



VIRTUAL TRADE REPRESENTATIVE



BritishColumbia.ca



Promote your community to the world
on www.BritishColumbia.ca



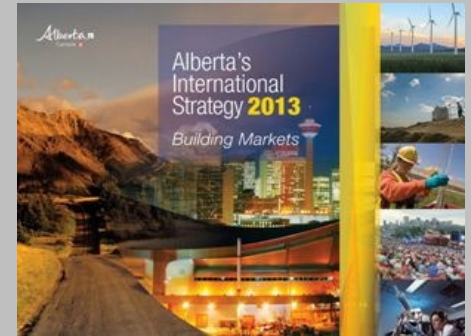
AGENDA

- Context
 - Competitive environment
 - Capacity
- Solution
 - Objectives
 - Integrate with Virtual Trade Representative
 - Consolidate data
 - Automate opportunities
- Demo
- Timelines
- Next steps



COMPETITIVE ENVIRONMENT

- Reduced global investment and shift to developing nations
- Investors and site selectors do 80% of their research on communities online
- U.S. competitors offer extensive data
- International Economic Development Council's data standards include more than 1,000 economic data points that investors and site selectors expect communities to have on hand.





CAPACITY

- Many B.C. communities do not have the economic development capacity to meet this investor demand for information.
- Province has looked to bridge capacity gap
 - Legacy **community profiles** application provides data for less than 50% of B.C.'s incorporated communities and no data for First Nations
 - Legacy **OpportunitiesBC** application includes fewer than 1,000 opportunities and is time intensive
 - Legacy applications are not integrated and do not help investors explore





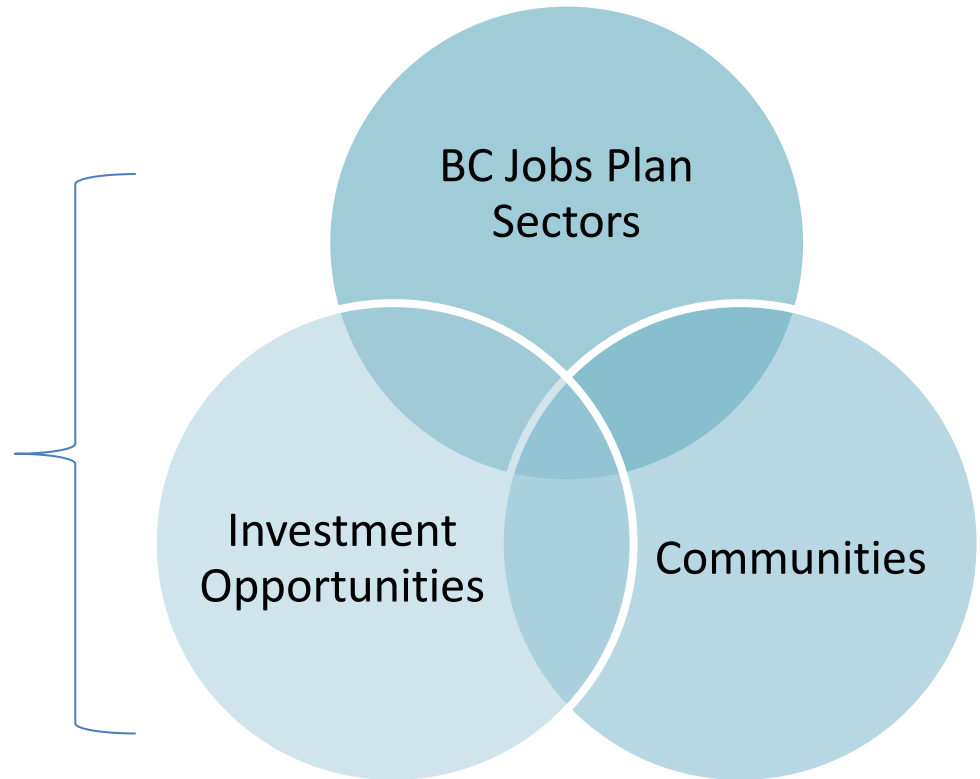
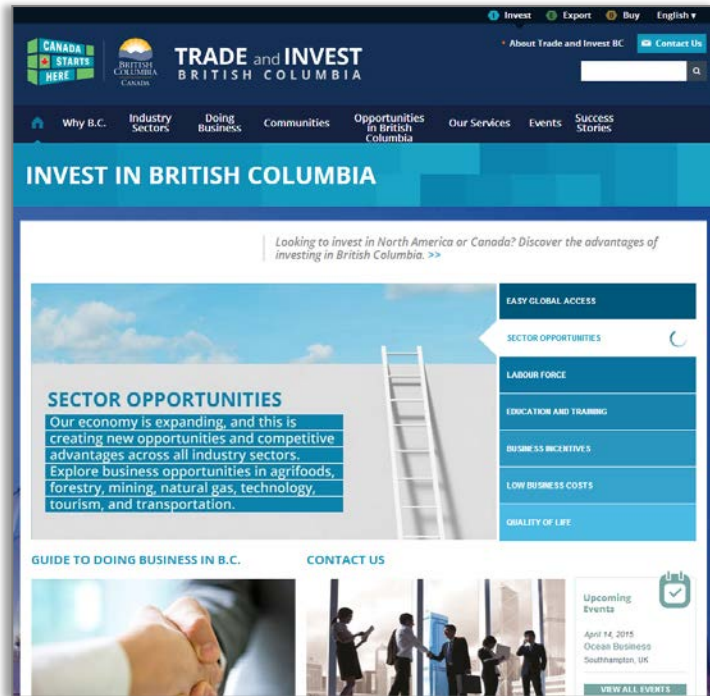
OBJECTIVES

- B.C. communities will have greater profile online with the economic data that investors need
- Investors will self-match to communities and opportunities
- Communities will have instant access to the data they need to respond to investors



INTEGRATE WITH B.C.'s VIRTUAL TRADE REPRESENTATIVE

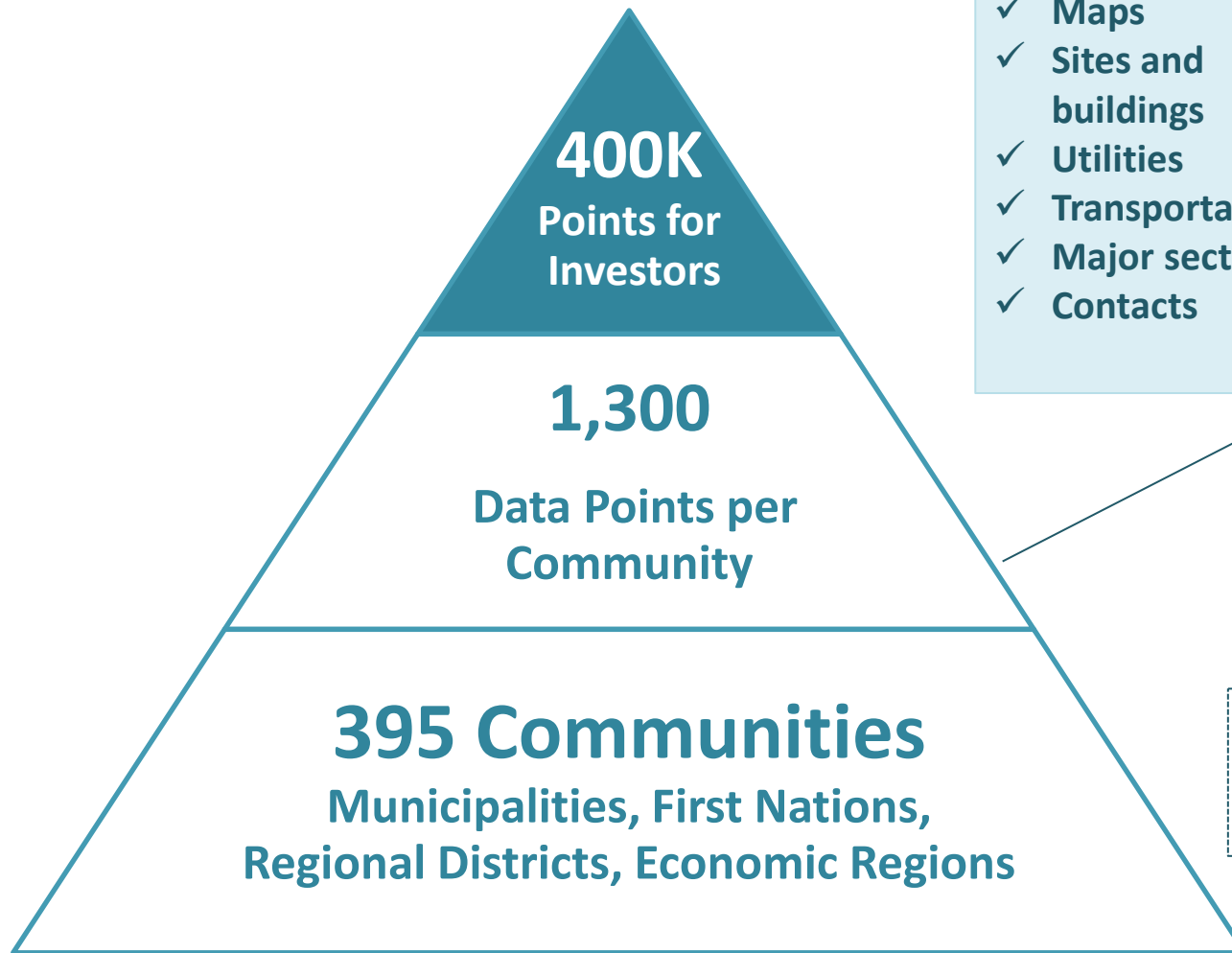
www.BritishColumbia.ca:





Community Data for Investors

CONSOLIDATE DATA



- ✓ Demographics
- ✓ Labour Force
- ✓ Major Employers
- ✓ Maps
- ✓ Sites and buildings
- ✓ Utilities
- ✓ Transportation
- ✓ Major sectors
- ✓ Contacts
- ✓ Research
- ✓ Education
- ✓ Quality of life
- ✓ Success stories
- ✓ First Nations Consultative Areas

BC
Economic
Atlas

First Nations
Ec-Dev
Database

AUTOMATE OPPORTUNITIES

100+ Investment Opportunities

Co-development opportunities from communities, investment and R&D partnerships from companies

*Opportunity Data
for Investors*

300 Businesses for Sale

Automated through **venture connect**

5700 Commercial / Industrial Sites + Buildings

Automated through **SPACELIST**

6100 Total BC Opportunities



[Invest](#) [Export](#) [Buy](#) [English](#)

TRADE and INVEST

BRITISH COLUMBIA

[About Trade and Invest BC](#)
[Contact Us](#)

[Home](#)
[Why B.C.](#)
[Industry Sectors](#)
[Doing Business](#)
[Communities](#)
[Opportunities in British Columbia](#)
[Our Services](#)
[Events](#)
[Success Stories](#)

Invest Home > Communities > British Columbia > Thompson/Okanagan > Thompson/Nicola

Kamloops

POPULATION	LABOUR FORCE	HOUSEHOLD INCOME
85,678*	27,615**	\$62,598***

Source: * Statscan 2011, ** Statscan 2012, *** Statscan 2013

On this Page:

[Overview](#)
[Statistics Navigator](#)
[Industry Sectors](#)
[Opportunities](#)
[Success Stories](#)

OVERVIEW

Region: [Thompson/Okanagan](#)

Regional District: [Thompson/Nicola](#)

[Expand Map](#)

Municipality Contact

Sara Walter
 Director
 District of Kamloops
 1-250-256-4289

[Contact now](#)

Address:
 1223 Address Street
 Community, BC
 V9V 1V1

Regional Contact

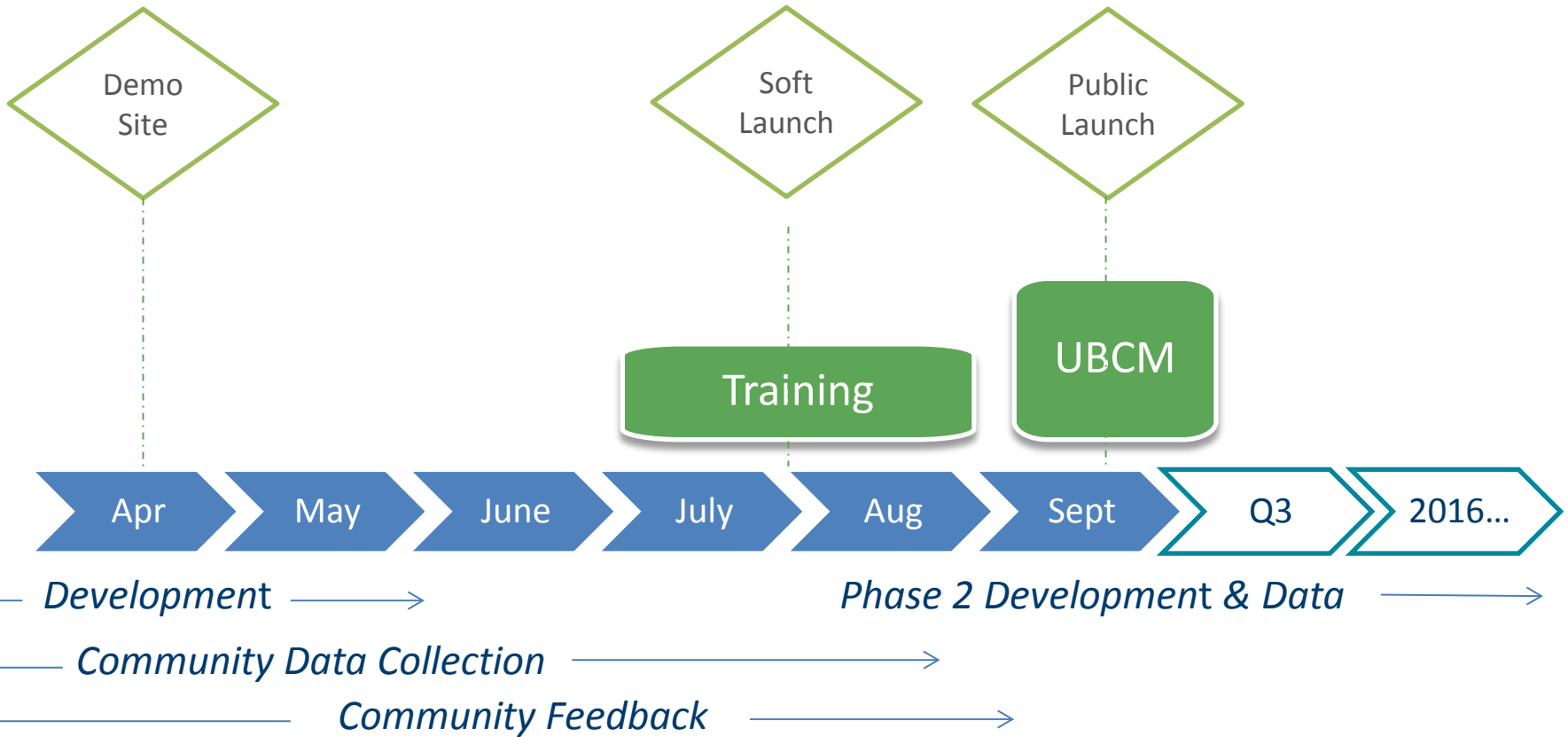
Lynda Flynn
 Director
 Thompson-Okanagan
 1-604-894-6371

[Contact now](#)

Address:
 Box 216, 1250 Ash...



TIMELINES





NEXT STEPS

- EARLY AUGUST
 - You will receive a notice that the test site is available for you to review your profile
 - You will be able to log in and update your content
- LATE AUGUST
 - Training on how to update your profile and approve opportunities
 - You will receive a survey about your experiences to date receiving inquiries from international investors
- EARLY SEPTEMBER
 - New features will go live
- LATE SEPTEMBER
 - New features will be announced at UBCM