

Webinar

Coffee & Conversations ??? Regional Economic Development in Metro

Vancouver

Date: May 09, 2023

00:00:21 --> 00:00:23: Thank you all for joining us this morning. We're just
 00:00:23 --> 00:00:25: going to allow a couple minutes for folks to trickle
 00:00:25 --> 00:00:27: into the waiting room here and then we'll get started
 00:00:27 --> 00:00:28: with the program shortly.
 00:01:15 --> 00:01:15: I'm a.
 00:02:07 --> 00:02:08: I think we're good to go, Adam.
 00:02:12 --> 00:02:15: Thank you so much, Shannon. All right. And thank you
 00:02:15 --> 00:02:18: all for joining us today for another edition of Coffee
 00:02:18 --> 00:02:21: and Conversations Open hosted by the Urban Land Institute.
 00:02:21 --> 00:02:25: My
 00:02:21 --> 00:02:25: name is Adam Matinson with Ulibc's Young Leaders Group.
 00:02:25 --> 00:02:28: I'm
 00:02:25 --> 00:02:28: joined this morning by my team members, Asia Danji and
 00:02:28 --> 00:02:29: to Brent Kelly McKinnon.
 00:02:30 --> 00:02:33: We're providing logistics support for today's events. So if
 00:02:33 --> 00:02:35: you're
 00:02:33 --> 00:02:35: putting questions in the chat box, they will be the
 00:02:35 --> 00:02:37: ones that will be pushing them forward at the end
 00:02:37 --> 00:02:39: of the event and I really thank them for the
 00:02:39 --> 00:02:42: support. I would also like to give a special thanks
 00:02:42 --> 00:02:45: to Shannon Patterson and Uli, Bc's Young Leaders Group for
 00:02:45 --> 00:02:46: their continued support and guidance.
 00:02:47 --> 00:02:50: For newcomers joining us copying conversations is ULIB C's
 00:02:47 --> 00:02:50: early
 00:02:50 --> 00:02:54: morning speaker event where students and professionals
 00:02:50 --> 00:02:54: can drop in
 00:02:54 --> 00:02:57: to meet other like minded colleagues and hear new thoughts
 00:02:57 --> 00:03:01: and ideas surrounding real estate development and other
 00:02:57 --> 00:03:01: economic development
 00:03:01 --> 00:03:04: related issues across the the Lower Mainland and BC. We

00:03:04 --> 00:03:07: host most CNC events online, but we'll occasionally plan some

00:03:07 --> 00:03:10: in person events too so stay tuned before we again.

00:03:10 --> 00:03:12: I of course would like to note that while we

00:03:12 --> 00:03:14: are hosting this event digitally.

00:03:14 --> 00:03:17: We are coming to you from our offices which are

00:03:17 --> 00:03:20: located on the ancestral and unseated territories of the Muskbeam,

00:03:20 --> 00:03:23: Squamish and Slaywood Tooth as well as other Coastalish peoples.

00:03:23 --> 00:03:26: I would also like to make a quick plug for

00:03:26 --> 00:03:29: the annual ULI Cascadia Regional Conference which will take place

00:03:29 --> 00:03:32: in Vancouver this year from Thursday, July 13th to Saturday,

00:03:32 --> 00:03:35: July 15th. This is a marquee ULI event that will

00:03:35 --> 00:03:39: bring together real estate professionals from Vancouver, Seattle and Portland

00:03:39 --> 00:03:41: all to one location and this year it will be

00:03:41 --> 00:03:43: located right here in our city.

00:03:43 --> 00:03:46: You can find out about these events and many others

00:03:46 --> 00:03:49: on the ulibc website with links will be posted into

00:03:49 --> 00:03:52: the chat just as a quick housekeeping matter. Please keep

00:03:52 --> 00:03:55: your microphones muted and use of your web camera is

00:03:55 --> 00:03:56: optional.

00:03:56 --> 00:03:59: There will be a Q&A session towards the end of

00:03:59 --> 00:04:01: the talk, so please feel free to send a message

00:04:01 --> 00:04:04: to me or the public chat with any questions you

00:04:04 --> 00:04:07: may have. For our speaker today, we will select them

00:04:07 --> 00:04:09: in order that they are received and unmute you, so

00:04:09 --> 00:04:12: you can ask her directly around 8:30 as we wrap

00:04:12 --> 00:04:15: up the conversation. As a reminder, the session is being

00:04:15 --> 00:04:19: recorded and we'll be circulating the recording to all registrants

00:04:19 --> 00:04:21: after the event. Now As for our guest speaker.

00:04:21 --> 00:04:24: Today we are very fortunate to have Megan Henwood with

00:04:24 --> 00:04:28: us. Megan is a specialist and attracting and coordinating foreign

00:04:28 --> 00:04:32: direct investments to communities and industries across Canada with a

00:04:32 --> 00:04:35: career that has literally gone coast to coast. Starting in

00:04:35 --> 00:04:38: New Brunswick and now working in DC today, Megan has

00:04:38 --> 00:04:42: led business development teams attracting foreign and domestic investment straining

00:04:42 --> 00:04:45: ranging from support of small and medium enterprises all the

00:04:45 --> 00:04:47: way to large international firms.

00:04:48 --> 00:04:51: Through this work, she has also become a specialist in

00:04:51 --> 00:04:55: cybersecurity, eventually joining the federal Department of Innovation, Science and

00:04:55 --> 00:04:58: Economic Development before eventually joining Invest in Canada as a

00:04:58 --> 00:05:01: Regional Investment Services Advisor. Today, she serves as an Investment

00:05:02 --> 00:05:06: Service Coordinator at Invest Vancouver, the organization responsible for promoting

00:05:06 --> 00:05:08: investment in the Metro Vancouver region.

00:05:09 --> 00:05:12: So Megan, thank you for joining us today. You've distinguished

00:05:12 --> 00:05:15: yourself as a leader when it comes to attracting and

00:05:15 --> 00:05:20: coordinating investments to communities and different industries across Canada. Perhaps

00:05:20 --> 00:05:22: we can start with you telling us a bit about

00:05:22 --> 00:05:24: the work you do and how you end up on

00:05:24 --> 00:05:25: this career path.

00:05:26 --> 00:05:30: For sure. Yeah. Thanks, Adam and thanks everyone for joining

00:05:30 --> 00:05:33: this morning. Happy to to be here and share a

00:05:33 --> 00:05:34: little bit more about.

00:05:35 --> 00:05:38: Invest Vancouver, the work that we do for the Metro

00:05:38 --> 00:05:42: Vancouver region and kind of dive in a little bit

00:05:42 --> 00:05:45: more broadly to to my background and how I ended

00:05:45 --> 00:05:49: up here. As for how I landed in investment attraction,

00:05:49 --> 00:05:53: I think I would give the same answer that most

00:05:53 --> 00:05:57: people in economic development would give, which is I fell

00:05:57 --> 00:06:01: backwards into it. I think it's not something that most

00:06:01 --> 00:06:01: people.

00:06:02 --> 00:06:06: Really visualize when they're kind of dreaming up their their

00:06:06 --> 00:06:10: career path or even realizing that it's it's an industry

00:06:10 --> 00:06:13: that's out there. But in all seriousness.

00:06:14 --> 00:06:17: I did have some exposure at a very young age

00:06:17 --> 00:06:21: to economic development and what that could mean for communities

00:06:21 --> 00:06:25: as my my grandfather was heavily involved in our local

00:06:25 --> 00:06:28: board of Trade in rural Nova Scotia and so ended

00:06:28 --> 00:06:31: up at a few meetings there on some school sick

00:06:31 --> 00:06:33: days and just got a bit of a sense of

00:06:33 --> 00:06:37: what it meant to support small businesses and how that

00:06:37 --> 00:06:38: would have like really.

00:06:39 --> 00:06:44: Amazing economic impacts for communities and and

individuals who wanted
00:06:44 --> 00:06:48: to pursue their passions of starting a business, growing a
00:06:48 --> 00:06:53: business or even having the opportunity to work for some
00:06:53 --> 00:06:57: of the global enterprise companies that we have here in
00:06:57 --> 00:07:01: Vancouver. Adam, as you said I I started my career
00:07:01 --> 00:07:04: on the East Coast in in New Brunswick. I ended
00:07:04 --> 00:07:06: up at an interview with.
00:07:07 --> 00:07:11: The local department of Economic Development in New
Brunswick, they
00:07:11 --> 00:07:14: were branded in best New Brunswick at the time and
00:07:14 --> 00:07:17: I thought I was going in for kind of an
00:07:17 --> 00:07:20: admin position. I just was looking for a foot in
00:07:20 --> 00:07:23: the door to to get more exposure to this world.
00:07:23 --> 00:07:26: But when they found out that I had studied, studied
00:07:26 --> 00:07:30: German and political science and had spent some time
abroad
00:07:30 --> 00:07:31: in Europe, they.
00:07:32 --> 00:07:35: Kind of had this, this idea to drop me on
00:07:35 --> 00:07:38: the investment promotion team and see what I did. See
00:07:38 --> 00:07:41: if I could, you know, talk to some of these
00:07:41 --> 00:07:46: German manufacturing companies that that this country
wants to attract
00:07:46 --> 00:07:49: and bring some of those jobs to the East Coast
00:07:49 --> 00:07:53: of Canada as opposed to maybe the Eastern seaboard of
00:07:53 --> 00:07:57: the United States where a lot of those companies would
00:07:57 --> 00:07:59: tend to go. That was my first.
00:07:59 --> 00:08:04: Real exposure to investment attraction and what that meant.
So
00:08:04 --> 00:08:09: this concept of looking at foreign companies, looking how
they
00:08:09 --> 00:08:13: naturally grow and expand for a whole slew of reasons
00:08:13 --> 00:08:18: and really positioning the region that you're supporting as a
00:08:18 --> 00:08:22: destination for that type of investment I spent about five
00:08:22 --> 00:08:23: years with.
00:08:23 --> 00:08:28: The government of New Brunswick eventually Adam as you
said
00:08:28 --> 00:08:33: shifting more into attracting small more small SME size
companies
00:08:33 --> 00:08:37: from BC actually in the cybersecurity space to New
Brunswick
00:08:37 --> 00:08:41: as they've done a lot of work to position themselves
00:08:41 --> 00:08:46: more as a hub for cybersecurity. And that's ultimately what
00:08:46 --> 00:08:49: led me to BC spent a little bit of time
00:08:49 --> 00:08:53: with I said yes and eventually to invest in Canada

00:08:53 --> 00:08:53: where.

00:08:54 --> 00:08:57: I guess my career is more coast to coast to

00:08:57 --> 00:09:00: coast because a lot of my work with Investing Canada

00:09:00 --> 00:09:04: was supporting the territories actually and making sure that in

00:09:04 --> 00:09:08: this broader conversation we're having at the federal level of

00:09:08 --> 00:09:11: the EV supply chain and ensuring that some of that

00:09:11 --> 00:09:16: manufacturing lands in Canada and that were, you know, sustainably

00:09:16 --> 00:09:16: creating.

00:09:17 --> 00:09:21: The future of our economy, especially the green economy and

00:09:21 --> 00:09:24: looking across the entire value chain to make sure all

00:09:24 --> 00:09:28: those pieces happen in Canada and ensuring that some of

00:09:28 --> 00:09:32: the the very upstream activities for for manufacturing which would

00:09:32 --> 00:09:36: be captured in the territories for mining projects, just making

00:09:36 --> 00:09:40: sure that that region wasn't missed. So I think I've

00:09:40 --> 00:09:42: had a lot of experience maybe.

00:09:42 --> 00:09:46: Promoting and supporting underserved regions of this country and really

00:09:47 --> 00:09:50: thinking about the rural and remote communities and how you

00:09:50 --> 00:09:53: can position them as places to do business and ensure

00:09:53 --> 00:09:57: that they have the same economic benefits that we're seeing

00:09:57 --> 00:10:00: in larger urban centers. So this recent shift over to

00:10:00 --> 00:10:03: Invest Vancouver and promoting an urban region is very new

00:10:03 --> 00:10:06: for me. It's new that you know companies are knocking

00:10:06 --> 00:10:09: at our door and we're not chasing them down trying

00:10:09 --> 00:10:10: to just.

00:10:10 --> 00:10:14: Explain where the Northwest Territories even is on a map

00:10:15 --> 00:10:19: and, you know, talking to companies that already have some

00:10:19 --> 00:10:23: familiarity with Vancouver and what it has to offer. Is

00:10:24 --> 00:10:27: it kind of a breath of fresh air? But also,

00:10:27 --> 00:10:30: I feel like there's not as much of A hustle,

00:10:31 --> 00:10:34: but it's it's fun and it's been, you know?

00:10:34 --> 00:10:38: Quite a quite a journey getting here for sure, but

00:10:38 --> 00:10:42: with Invest Vancouver being a new service under the Metro

00:10:42 --> 00:10:47: Vancouver region, it's it's really cool that it's a bit

00:10:47 --> 00:10:50: of a startup environment. And so you know at this

00:10:50 --> 00:10:54: stage in my career being able to direct some of

00:10:54 --> 00:10:58: what the strategy is for the organization, some of the

00:10:58 --> 00:11:00: sectors that we focus on.

00:11:01 --> 00:11:03: Some of the markets that we focus on is, is

00:11:03 --> 00:11:07: really cool because I'm I'm not coming in with all
00:11:07 --> 00:11:11: these ingrained processes and procedures. You know we're still we're
00:11:11 --> 00:11:14: still getting our feet under us and to to contribute
00:11:14 --> 00:11:18: to where that goes is, is a really exciting opportunity.
00:11:18 --> 00:11:20: So I'm as you said I am the.
00:11:21 --> 00:11:27: Strategic investment consultants on the strategic investment team within Invest
00:11:27 --> 00:11:30: Vancouver were a small team. There are only three of
00:11:31 --> 00:11:34: us at this point, but we will be growing in
00:11:34 --> 00:11:39: the future. So it's investment attraction, especially after this conversation
00:11:40 --> 00:11:44: is something that intrigues you. Stay tuned for that. But
00:11:44 --> 00:11:47: essentially what we do on our team is we work
00:11:47 --> 00:11:49: with foreign companies.
00:11:50 --> 00:11:54: Foreign investors that are looking to expand operations to this
00:11:54 --> 00:11:58: region. So that could mean that they're setting up a
00:11:58 --> 00:12:03: completely new presence. They want to build a building, whether
00:12:03 --> 00:12:07: that be a factory or small industrial site or even
00:12:07 --> 00:12:11: just a tech company looking for an office who's brand
00:12:11 --> 00:12:14: new to the region and wants to set up here
00:12:14 --> 00:12:18: for, as I said, a whole slew of different reasons.
00:12:18 --> 00:12:22: Or it could be a foreign company that is already
00:12:22 --> 00:12:25: here and just needs a little bit of support in
00:12:25 --> 00:12:29: expanding for the context of Invest Vancouver, a foreign company
00:12:29 --> 00:12:33: would be anything outside of our region. So anything outside
00:12:33 --> 00:12:36: of kind of the Langley to Lions Bay Area would
00:12:36 --> 00:12:39: be a company that we work with. But we also
00:12:39 --> 00:12:43: do look at local companies that are already here and
00:12:43 --> 00:12:46: try to find ways to best support them.
00:12:46 --> 00:12:50: There are inherently already a lot of services in the
00:12:50 --> 00:12:53: region that do lean more towards the trade and export
00:12:53 --> 00:12:57: side and supporting the local community. So we kind of
00:12:57 --> 00:13:00: step out and do that that other side, the foreign
00:13:00 --> 00:13:04: direct investment side, helping companies come in. As I said
00:13:05 --> 00:13:09: we're three. My colleague Vlad, he covers primarily the tech
00:13:09 --> 00:13:12: sector, which I guess every sector has a component of
00:13:12 --> 00:13:13: tech these days.
00:13:14 --> 00:13:17: But he's really focused on the ARBR side of things
00:13:17 --> 00:13:22: as well as artificial intelligence, cybersecurity. I didn't end up

00:13:22 --> 00:13:26: with that one, surprisingly, but that's Okay. My colleague Karen,

00:13:26 --> 00:13:30: she covers more of the interactive media, some of the

00:13:30 --> 00:13:32: film industry stuff that we see a lot of in

00:13:33 --> 00:13:36: Vancouver and the outdoor apparel. So you know, we've got

00:13:36 --> 00:13:40: our, our tariffs and our Lululemons. We want to ensure

00:13:40 --> 00:13:40: that.

00:13:41 --> 00:13:45: That they stay here, that they don't move to other

00:13:45 --> 00:13:49: countries for, you know, cost cutting purposes. And we also

00:13:49 --> 00:13:52: want to look at, you know, how to draw new

00:13:52 --> 00:13:56: companies into the apparel space here to kind of create

00:13:56 --> 00:13:59: more of a full ecosystem. For me, I cover life

00:13:59 --> 00:14:03: sciences, so anything related to health, health, tech.

00:14:04 --> 00:14:09: Agriculture and agrifood. So again technology for the

00:14:09 --> 00:14:14: agriculture sector

00:14:09 --> 00:14:14: and then as well hydrogen and clean technology. So not

00:14:14 --> 00:14:17: a lot at all, not too much, but yeah, that's

00:14:17 --> 00:14:20: that's kind of a little bit more about me, my

00:14:21 --> 00:14:26: background. I will say that foreign direct investment and

00:14:26 --> 00:14:29: investment

00:14:26 --> 00:14:29: attraction is not unique for Metro Vancouver, so.

00:14:32 --> 00:14:37: Every country, every province, state, region, and even As for

00:14:37 --> 00:14:42: Vancouver, a lot of municipalities have these organizations

00:14:42 --> 00:14:47: that are

00:14:42 --> 00:14:47: out there working with the federal government's Global

00:14:47 --> 00:14:53: Affairs, Trade

00:14:47 --> 00:14:53: Commissioner service, working with other governments

00:14:53 --> 00:14:57: trying to bring more

00:14:53 --> 00:14:57: business to their region. You know, we look at regions

00:14:57 --> 00:15:01: in Canada that have had a lot of success with.

00:15:01 --> 00:15:04: With this type of model what we're doing you know

00:15:04 --> 00:15:08: conglomerating the municipalities of this region and kind of

00:15:08 --> 00:15:11: working

00:15:08 --> 00:15:11: together to support them. We've seen a lot of success

00:15:11 --> 00:15:14: in that with Edmonton and Edmonton global and Toronto and

00:15:14 --> 00:15:18: Toronto global. So we're we're really looking to replicate that

00:15:18 --> 00:15:21: model here and you know focus on bringing businesses and

00:15:21 --> 00:15:25: that will whether they land in Burnaby, Vancouver, Surrey,

00:15:25 --> 00:15:28: Port

00:15:25 --> 00:15:28: Moody, you know they have spillover effects for the other

00:15:28 --> 00:15:29: communities as well.

00:15:31 --> 00:15:33: I think it's a really interesting, it's a great overview

00:15:33 --> 00:15:36: and I think it's a great introduction to investment. Kuper

00:15:36 --> 00:15:38: which like you mentioned is a bit of a newcomer

00:15:38 --> 00:15:40: to the block. We have seen in the past, you
00:15:40 --> 00:15:43: know particularly larger municipalities in Metro Vancouver
have kind of
00:15:43 --> 00:15:46: taken the reins in their own kind of economic attraction.
00:15:46 --> 00:15:48: VEC City of Surrey is is back up the ring
00:15:48 --> 00:15:50: again too, which is great to see, but it's interesting
00:15:51 --> 00:15:53: to see of course Metro Vancouver has been trying to
00:15:53 --> 00:15:55: get a service like this off the ground for quite
00:15:55 --> 00:15:57: some time and it's glad to see. I'm glad to
00:15:57 --> 00:16:00: see as someone who's also working in active from time
00:16:00 --> 00:16:01: to time that you know.
00:16:01 --> 00:16:04: By having this kind of regional level body to help
00:16:04 --> 00:16:07: kind of guide at a more cohesive market level really
00:16:07 --> 00:16:10: helps because we definitely see a lot of really strong
00:16:10 --> 00:16:14: case studies recognizing you know business attraction and
when what
00:16:14 --> 00:16:18: works in the market doesn't necessarily end at the one
00:16:18 --> 00:16:21: municipalities borders. So it's great to see you and and
00:16:21 --> 00:16:25: see you guys doing that coordination that helps work
alongside
00:16:25 --> 00:16:26: those municipalities.
00:16:28 --> 00:16:30: And are you able to go into a little bit
00:16:30 --> 00:16:33: of a bit more detail about how investment Cooper works
00:16:33 --> 00:16:38: with municipalities that have their own economic
development arms versus
00:16:38 --> 00:16:41: you know some that maybe are a bit smaller and
00:16:41 --> 00:16:43: don't have that's that's the capacity?
00:16:44 --> 00:16:47: Yeah, for sure. So I think it's a good place
00:16:47 --> 00:16:51: to talk about what Invest Vancouver does more broadly and
00:16:51 --> 00:16:55: then kind of narrow down more to the strategic investment
00:16:55 --> 00:16:56: teams team where I sit.
00:16:57 --> 00:17:02: And how we work directly with municipalities because Invest
Vancouver
00:17:02 --> 00:17:07: isn't just a shock for investment attraction and FBI promotion.
00:17:07 --> 00:17:11: We do have a whole range of services and kind
00:17:11 --> 00:17:14: of forward thinking ideas of how we want to grow.
00:17:14 --> 00:17:19: So currently we have three teams within the organization. I'll
00:17:19 --> 00:17:23: start with our research team. So they look at regional
00:17:23 --> 00:17:26: issues and regional ecosystems.
00:17:26 --> 00:17:30: More broadly and how the municipality is kind of interact
00:17:30 --> 00:17:34: with one another on a more regional level. So when
00:17:34 --> 00:17:38: you're thinking about things like like agriculture as a sector
00:17:38 --> 00:17:42: and how that spans across the different municipalities and in

00:17:42 --> 00:17:46: order for for that sector to grow and continue to
00:17:46 --> 00:17:50: thrive, there needs to be some coordination from municipality
to
00:17:50 --> 00:17:51: municipality.
00:17:52 --> 00:17:55: They also do a lot of research and reporting on
00:17:55 --> 00:17:59: different sectors that we have. So taking agriculture again as
00:17:59 --> 00:18:02: an example, they'll take a 360 view of the industry,
00:18:02 --> 00:18:05: see what we have, what we're strong in, what maybe
00:18:05 --> 00:18:08: we need a little bit more support in, which can
00:18:08 --> 00:18:11: be really interesting gaps for then the strategic investment
team
00:18:11 --> 00:18:14: to come in and be like, OK, you know, if
00:18:14 --> 00:18:16: this is a gap for us, maybe a certain segment
00:18:16 --> 00:18:20: of the food processing sector, what companies globally do
that,
00:18:20 --> 00:18:22: that we can then approach.
00:18:22 --> 00:18:26: As a really unique fit, they're also assessing regional policy
00:18:27 --> 00:18:30: issues at the the Metro Vancouver level. So you know
00:18:30 --> 00:18:34: the leading topic in this region is always land. In
00:18:34 --> 00:18:39: addressing industrial lands, the crunch that we have, you
know
00:18:39 --> 00:18:43: how we use it more strategically, how you know we've
00:18:43 --> 00:18:47: seen some municipalities kind of hone in more on real
00:18:47 --> 00:18:51: estate development while others take more of a stab at.
00:18:52 --> 00:18:57: Developing warehousing or light industrial, commercial
space. And again, how
00:18:58 --> 00:19:02: those spill over and support one another. So just because
00:19:02 --> 00:19:07: somebody's working in Burnaby doesn't mean they're not
living and
00:19:07 --> 00:19:11: paying taxes in Langley or even vice versa. You know,
00:19:11 --> 00:19:13: you see a lot of that.
00:19:14 --> 00:19:18: There's also a lot of discussion and policy analysis around
00:19:19 --> 00:19:22: the connectivity within transit and how that helps some of
00:19:23 --> 00:19:27: the more suburb communities feel connected and not only
become
00:19:27 --> 00:19:30: a value proposition for people to live there, but also
00:19:30 --> 00:19:34: for businesses to go there. Because you know, if you're
00:19:34 --> 00:19:38: a business but you still have strong connectivity for people
00:19:38 --> 00:19:41: to get to, where to get to work, it's really.
00:19:42 --> 00:19:46: Grace that advantage for you to not necessarily have to
00:19:46 --> 00:19:50: be in the downtown core. I would say that our
00:19:50 --> 00:19:55: board, I guess going a level up and backtracking here
00:19:55 --> 00:19:59: a little bit, our board is all municipal as well
00:19:59 --> 00:20:03: as industry engaged folks. So we do have a lot

00:20:03 --> 00:20:07: of our municipal either mayors or some of our active
00:20:07 --> 00:20:11: representatives sitting on our board, they also.
00:20:12 --> 00:20:15: All of the active officers for each municipality create a
00:20:15 --> 00:20:18: committee that we report to that we meet with very
00:20:18 --> 00:20:21: frequently just to discuss, you know, these are the
companies
00:20:21 --> 00:20:24: that we're talking to. These are the areas that they're
00:20:24 --> 00:20:28: interested in. So maybe if there's a municipality that's not
00:20:28 --> 00:20:30: getting as much love, what can we do there to
00:20:30 --> 00:20:34: kind of either rewrite the narrative or highlight some of
00:20:34 --> 00:20:37: its assets to make sure that it's not getting lost
00:20:37 --> 00:20:37: in the weeds?
00:20:39 --> 00:20:43: We also have a partnerships team who works directly with
00:20:43 --> 00:20:47: the municipalities as well as closely with industry association.
So
00:20:47 --> 00:20:51: that would be partnering for sponsorship opportunities at
events or
00:20:51 --> 00:20:57: supporting industry associations like promoting things
through social media channels,
00:20:57 --> 00:21:00: ensuring that we have strong partnerships not only with our
00:21:00 --> 00:21:05: municipalities, but also with our provincial and federal
partners who
00:21:05 --> 00:21:07: do a lot of this work as well on the
00:21:07 --> 00:21:09: strategic investment team.
00:21:09 --> 00:21:13: Our relationships are a bit more granular and case by
00:21:13 --> 00:21:16: case. So if I'm working with a company that needs
00:21:16 --> 00:21:19: a certain piece of land or a certain facility and
00:21:19 --> 00:21:22: has a lot of criteria for their site, I would
00:21:22 --> 00:21:25: reach out to our active officers and just see, you
00:21:25 --> 00:21:29: know, like I'm looking for XYZ facility. Is this something
00:21:29 --> 00:21:32: that Port Coquitlam has? Is this something Langley has? Is
00:21:32 --> 00:21:37: this something that's available in North Vancouver and we'll
have
00:21:37 --> 00:21:38: those conversations.
00:21:38 --> 00:21:42: And you know, there's also the opportunity there to connect
00:21:42 --> 00:21:45: regularly just to see, you know, like what's new. You
00:21:45 --> 00:21:49: know, is there anything that's come up on the market
00:21:49 --> 00:21:52: that maybe wasn't available six months ago Because I've got
00:21:52 --> 00:21:55: a company in my back pocket that could be looking
00:21:55 --> 00:21:59: for something in three months, like can we start getting
00:21:59 --> 00:22:02: the ball rolling now? So a lot of engagement there
00:22:02 --> 00:22:05: with the economic development teams, we're not.
00:22:06 --> 00:22:10: We weren't designed to come in and replace them. Again,

00:22:10 --> 00:22:13: a lot of the the work that they do, supporting
00:22:13 --> 00:22:17: local businesses, understanding local issues and how that taps into
00:22:17 --> 00:22:21: more of a regional economy that definitely still exists. We're
00:22:21 --> 00:22:24: just meant to be there as a compliment, a compliment
00:22:24 --> 00:22:25: to them and.
00:22:25 --> 00:22:29: A service that can kind of be more externally facing,
00:22:29 --> 00:22:32: working with global companies, being out there in market on
00:22:33 --> 00:22:36: the ground, promoting the region and then maybe at a
00:22:36 --> 00:22:40: later stage introducing them to the municipality once they decide
00:22:40 --> 00:22:43: where in Metro Vancouver they want to land.
00:22:45 --> 00:22:48: Now you touched on some points here, some of the
00:22:48 --> 00:22:50: work that your team is doing across a number of
00:22:50 --> 00:22:53: up and coming sectors. You know, we see a lot
00:22:53 --> 00:22:56: of news about Vancouver's hydrogen or like the Greater Vancouver's
00:22:56 --> 00:23:00: hydrogen cluster, clean tech, biotech, All these these really exciting
00:23:00 --> 00:23:03: areas where there's a lot of innovation happening in Vancouver
00:23:03 --> 00:23:06: and the broader market are being seen as real innovators
00:23:06 --> 00:23:09: in this front, which is making it very attractive for
00:23:09 --> 00:23:12: foreign investment and growth of local businesses at the same
00:23:12 --> 00:23:14: time too, which is great to see and I've seen
00:23:14 --> 00:23:15: some of the.
00:23:15 --> 00:23:17: The reports that you your team's already put out in
00:23:17 --> 00:23:19: terms of some clean tack and water tack and things
00:23:19 --> 00:23:21: like that, are you able to give us any insight
00:23:22 --> 00:23:24: in some of the the key initiatives that your team
00:23:24 --> 00:23:26: has going on right now? Anything that's in the pipe
00:23:26 --> 00:23:28: that we should keeping our eye out for in terms
00:23:28 --> 00:23:30: of new strategies or reports or things like that?
00:23:31 --> 00:23:36: Oh, well, they just released a life sciences strategy a couple of weeks ago. And so that's.
00:23:36 --> 00:23:40: I think that's dominating the mindset right now. I'm not quite sure our research team is ready to dive into
00:23:41 --> 00:23:44: into writing another report just yet, but stay tuned. There will be more coming for sure. Our life sciences report
00:23:44 --> 00:23:48: really is a compliment to the provincial strategy that came out.
00:23:48 --> 00:23:52: Right around the same time and talks a lot about
00:23:52 --> 00:23:55:
00:23:55 --> 00:23:59:
00:23:59 --> 00:23:59:
00:24:01 --> 00:24:04:

00:24:04 --> 00:24:07: you know the strengths that we have here in BCA.
00:24:07 --> 00:24:11: Lot of the R&D work that's being done for drug
00:24:11 --> 00:24:16: discovery, drug development as well as offering some
recommendations to
00:24:16 --> 00:24:20: government of ways to enhance the sector not only from
00:24:20 --> 00:24:24: a foreign direct investment component but also in supporting
local
00:24:24 --> 00:24:28: industry that is already here and wants to do more
00:24:28 --> 00:24:30: here. So some of that might be.
00:24:30 --> 00:24:34: You know funding programs, if some of that could look
00:24:34 --> 00:24:38: like offering up more wet lab space and you know
00:24:38 --> 00:24:43: maybe revisiting permitting regulations for for some of these
new
00:24:43 --> 00:24:48: and emerging technologies and industries that you know
might have
00:24:48 --> 00:24:51: to follow a bit, a bit of a more rigorous
00:24:51 --> 00:24:55: regulatory process that it would benefit us to kind of
00:24:55 --> 00:24:59: speed that up and maybe look at it a little
00:24:59 --> 00:25:00: bit differently.
00:25:01 --> 00:25:04: In order to have things like more access to wet
00:25:04 --> 00:25:09: lab space, I believe next step for the research team
00:25:09 --> 00:25:13: and some of the reports that they're doing will focus
00:25:13 --> 00:25:17: more in on tech and high tech. So again thinking
00:25:17 --> 00:25:21: about some of that a IARBR talent that we have
00:25:21 --> 00:25:25: here that makes so many companies want to be here
00:25:25 --> 00:25:28: and how we you know make sure that.
00:25:29 --> 00:25:33: That industry is still supported and maybe as a compliment
00:25:33 --> 00:25:36: to a lot of these more emerging sectors like clean
00:25:37 --> 00:25:41: tech, because there will be a I applications for agriculture,
00:25:41 --> 00:25:45: there will be a I applications for clean technologies. So
00:25:45 --> 00:25:49: just making sure that that work is supported for strategic
00:25:49 --> 00:25:53: investments. I feel like we're always on the go, always
00:25:53 --> 00:25:55: on the road talking to companies.
00:25:56 --> 00:26:00: So for us what's upcoming is the bio convention in
00:26:00 --> 00:26:03: in Boston in a couple of weeks that we'll be
00:26:03 --> 00:26:07: there talking to global pharma as well as other economic
00:26:07 --> 00:26:13: development organizations in the states that would be
supporting their
00:26:13 --> 00:26:17: local companies growing. So that's another big component of
our
00:26:17 --> 00:26:22: work is the finding our counterparts in other regions and.
00:26:23 --> 00:26:27: Trying to build really solid relationships. So when a company
00:26:27 --> 00:26:30: comes to them, wanting to expand, they have a kind

00:26:30 --> 00:26:33: of front and center in their minds. We're also attending
00:26:34 --> 00:26:37: London Tech Week right after. So again, just out there
00:26:37 --> 00:26:40: talking to Global A I companies, as well as solidifying
00:26:40 --> 00:26:44: more relationships with our partners in the UK and Europe.
00:26:44 --> 00:26:48: And then maybe we'll take a breather in the summertime,
00:26:48 --> 00:26:49: I'm not quite sure.
00:26:50 --> 00:26:52: Yeah, I mean it's it's a lot going on and
00:26:52 --> 00:26:55: it's great to see all this this work your team's
00:26:55 --> 00:26:57: doing to attract investment to the region. I also understand
00:26:58 --> 00:26:59: that you do have a role to play and kind
00:26:59 --> 00:27:03: of encouraging local growth and and and making those
connections
00:27:03 --> 00:27:05: to encourage that growth. You've touched on some of you
00:27:05 --> 00:27:08: know a lot of the focus is obviously on encouraging
00:27:08 --> 00:27:09: municipalities, helping them find.
00:27:10 --> 00:27:13: Policy change and and land availability and things like that
00:27:13 --> 00:27:16: to enable them to to accommodate growth and these
opportunities
00:27:16 --> 00:27:19: that your team is, is you know coordinating and bringing
00:27:19 --> 00:27:22: into the region. But also there is a discussion about
00:27:22 --> 00:27:25: you know, private sector partners on these trade missions
and
00:27:25 --> 00:27:27: things like that. And I wonder if you can go
00:27:27 --> 00:27:30: into a bit more detail about how maybe private sector
00:27:30 --> 00:27:33: partners in development or in industries are are able to
00:27:33 --> 00:27:35: work with your team and and and what that looks
00:27:35 --> 00:27:35: like?
00:27:37 --> 00:27:40: For sure. Yeah, private sector is huge for us. It's
00:27:41 --> 00:27:44: it's a big support system and it's also a big
00:27:44 --> 00:27:48: part of our value proposition. You know, like if you're
00:27:48 --> 00:27:52: a global leader in hydrogen fuel cell technology, but there's
00:27:52 --> 00:27:57: no hydrogen fuel cell technology industry in Vancouver, why
would
00:27:57 --> 00:28:01: you want to be here? So having local industry, these
00:28:01 --> 00:28:02: local ecosystems that.
00:28:03 --> 00:28:07: You know, unbeknownst to them, they have just naturally
come
00:28:07 --> 00:28:10: out of what's here for talent, what's here for assets
00:28:10 --> 00:28:15: have really created these very interesting ecosystems in
some of
00:28:15 --> 00:28:18: the sectors that we've touched on that create a huge
00:28:18 --> 00:28:22: value proposition for this region. We've had hydrogen fuel
cell
00:28:23 --> 00:28:26: companies come to us and they want to be here,

00:28:26 --> 00:28:27: you know, regardless of.

00:28:29 --> 00:28:33: Distance from their HQ or regardless of if it creates

00:28:33 --> 00:28:37: not barriers but maybe not the most efficient access to

00:28:37 --> 00:28:40: their customers. But they want to be here because of

00:28:40 --> 00:28:45: the local industry that's already here and the talent, the

00:28:45 --> 00:28:48: talent pockets that that has allowed to to foster. So

00:28:48 --> 00:28:52: we always want to know who's out there, who's already

00:28:52 --> 00:28:55: operating in BC, what they're up to.

00:28:56 --> 00:28:59: New research that they're working on that maybe they don't

00:29:00 --> 00:29:04: realize that could be really attractive for foreign company that

00:29:04 --> 00:29:07: might want to partner with them or you know leverage

00:29:07 --> 00:29:10: some of their workforce down the road as as people

00:29:10 --> 00:29:13: are looking to grow and change their careers on the

00:29:14 --> 00:29:17: development side given that we're talking about land and site

00:29:17 --> 00:29:19: availability a little bit here.

00:29:20 --> 00:29:23: It's always good for us to know what's in the

00:29:23 --> 00:29:27: pipeline, what's going to come online that could be available

00:29:27 --> 00:29:31: for a company, whether it be vacant land or a

00:29:31 --> 00:29:35: new facility that's in construction. Knowing again just what's

00:29:35 --> 00:29:39: out there, what's going on is really crucial for us. And

00:29:39 --> 00:29:42: then a big part of our work after speaking with

00:29:42 --> 00:29:46: some of these companies is hosting them here so that

00:29:46 --> 00:29:48: they have a feel for.

00:29:48 --> 00:29:51: You know, a tangible idea of Vancouver and what it

00:29:51 --> 00:29:55: offers. And so being able to make those private sector

00:29:55 --> 00:29:58: introductions for the company is also very huge because then

00:29:59 --> 00:30:02: they're not hearing it from us, They're hearing it from

00:30:02 --> 00:30:06: local industry themselves, from the developers, from any of

00:30:06 --> 00:30:10: the support services that might be required through a business

00:30:10 --> 00:30:13: looking to to set up an operation here. So yeah, definitely

00:30:13 --> 00:30:17: a lot of room for partnership with private sector.

00:30:18 --> 00:30:21: It's great to hear. Well, Speaking of an engagement, a

00:30:21 --> 00:30:24: big part of coughing conversations is, is the conversation.

00:30:24 --> 00:30:27: And

00:30:27 --> 00:30:29: I think you provided a great overview of your team,

00:30:29 --> 00:30:33: what you do, how you've gotten here.

00:30:30 --> 00:30:33: But I recognize it is 8:30 right now. I I'd

00:30:33 --> 00:30:35: like to open it up to the the the broader

00:30:35 --> 00:30:39: crowd here that's that's in the event right now welcoming

00:30:39 --> 00:30:42: anyone that has any questions for Megan at this point

00:30:42 --> 00:30:45: that is is would like to pick her brain effectively
00:30:46 --> 00:30:49: feel free to raise your hands using the the zoom
00:30:49 --> 00:30:52: function there and we'll we'll highlight you and I invite
00:30:52 --> 00:30:55: you to unmute your mic and ask her a question
00:30:55 --> 00:30:58: I see to Bren already has his hand up there.
00:31:00 --> 00:31:03: Hey BIGN, thank you so much for the comprehensive
overview.
00:31:03 --> 00:31:07: You know, with tech recently and more recently film facing
00:31:07 --> 00:31:10: a lot of headwinds, what do you see as kind
00:31:10 --> 00:31:14: of new emerging exciting areas in foreign direct investment?
00:31:16 --> 00:31:20: Yeah, I think, yeah, across film, I mean, we've all
00:31:20 --> 00:31:24: seen the layoffs being announced from tech companies.
00:31:26 --> 00:31:28: So what we try to do is kind of look
00:31:28 --> 00:31:32: at not only those sectors but I guess what some
00:31:32 --> 00:31:37: people would call like future industries or frontier
technologies. Look
00:31:37 --> 00:31:41: at some sectors likely in tech like life sciences and
00:31:41 --> 00:31:45: see you know what we can do to more enhance
00:31:45 --> 00:31:49: our position to attract those companies here. When you when
00:31:49 --> 00:31:53: you talk about tech and the film industry I think.
00:31:53 --> 00:31:57: Yes, of course there are lots of layoffs that we
00:31:57 --> 00:32:01: want to look at teams within those organizations that maybe
00:32:01 --> 00:32:06: aren't experiencing the same contractions and focus on, you
know,
00:32:06 --> 00:32:10: promoting ourselves as a hub for that. What I will
00:32:10 --> 00:32:13: say that we have heard, at least from from tech
00:32:13 --> 00:32:18: companies is that, you know, even though living in
Vancouver,
00:32:18 --> 00:32:20: we may feel like it's not.
00:32:20 --> 00:32:24: It's not the most costeffective region in in the country,
00:32:24 --> 00:32:28: but in comparison to where some of these companies are
00:32:28 --> 00:32:32: operating, whether that be in like Silicon Valley or New
00:32:32 --> 00:32:36: York, it is still competitive from a salary perspective to
00:32:36 --> 00:32:38: to be in this region. So we do try to
00:32:38 --> 00:32:42: leverage those strengths as well. But again, really honing in
00:32:42 --> 00:32:46: on like the clean technology, we haven't seen as much
00:32:46 --> 00:32:49: layoffs in that space. There's a lot of.
00:32:49 --> 00:32:53: Have federal dollars flowing to those industries. They're
trying to
00:32:53 --> 00:32:57: to leverage that and maybe the technology jobs that might
00:32:57 --> 00:33:01: have applications within the clean tech space focusing in on
00:33:01 --> 00:33:04: that. And I don't think we'll see contractions in the
00:33:04 --> 00:33:07: green economy. I think you know it's going to grow

00:33:07 --> 00:33:11: and expand. We've only seen signals that it's kind of
00:33:11 --> 00:33:14: up from here. So I think looking at what's happening
00:33:14 --> 00:33:16: in tech and and trying to.
00:33:17 --> 00:33:19: As best as we can still move forward and still
00:33:19 --> 00:33:23: maybe focus on some companies that that aren't
experiencing those
00:33:23 --> 00:33:24: same layoffs, that's.
00:33:28 --> 00:33:32: Good answer. Thank you. Megan, any other questions from
the
00:33:32 --> 00:33:36: graduate now feel free to raise your hands. Hi, I'm
00:33:37 --> 00:33:39: sorry, go ahead. Is that Eric?
00:33:39 --> 00:33:43: Yes, can you see and hear me guys? Eric Adder?
00:33:44 --> 00:33:47: All right. Well, I thanks Megan and looking forward to
00:33:47 --> 00:33:50: meeting you in person. I work at Metro Vancouver Regional
00:33:50 --> 00:33:54: Planning. I was just wondering about how, how the
relationship
00:33:54 --> 00:33:57: is with regards to a lot of discussion about attracting
00:33:57 --> 00:34:00: investment. But really you know 99% of what's here is
00:34:00 --> 00:34:04: already here in terms of growing and supporting existing
businesses
00:34:04 --> 00:34:06: to go from being small to medium and medium to
00:34:06 --> 00:34:07: large.
00:34:07 --> 00:34:10: And and how how you do that or is that
00:34:10 --> 00:34:14: solely the responsibility of municipal economic development
agencies?
00:34:15 --> 00:34:19: No, I definitely not solely the responsibility of municipal and
00:34:19 --> 00:34:22: you're right in that a lot of the the FDI
00:34:22 --> 00:34:26: reports released at least at a national level. So looking
00:34:26 --> 00:34:30: at Canada more broadly, 80% of you know your business
00:34:30 --> 00:34:33: growth and your business investment is reinvestment.
00:34:34 --> 00:34:37: And so that is something that we do focus on
00:34:38 --> 00:34:42: again foreign companies that are already here and what they
00:34:42 --> 00:34:45: need to do to expand. When it comes to the
00:34:45 --> 00:34:50: BC based companies, you know homegrown BC companies
that are
00:34:50 --> 00:34:55: looking to either grow, expand, maybe access export
markets.
00:34:55 --> 00:34:58: We are starting to dive into that a little bit,
00:34:58 --> 00:35:01: but as I said, we're three people. It's a big
00:35:01 --> 00:35:03: world. There's a lot going on as far as different
00:35:04 --> 00:35:07: technology sectors that we can't kind of cover it all.
00:35:07 --> 00:35:10: But that is part of our growth strategy and something
00:35:10 --> 00:35:13: that we do now. We meet with local industry, local
00:35:13 --> 00:35:18: companies within our team's respective sectors, understand

what their challenges
00:35:18 --> 00:35:20: are and then kind of makes them.
00:35:20 --> 00:35:25: Some connections to either programs or individuals that maybe they
00:35:25 --> 00:35:29: didn't realize that we're certainly not trying to neglect the
00:35:29 --> 00:35:33: local business growth effort. But I will say there are
00:35:33 --> 00:35:37: a lot of mechanisms in place already beyond the municipalities
00:35:37 --> 00:35:41: that are intended to support local companies, whether that be
00:35:42 --> 00:35:46: at some at the province within the jobs, economic development
00:35:46 --> 00:35:49: and innovation team who is very trade focused.
00:35:50 --> 00:35:53: Very honed in on local industry and their challenges and
00:35:53 --> 00:35:57: developing programs and policies to support them and then also
00:35:58 --> 00:36:02: the the presence from the Global Affairs Trade Commissioner Service
00:36:02 --> 00:36:05: down in Library Square. They as well are very trade
00:36:05 --> 00:36:09: focused, very export focused. They host a lot of foreign
00:36:09 --> 00:36:14: delegations coming in that aren't related to investment attraction whatsoever
00:36:14 --> 00:36:18: and are more intended to build trade relationships with foreign
00:36:18 --> 00:36:19: countries.
00:36:19 --> 00:36:23: So that our BC businesses can access different export markets.
00:36:23 --> 00:36:25: It is a gap. I mean there are a lot
00:36:25 --> 00:36:29: of companies to give feedback that you know there's there's
00:36:29 --> 00:36:33: programs for V C's, for startups. There's, you know, great
00:36:33 --> 00:36:36: support systems for SM E's and enterprise level companies. But
00:36:36 --> 00:36:39: you know there's a gap there in that scale up
00:36:39 --> 00:36:42: phase. And I think that you know there's a role
00:36:42 --> 00:36:46: for Invest Vancouver, there's a role for Metro Vancouver.
00:36:47 --> 00:36:50: And then again the province and the federal government to
00:36:50 --> 00:36:53: kind of look at that and how we, how we
00:36:53 --> 00:36:56: can address it because we don't want to see scale
00:36:56 --> 00:36:59: up companies end up going to California because they have
00:37:00 --> 00:37:03: an investor there and they can you know get more
00:37:03 --> 00:37:06: of the support that they need. We don't want that
00:37:06 --> 00:37:09: to happen. So I think it's it's growing pains and
00:37:09 --> 00:37:12: again it's not a new a new struggle but certainly
00:37:12 --> 00:37:15: not solely up to the municipalities either.
00:37:19 --> 00:37:22: We have a question from the chat from Laurel Hamilton,

00:37:22 --> 00:37:26: who are broadly the newer on the scene potential investors
00:37:26 --> 00:37:30: that you're talking to, either from global regions or from
00:37:30 --> 00:37:33: markets new to the Lower Mainland. What seems most
exciting
00:37:33 --> 00:37:36: for the next 10 years for you? So a couple
00:37:36 --> 00:37:37: questions in there.
00:37:38 --> 00:37:41: A couple questions. Yeah. And I mean as far as
00:37:41 --> 00:37:42: name dropping companies.
00:37:45 --> 00:37:48: That's that. That's a little tricky. There's a lot of
00:37:48 --> 00:37:53: NDA's in place in in these conversations, especially with
global
00:37:53 --> 00:37:57: SME's. But the we do announce our wins of companies
00:37:57 --> 00:38:00: who who we're working with, who have made it public
00:38:00 --> 00:38:04: that that they're here that they're hiring. So you can
00:38:04 --> 00:38:09: definitely check out the Invest Vancouver website for specific
detail.
00:38:11 --> 00:38:14: But it could be anyone from an SME that is
00:38:14 --> 00:38:18: maybe not that well known but is doing something very
00:38:18 --> 00:38:22: innovative and frontier and again wants to be here for
00:38:22 --> 00:38:26: the talent. Or it could be you know a global
00:38:26 --> 00:38:29: technology company that we maybe not all of us, but
00:38:30 --> 00:38:33: it's a good portion of us, you know use every
00:38:33 --> 00:38:35: day are attached to in our palm.
00:38:36 --> 00:38:40: It could be those types of companies that are maybe
00:38:40 --> 00:38:44: looking to to do some research and development here. Our
00:38:44 --> 00:38:48: target markets which we are are pretty ingrained in so
00:38:48 --> 00:38:52: far would be your Northern and Western European countries.
We
00:38:52 --> 00:38:56: see a lot of of those markets having large companies
00:38:56 --> 00:39:00: that are primed to expand because that's another piece to
00:39:00 --> 00:39:03: this, you know you're not kind of chasing down.
00:39:04 --> 00:39:08: The startup company who might hire one or two people,
00:39:08 --> 00:39:12: you're really looking for that sweet spot of a company
00:39:12 --> 00:39:15: that is at maybe a few 100 employees and is
00:39:15 --> 00:39:19: looking to tap into the North American market or access
00:39:19 --> 00:39:23: the Asian market for reports and having them doing some
00:39:23 --> 00:39:28: some transformational work here. Our targets again aside
from.
00:39:29 --> 00:39:34: Northern Western Europe, obviously the United States, our
largest trading
00:39:34 --> 00:39:37: partner, we see a lot of majority of our FBI
00:39:37 --> 00:39:40: flows come through the US We also focus on Asia
00:39:40 --> 00:39:45: again for the the linkages within transportation and logistics.
That

00:39:45 --> 00:39:49: just makes sense. But yeah, I can't can't really drop
00:39:49 --> 00:39:54: any company names unfortunately for the next 10 years.
Again,
00:39:54 --> 00:39:56: we've talked a bit about green.
00:39:56 --> 00:40:00: Economy and clean technology, that is where we're going.
It's
00:40:00 --> 00:40:04: going to touch all sectors. It's going to touch transportation
00:40:04 --> 00:40:07: and logistics, apparel. You know, we've even seen it within
00:40:07 --> 00:40:11: the film industry with Portable Electric, a local BC company
00:40:11 --> 00:40:14: creating electric generators for filming on site so that they're
00:40:14 --> 00:40:17: not running on diesel. So you know, we see these
00:40:17 --> 00:40:21: little introductions of clean tech all across the economy and
00:40:21 --> 00:40:24: I think that that's where we're going to be focusing
00:40:24 --> 00:40:26: on our efforts for the next.
00:40:26 --> 00:40:27: 10 years and beyond.
00:40:30 --> 00:40:33: Fantastic. Thanks Eric, Lauren and to Brent for those great
00:40:33 --> 00:40:36: questions and Megan for the very detailed answers. Very
excited
00:40:36 --> 00:40:39: to see where this is all going. Just wrapping up
00:40:39 --> 00:40:41: here as we come to the end of our scheduled
00:40:41 --> 00:40:44: time, recognizing that Coughing Conversations is also a bit
about
00:40:44 --> 00:40:45: career development too.
00:40:47 --> 00:40:49: If someone was interested in getting to this line of
00:40:49 --> 00:40:52: work and following the screw path that you had, what
00:40:52 --> 00:40:54: sort of career advice would you have to offer them?
00:40:54 --> 00:40:56: Briefly is how to dive into this kind of work.
00:40:57 --> 00:41:01: Yeah, to dive in is just to fall backwards again.
00:41:01 --> 00:41:06: Yeah, I would say networking is really important. Having
some
00:41:06 --> 00:41:10: international exposure is really important, so.
00:41:11 --> 00:41:15: You know, if you're still a student, maybe finishing up
00:41:15 --> 00:41:19: your degree, maybe looking at like an international internship
or
00:41:19 --> 00:41:22: a year abroad can be a really great asset. Getting
00:41:22 --> 00:41:26: involved in in events like this or local events that
00:41:26 --> 00:41:29: are going on in a sector that you're interested in
00:41:29 --> 00:41:32: and just, you know, putting yourself out there a bit
00:41:32 --> 00:41:34: from a networking perspective.
00:41:35 --> 00:41:39: And yeah, I think just you know seeing what opportunities
00:41:39 --> 00:41:42: come up maybe at an entry level or you know
00:41:42 --> 00:41:46: if you're more in your mid career then you're looking
00:41:46 --> 00:41:49: for a change. But you do have a solid network,

00:41:49 --> 00:41:54: maybe an industry specialization. There's always opportunities and act up

00:41:54 --> 00:41:58: coming up. It mean even invest in Canada, former employer,

00:41:58 --> 00:42:02: great place to work, they have a ton of positions

00:42:02 --> 00:42:04: in this line of work posted right now.

00:42:05 --> 00:42:07: That could be an interesting foot in the door to

00:42:07 --> 00:42:11: economic development and foreign direct investment and kind of take

00:42:11 --> 00:42:13: it from there. But yeah, I think the best way

00:42:13 --> 00:42:15: to dive in is to fall backwards.

00:42:17 --> 00:42:20: Makes sense. I mean, it's having the world experience really

00:42:20 --> 00:42:22: helps by the perspective and set up those doors.

00:42:22 --> 00:42:23: For sure, yeah.

00:42:24 --> 00:42:26: So Megan, thank you so much for your time. As

00:42:27 --> 00:42:28: we come up to the end of our our schedule

00:42:28 --> 00:42:31: here. It's really great having this perspective and your insight

00:42:31 --> 00:42:34: into everything that's going on. Getting us a bit more

00:42:34 --> 00:42:37: of an understanding about what Invest Vancouver is doing and

00:42:37 --> 00:42:39: and what it means the opportunities creating for the region

00:42:39 --> 00:42:42: as a whole. If people are interested in working with

00:42:42 --> 00:42:44: you and your team, what are the best ways to

00:42:44 --> 00:42:45: engage with Investment Cooper?

00:42:46 --> 00:42:48: Yeah, I would say.

00:42:49 --> 00:42:52: You know, definitely feel free to to reach out. If

00:42:52 --> 00:42:56: you're you know someone who's just looking for advice or

00:42:56 --> 00:42:59: interest in in getting into the industry, feel free to

00:42:59 --> 00:43:02: reach out happy to answer any questions. I know our

00:43:03 --> 00:43:05: team does that quite a lot with them with young

00:43:05 --> 00:43:09: professionals looking to to get into whether it be this

00:43:09 --> 00:43:12: space or more kind of towards the Global Affairs Trade

00:43:12 --> 00:43:14: Commissioner service.

00:43:16 --> 00:43:19: If you are private sector and are looking to just

00:43:19 --> 00:43:22: get a better understanding or see how you can work

00:43:22 --> 00:43:25: with us, again feel free to to reach out. You

00:43:25 --> 00:43:28: know, you can check us out on LinkedIn or do

00:43:28 --> 00:43:31: a cruise through our website and maybe that will spark

00:43:31 --> 00:43:34: some ideas of you know an area where you think

00:43:34 --> 00:43:38: there's room for collaboration where we're all ears. As I

00:43:38 --> 00:43:41: said, we have the benefit of still being you know

00:43:41 --> 00:43:42: quite young and and.

00:43:43 --> 00:43:45: Pointing the ship where where we wanted to go. So

00:43:45 --> 00:43:48: there's there's room to collaborate for sure.

00:43:49 --> 00:43:52: Fantastic. And I see Shannon has linked to the organization's
00:43:52 --> 00:43:55: web page in the chat there, so if anyone's interested,
00:43:55 --> 00:43:58: feel free to check that out. But once again, Megan,
00:43:58 --> 00:44:00: thank you so much for your time. Thank you to
00:44:00 --> 00:44:03: everyone for joining us today, and we hope you all
00:44:03 --> 00:44:05: have a great rest of your Tuesday till next.
00:44:05 --> 00:44:07: Time. Bye.
00:44:08 --> 00:44:08: Cheers.

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