



The Future of Resource Diversification in B.C. and Beyond

Ben Stewart

British Columbia's former Special Representative in
Asia

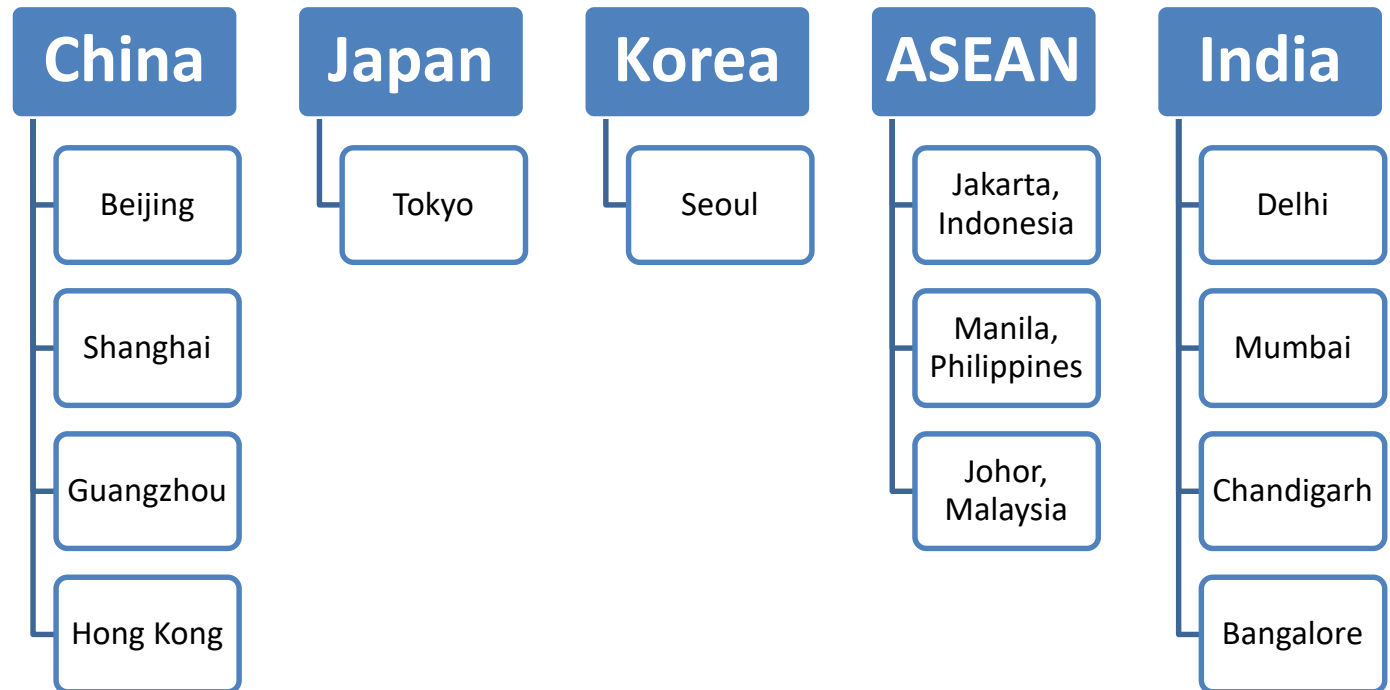
February 2, 2017

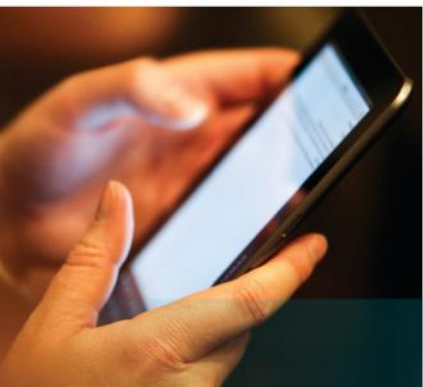


www.britishcolumbia.ca



Ministry of International Trade Asian Footprint





BC Jobs Plan-Sectors

Agrifoods

Mining

Forestry

Natural Gas

Technology,
Clean Tech,
Green Economy

Transportation,
Ports, Marine,
Aerospace

International
Education

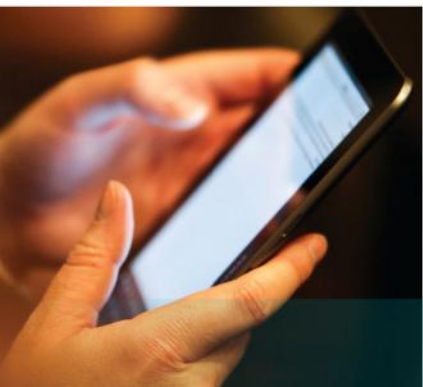
Tourism



Forestry

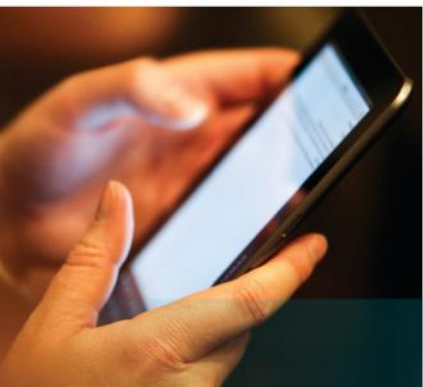
- Weaknesses/Challenges
 - Brand cohesiveness “Canada Wood”
 - Inflexibility in product diversity – sizes, species,
 - Building code/firecode
- Opportunities
 - First Nations collaboration
 - Education
 - Immigration
 - Technology
 - Customer retention





Mining

- Weaknesses/Challenges
 - Communities – First Nations early consultation
 - Transportation Links
 - Infrastructure
- Opportunities
 - Innovation and efficiencies in extraction, recovery
 - First Nation partnerships
 - Certainty of government, tenure, operational rules



Natural Gas

- Weaknesses/Challenges
 - Lack of cooperation to rationalize cost sharing
- Opportunities
 - China, China, China...Japan, Korea
 - Clean LNG Branding
 - Long term certainty of reliable supply



Agrifood

- Weaknesses/Challenges
 - Lack of Critical Mass – Scale
 - Weak inconsistent branding
- Opportunities
 - Seafood
 - Berries, Cherries, Blueberries, Haskup
 - Dairy, Organic, infant formula
 - Processed foods, Meats, Cheeses
 - Craft beer and hops
 - Packaged goods, Healthy fruit bars
 - Nutraceutical
 - Green houses





Next Steps to Success

- Resources
 - BC Regional Economic Development Offices
 - Regional Trusts
 - Major Investment Office
 - Ministry of International Trade
 - BC Trade and Investment Offices

