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# News Release

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FOR IMMEDIATE RELEASE  
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## **Winnipeg Chamber of Commerce Receives Funding Boost Under the Canada-Manitoba Economic Partnership Agreement**

**Winnipeg, Manitoba** – Winnipeg and the Province of Manitoba will benefit from an initiative to increase local economic activity, thanks to \$280,000 in support from the Governments of Canada and Manitoba.

“The Government of Canada recognizes the importance of promoting international trade and investment to ensure economic growth,” said the Honourable Vic Toews, president of the Treasury Board, on behalf of the Honourable Lynne Yelich, Minister of State for Western Economic Diversification. “By supporting initiatives to attract new businesses to Winnipeg and retain the existing ones, we are improving this city’s international competitiveness, stimulating its economy and promoting its strategic trade corridors, including CentrePort.”

“We know that we must showcase our capital city as a great location to visit and do business, and spread the word that Winnipeg is a city with great investment potential,” said the Honourable Andrew Swan, Minister of Competitiveness, Training and Trade. “This funding will help to attract knowledge and capital for the benefit of Manitobans.”

The funding provided will allow the Winnipeg Chamber of Commerce (WCC) to continue ‘Selling Winnipeg to the World,’ an initiative to attract new businesses and jobs to Winnipeg, and encourage retention of existing Winnipeg businesses. The \$380,000 project includes \$280,000 in joint Canada – Manitoba support through the Canada-Manitoba Western Economic Partnership Agreement (WEPA), with the remainder provided by the Winnipeg Chamber of Commerce and the local business community.

Officially launched in June 2008, ‘Selling Winnipeg to the World’ has generated a high level of interest and support from the local business community with more than 60 members dedicating many hours to identify business leads and opportunities, and gain input on the initiative’s proposed strategy.

“This investment is critical in moving the ‘Selling Winnipeg to the World’ initiative forward,” said Winnipeg Chamber of Commerce Sr. Vice President Bill Morrissey.

“It allows us to invest in the resources needed to proactively sell Winnipeg's unique attributes to businesses both inside and outside of Manitoba in an effort to attract, expand and retain businesses here.”

As part of the project, the WCC will develop and implement a strategic marketing plan based on previously collected data, and build on the existing promotional campaign to raise awareness of investment opportunities in the city, and the advantages of operating a business and living in Winnipeg.

The Governments of Canada and Manitoba are contributing \$25 million each over four years, through the Canada-Manitoba Western Economic Partnership Agreement (WEPA) to strengthen economic activity and improve quality of life in Manitoba communities.

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# Backgrounder

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## ‘Selling Winnipeg to the World’

### Project Partners

#### **Western Economic Diversification Canada (WD)**

Western Economic Diversification works with the provinces, industry associations, and communities to promote the development and diversification of the western economy; coordinates federal economic activities in the West; and represents the interests of western Canadians in national decision-making.

#### **Manitoba Competitiveness, Training and Trade (CTT)**

Manitoba’s department of Competitiveness, Training and Trade is committed to supporting growth for Manitoba business, meeting provincial labour demands, increasing training opportunities and expanding trade relations around the world.

#### **The Canada – Manitoba Western Economic Partnership Agreement**

The goal of the Canada-Manitoba WEPA is to target the joint strategic priorities whereby Canada and Manitoba will work together and with other interested stakeholders to help create innovative, entrepreneurial, and sustainable communities.

#### Canada-Manitoba Joint WEPA Priorities:

- **Support Knowledge-Based Research and Development** – Stimulate innovation through the enhancement and use of Manitoba’s existing knowledge-based infrastructure (post-secondary institutions, research facilities, etc.); and strengthen and continue to build Manitoba’s business clusters.
- **Increase Value-Added Production in Traditional Industries** – Conduct research and support the development of new or improved products, technologies or innovations; support the development and diversification of northern Manitoba’s natural resource industries; and support the development of human resources.
- **Support Trade and Investment Promotion** – Capitalize on Manitoba’s mid-continent location, extensive intermodal transportation network; promote Manitoba as a gateway to other provinces and international markets; and support programs and services that will enhance foreign investment opportunities in Manitoba through targeted immigration initiatives.
- **Enhance Productivity and Competitiveness** – Provide support to Manitoba’s established and emerging industry clusters through commercialization and investments; provide support to projects that encourage the development and adoption of leading-edge technology and processes; and address labour and skills

shortages through development and training initiatives with industry associations and post-secondary institutions.

- **Promote Economic Development through Tourism Opportunities** – Support initiatives that will significantly develop Manitoba’s tourism industry and create opportunities for economic growth and diversification in all regions of the province.

For more information on projects funded under the Canada-Manitoba Economic Partnership Agreement, visit: [www.epa.gov.mb.ca](http://www.epa.gov.mb.ca).