

RepCAN Vancouver 2009 - Vancouver, British Columbia - October 6, 2009

The Province of British Columbia: British Columbia's population of 4.4 million represents the third largest consumer market in Canada. The service industry is now the biggest generator of revenue in the province, accounting for 75 percent of B.C.'s GDP. British Columbia's role as a "Gateway to Asia" continues to grow and develop. The large Asian business community, with especially strong ties in China, Taiwan, and Hong Kong, often serve as agents for governments and businesses in those markets. They source many products and services from the United States.

Why Vancouver: Metro Vancouver, British Columbia's largest region is home to more than 2 million people, and an extremely diverse economy. The city of Vancouver won the bid to host the 2010 Winter Olympic and Paralympic Games and is preparing to host the world. Winning the bid spurred a major boom in infrastructure construction including a US\$320 million expansion of the Vancouver Convention and Exhibition Center that will be home to the international media during the 2010 Winter Olympics.

Leading Industry Sectors:

- B.C.'s **SERVICE** industry accounts for 75 percent of the province's GDP and 79 percent of employment.
- The B.C. **ENVIRONMENTAL** industry sector includes over 1,300 companies with revenues close to \$2 billion.
- **OIL & GAS** production and drilling activity has risen impressively over the past few years, particularly in the northeastern region of the province.
- **MINING** - B.C. currently has more than 25 advanced mine development projects and over 750 exploration projects underway.

Trade Factors:

- BC is the United States' sixth largest trading partner, with bilateral trade in excess of **\$540 billion** per year.
- BC is the third largest consumer market in Canada.

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