



METAL TECH ALLEY

Lower Columbia Region



WELCOME TO METAL TECH ALLEY

Talking about Ec Dev

A cluster of industry and technology companies are leading the fourth industrial revolution, all from the Trail region, with a population of less than 10,000 people.

When the Lower Columbia Initiatives Corporation set to work creating an economic development strategy for the area, they assessed its unique characteristics and strengths.

A big takeaway from their research was the realization that their greatest asset lay in embracing the community's strengths in metallurgy and technology, instead of trying to be something they weren't.

For years, Trail has been recognized as an industry town, home of the Teck Metals smelter, which has operated in Trail for over 100 years producing zinc, lead, silver, gold and many other metal and chemical products. Over the years, a cluster of metallurgy and tech companies has developed in Trail and the surrounding area, and it is now a breeding ground for exciting, cutting-edge companies and thinkers.



ADRIAN WAGNER | STUDIO

FACTS



Population: 133,497 (Trail, Roseland and Area)
Location: Mainland Southwest B.C.

BUILDING A STRATEGY

Embracing Unique Strengths

The Metal Tech Alley strategy was developed over a four-year period with support from, among others, the Columbia Basin Trust and B.C.'s Rural Dividend Fund.

The marketing strategy and brand was launched in May 2017, following collaboration and feedback from community organizations, business leaders and community officials.

The strategy aims to promote the story of the West Kootenay region's evolution into a highly attractive and competitive location for business and livability, with a major focus on the global business and innovation clusters that are leading economic and business change—not just in the region, but from a global perspective.

The Lower Columbia Initiative Corp. looked closely at the features of the area that made it attractive for metallurgy and tech companies.

AREA ASSETS

- **Broadband connectivity**
- **Easy access to the U.S. and global markets**
- **Over 100 acres of cost-effective industrial land**
- **A global supply chain of companies located in the area**

For more information: gov.bc.ca/economicdevelopment



PROGRESSION

Research, Development and Collaboration

A key part of Metal Tech Alley's progression has been the MIDAS Fab Lab, a public-private enterprise started by the Kootenay Association for Science and Technology, a non-profit regional organization dedicated to the technology sector; Tech Metals, the world's largest integrated lead-zinc smelter; and Fenix Advanced Materials, a private company experienced in the commercialization of metallurgical industry by-products.

MIDAS supports academic research and development partnerships, business incubation services, and offers a dual sector fabrication lab and equipment in metallurgy and advanced/digital manufacturing.

Picking up where MIDAS leaves off, a recent addition to Metal Tech Alley is I4C, an international industrial Internet of Things hub, and a production and testing facility. I4C supports early-stage Internet of Things qualified companies in research and development, light fabrication, commercialization and/or distribution.



"We are connected globally yet choose to live here, in the Trail area, which is renowned for its lifestyle and the remarkable access to global markets"

– Terry Van Horn

OUTCOMES

Leading the Fourth Industrial Revolution

➤ Metal Tech Alley is leading the fourth industrial revolution by building collective partnerships and supporting businesses at all stages.



➤ The Alley is growing a dynamic cluster of companies, from metallurgical and intelligent materials science to the industrial Internet of Things.

➤ Promoting a unified vision and message across the region has had a greater impact collectively than any one place could have on its own

LESSONS LEARNED

Terry Van Horn, executive director of the Lower Columbia Initiatives Corp. suggests using a single branding and communications company that understands your mandate and can handle all the components of a marketing strategy to ensure a consistent message and to reduce additional work bouncing between companies.

Have a good outreach strategy and get buy in from the community and area businesses early in the process. Helping them connect to the overall vision and see themselves as part of a larger innovative is a key component.

CONTACT INFORMATION

Terry Van Horn, Executive Director,
Lower Columbia initiatives Corporation



Email: info@lcic.ca

Phone: 250 364-6461

For more information: gov.bc.ca/economicdevelopment

