
News Release

FOR IMMEDIATE RELEASE
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**L'Agence nationale et internationale du Manitoba (ANIM)
Receives Funding to Help Stimulate Foreign Trade
and Investment Attraction**

Winnipeg, Manitoba – Manitoba will see long-term economic growth and competitiveness that will help increase opportunities for commercial trade, business immigration, and investments in local business thanks to more than \$4.4 million in support from the Governments of Canada and Manitoba.

“We support ANIM in its efforts to provide opportunities to Manitoba businesses in national and international francophone markets”, said Andrew Swan, Manitoba Minister of Competitiveness, Training and Trade. “Trade is important to Manitoba’s economy as it accounts for a significant percentage of Manitoba’s real gross domestic product and supports thousands of Manitoba jobs.”

“Our Government recognizes the importance of building successful relationships with foreign companies and investing in initiatives that enhance international trade opportunities,” said Shelly Glover, Member of Parliament for Saint Boniface, on behalf the Honourable Lynne Yelich, Minister of State for Western Economic Diversification. “By funding initiatives that promote trade with international markets, we are enhancing foreign investment opportunities in Manitoba and ensuring that our province remains competitive in the international marketplace.”

L'Agence nationale et internationale du Manitoba (ANIM) provides services to expand the presence of Manitoba organizations and businesses in national and international francophone markets, and works with clients overseas to promote business investment opportunities in Manitoba.

More than \$2.9 million in funding will assist ANIM with business trade and investment initiatives that focus on recruiting business immigrants and attracting new business investments in the province.

Additionally, more than \$1.4 million will be invested towards Centrallia 2010, an international business-to-business forum to be held in Winnipeg October 20-22, 2010. As the main business event for Manitoba Homecoming 2010, Centrallia will provide opportunities for professional meetings, business alliances, trade and

investment. Over 500 business leaders from around the world will come together for Centrallia.

“In less than three years, ANIM has developed important partnerships in France and other countries in Europe, which has resulted in a solid base of business and economics minded people immigrating to Manitoba. This not only displays the tenacity of our organization, but also the value-added bilingualism brings to our province” said Mariette Mulaire, ANIM’s Executive Director.

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

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Media inquiries may be directed to:

Gabriela Klimes
Communications, Winnipeg
Western Economic Diversification Canada
Telephone: (204) 983-6243
www.wd-deo.gc.ca

Joe Czech
Communications Coordinator
Communication Services Manitoba
Telephone: (204) 945-6778
www.gov.mb.ca

Chantal Lambert
Communications Coordinator
Canada-Manitoba Economic Partnership Agreement
Telephone: (204) 945-8778
www.epa.gov.mb.ca

Toll-Free Number: 1 888 338-WEST (9378)
TTY: 1 877 303-3388

A stronger West. A stronger Canada.

Backgrounder

Business Trade and Investment Initiatives and Centrallia 2010

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

Canada-Manitoba WEPA targets joint strategic priorities of Canada and Manitoba, who 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 by enhancing and using Manitoba's existing knowledge-based infrastructure (i.e., 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 and 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** –Support Manitoba’s established and emerging industry clusters through commercialization and investments; support 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.

For more information on the Western Canada Partnership Agreement, visit: <http://www.wd.gc.ca/eng/297.asp>.