

GREATER VICTORIA'S 2012 BUSINESS DEVELOPMENT GUIDE

BUSINESS

IN GREATER VICTORIA

- ▶ Promoting the strength of Greater Victoria's economy across North America and the world
- ▶ Building a diversified economic environment
- ▶ Increasing business in all sectors

BUSINESS IS THRIVING

"It continues to be a key marketing tool in our marketing packages for prospective retailers to the city."

— Darlene J. Hollstein
General Manager, The Bay Centre
The Cadillac Fairview Corporation Ltd.



Greater Victoria Development Agency

A natural place to do business

BUSINESS IS THRIVING IN GREATER VICTORIA

With one of the strongest economies in Canada and the world, our region is in a position to grow. Fostering economic growth is the goal of the Greater Victoria Development Agency and this publication is a key marketing initiative for achieving that goal.



Victoria ranked **#1 in Canada** for year-over-year employment growth.

THE GVDA WANTS THE WORLD TO KNOW GREATER VICTORIA IS OPEN FOR BUSINESS.

More business means more economic diversity and an even stronger foundation for growth. Promoting Greater Victoria in cities across North America and demonstrating that we welcome new business is vital to securing a stable future for the business community as a whole. The impressive growth of our technology industry has attracted the attention of businesses around the globe and has proven that Greater Victoria is an ideal centre for a knowledge-based economy. Our strategic plan is to invite further investment and diversify our economic environment with an increase in business in all sectors.

Participate in this annual publication and help secure your sector in Greater Victoria's economic future.

TESTIMONIALS

“The first annual *Business Development Guide* is a comprehensive one-stop source of economic information for Greater Victoria. It continues to be a key marketing tool in our marketing packages for prospective retailers to the city.”

— Darlene J. Hollstein
General Manager, The Bay Centre
The Cadillac Fairview Corporation Ltd.

“The bulk of our clientele are not Victoria based and are located right across North America. Just my LinkedIn members include 45 US Chamber contacts, 25 North America based educational institutions, 24 Vancouver corporate contacts, 25 Canadian Chamber contacts and 18 international corporate contacts. In every instance of prospecting with these LinkedIn members, I have referenced the *Business Development Guide* online link created by Page One. It has really broken down the barriers to communication for my national and international prospecting efforts. It becomes an excellent conversation starter.”

— John Juricic, Etraffic Solutions

“The *Business Development Guide* is a terrific publication. It captures not only the multitude of business opportunities here, but it actually captures the essence of Greater Victoria. Through a balanced use of images, text and data, the guide is an absolute winner.”

— Rob Gialloreto, President & CEO
Tourism Victoria



The **Greater Victoria cost advantage** for biotechnology, clinical trials, product testing, and software design is **greater than** Vancouver, Seattle, and Edmonton.

Greater Victoria's Harbour Authority projects that 212 large cruise ships and 10 pocket cruise ships will bring nearly **400,000 visitors to the region** this year.

TOP 3 BUSINESS SECTORS

1 TECHNOLOGY

Our top performing economic sector has grown into a 1.77-billion-dollar industry.



2 TOURISM

Over 3 million visitors come here every year and inject more than one billion dollars into the economy.



3 OCEAN AND MARINESPACE

The ship and boat building industry alone is approaching annual revenues of one billion dollars.



AND GROWING...

Other Greater Victoria sectors showing significant growth since 2001 include education-related jobs (up 9%), business services (up 20%), retail (up 8%), and arts and culture (up 16%). Building permit values have outpaced the provincial average for the last decade. Strong public sector contribution from the provincial and federal governments remain stable.

DISTRIBUTION

Canadian business distribution

(Globe and Mail)

Toronto – 7,000 copies
 Calgary – 3,000 copies
 Edmonton – 3,000 copies
 Vancouver – 3,500 copies

US business distribution (addressed)

San Francisco and Seattle
 – 2,000 copies

Department of Foreign Affairs

North America – 190 copies
 Europe – 120 copies
 Asia – 120 copies
 Middle East – 40 copies

Greater Victoria Development Agency

GVDA addressed copies, GVDA trade shows and office copies – 1,030 copies

TOTAL COPIES : 20,000

ONLINE

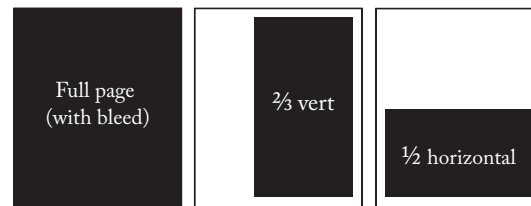
A digital version of the publication will be displayed prominently on the GVDA website gvda.ca, and your ad will be linked directly to your website.

ADVERTISING SIZES

INCHES (W x H)

Ad size	Live Area*	Trim
Full Page	7.25 x 9.58	8.25 x 10.75
2/3 Page Vert.	4.94 x 9.58	-
1/2 Page Horiz.	7.5 x 4.7	-

*All critical matter must be kept within the live area. Full page ads with bleed must include 1/8" bleed on all sides.



SPACE CLOSE

June 30, 2011

AD MATERIAL

July 8, 2011

PUBLICATION DATE

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ADDITIONAL COPIES

Overrun copies can be purchased at \$3 each. Minimum order of 100 copies. Copies must be ordered by June 30, 2011.

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- All fonts must be supplied (both printer and screen fonts), embedded, or converted to outlines
- Only Postscript fonts are supported

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