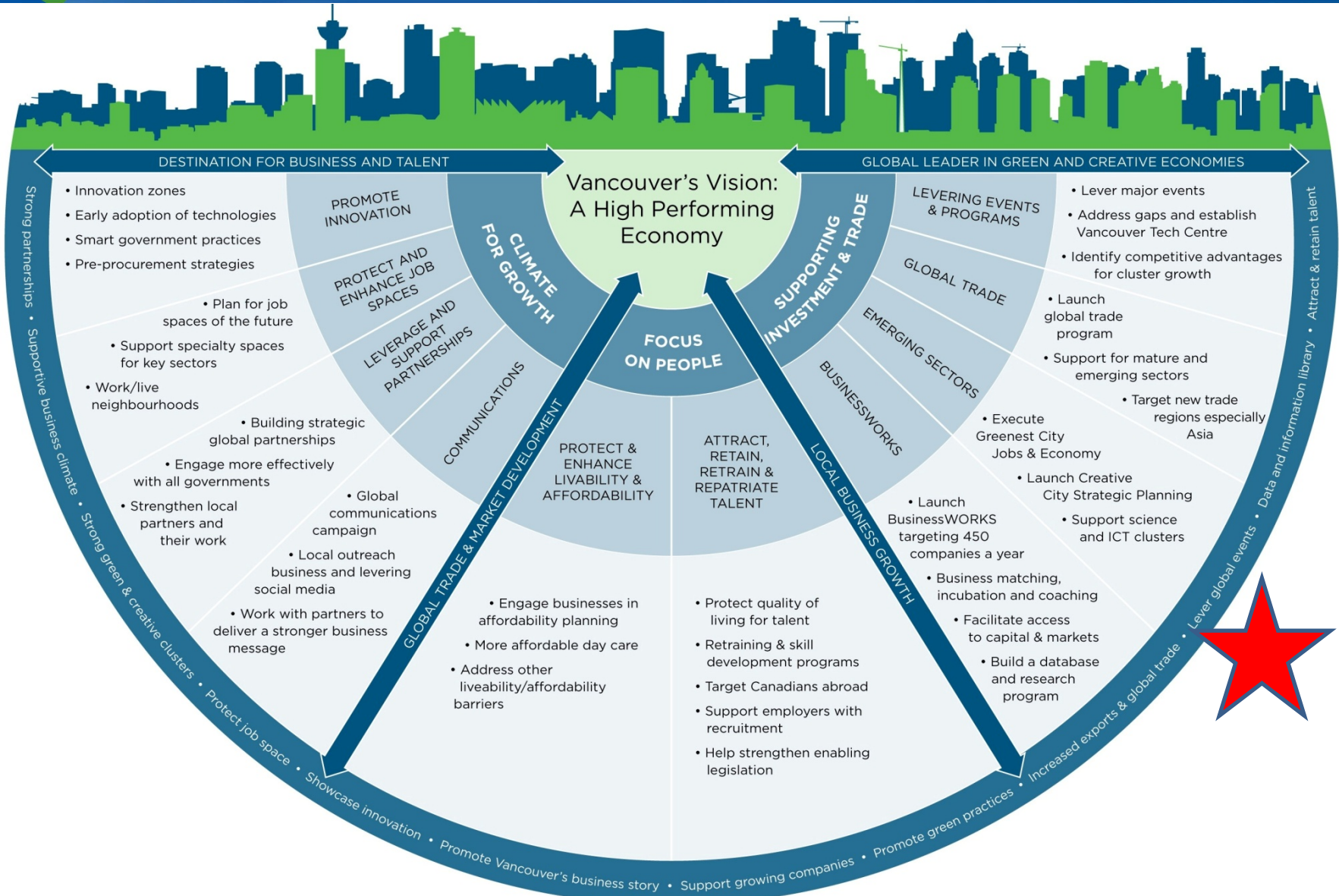


Sources: CEIC; UN Population Division; *The Economist*

1. Climate for Growth: Major Objectives

- An expedited review of regulations and burden on business
- Production and participation of global events that support Vancouver's strategic objectives
- Protection and densification of job spaces
- A global outreach program that markets Vancouver to the world for investment and talent
- Support for mature industries: transportation, shipping, tourism and forest products...
- Green Enterprise and Innovation Showcase pilots that support emerging local technologies
- Leveraging and strengthening strategic partnerships

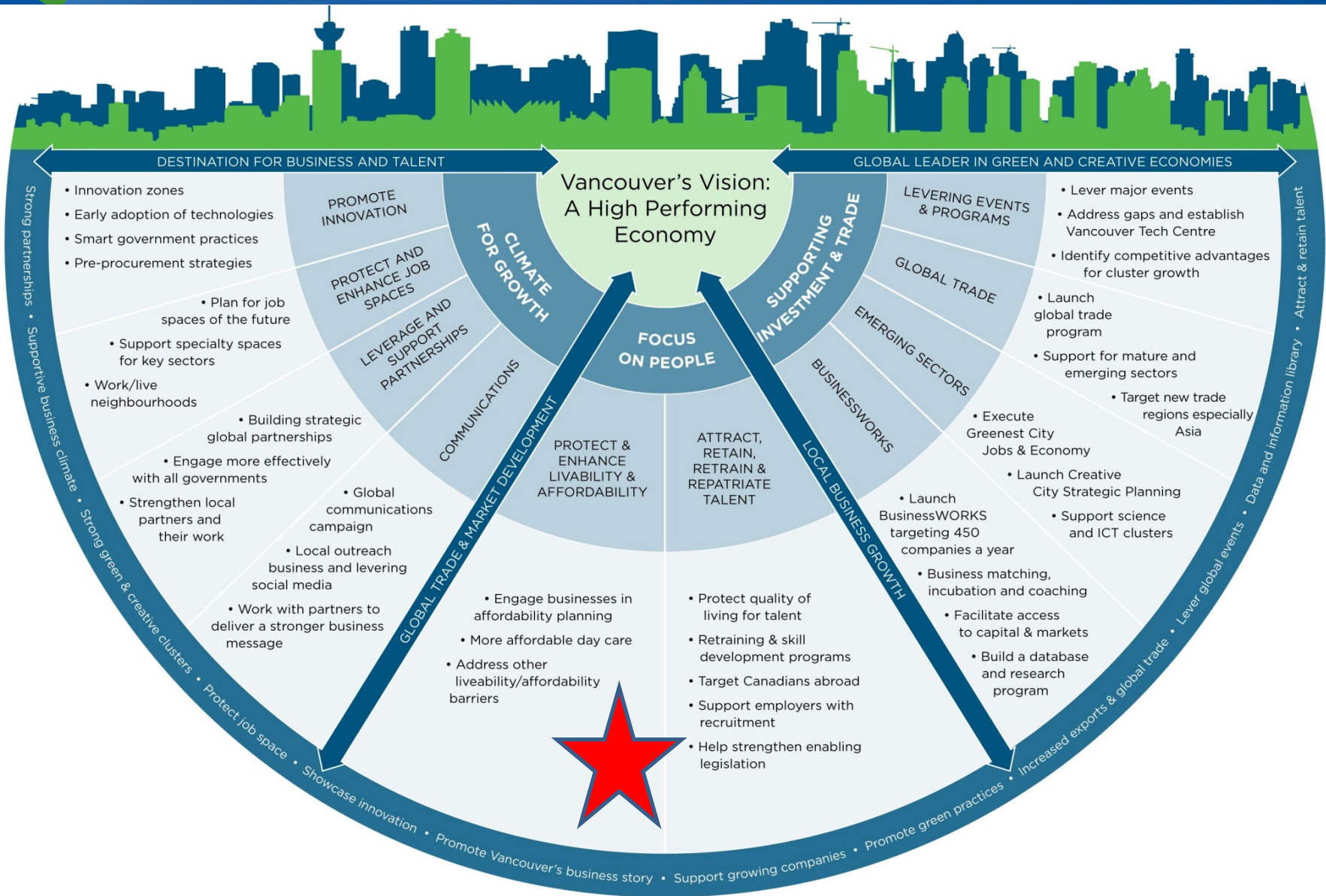
Vancouver EAS — Investment & Trade



2. Biz Investment and Trade: Major Objectives

- Strengthen existing and build new corridors for Foreign Direct Investment (FDI) and trade
- Fully launch BusinessWorks, meets with hundreds of local companies a year to retain business and promote growth
- Work with partners to explore technology start-up incubation and acceleration, increase jobs and business growth
- Facilitate green data and rendering farm initiatives that increase competitiveness in digital media sectors
- Leverage major event platforms to seek and secure new investment and promote Vancouver
- Develop sector and cluster strategies for key job creating and growth sectors

Vancouver EAS — The People



3. Focus on People: Major Objectives

- Conduct review with business leaders to address livability and affordability barriers to attracting and retaining talent
- Work with partners on opportunities for increased family services such as affordable day care
- Execute talent and skills fairs with top employers and clusters
- Work with upper levels of government to promote enabling legislation that supports skilled immigration
- Work with universities and training institutes to develop skills in emerging sectors, eg. C-3

Measuring Progress and Results

- **Micro Measures (examples)**
 - Number of new jobs, retained jobs, and supported jobs
 - Level of new investment/s
 - Number and types of new business and/or business growth
 - Communications measures (social media, etc)
 - Number of successful events
 - Tracking talent event responses
- **Macro Measures (examples)**
 - Regional personal income per capita
 - Productivity measures
 - Export volumes, destinations and trade
 - Commercial and industrial assessment
 - Immigration patterns and skills utilization

Some Highlights for 2012

- The Vancouver Cities Summit, February 1 and 2
- Focus on national and regional collaboration
 - C11 (Canada's largest cities collaborative)
 - Metro Vancouver Commerce
- Campus City Collaborative (C3), green job training
- Vancouver Technology Centre, start-up business growth
- Inbound/Outbound Trade Missions
- Major communications and outreach program
- Greening Business Program
- Creative Industries Strategy
- Tourism Development Plan

Alignment with the City

- Strategy integrates and reinforces broader City objectives
 - As the City's economic development agency, VEC works hand-in-hand with City staff in every aspect of the plan
 - VEC is well supported by the City teams, and provides ongoing support in the form of policy and programs on the economy, business and planning for sustainable prosperity
 - Board is appointed by Council and is made up of local and international thought leaders on business, the economy and global trade
-

I am under the influence

I am above the influence

I AM the influence

Lee Malleau, CEO
Vancouver Economic Commission

Thank you