



WORLD TRADE CENTRE®  
WINNIPEG



# Connecting the North to Global Opportunities

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Vice-President  
September 29, 2016

# THE WORLD IS LOOKING TO THE NORTH





## Global Agenda Council on Arctic



For increasing periods each year, Arctic sea ice is melting and the permafrost on land is thawing. The region's unique natural and cultural landscapes are sensitive to a warming climate and enhanced human activity.

Some changes, such as increased risk of oil spills, have potentially dramatic negative consequences. Other shifts present new opportunities, such as the economic empowerment of native communities and seasonal shipping routes. Ensuring that negative impacts on the environment and existing native communities are minimized while retaining the viability of economic opportunities requires conscientious stewardship that focuses on sustainable development.

Diplomatic and economic actions can greatly affect the extent to which factors such as climate change and global commodity price fluctuations lead to economic, environmental and social changes. Future developments in the Arctic region are critically dependent upon environmental policy and business decisions made at national, regional and international levels; this is humanity's chance to get it right.



# ABOUT THE WTC WINNIPEG

- > Independent, not-for-profit
- > Established 2007 / WTCA in 2012
- > Private sector-focused
- > Bilingual, English-French
- > Three main programs:
  - > Trade Services
  - > Business InfoCentre
  - > Immigration



Photo Credit: Doors Open Winnipeg

# WORLD TRADE CENTERS ASSOCIATION



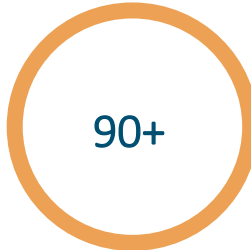
# WORLD TRADE CENTERS ASSOCIATION

Connect Globally, Prosper Locally

Access the power of the WTCA  
to unleash your global potential



Global Network



Countries



WTC



# TRADE SERVICES

- > Assist companies to pursue trade
- > Increase engagement in trade
- > Raise awareness of trade and investment opportunities in Manitoba

# CENTRALLIA 2016





# THE NORTH & THE ARCTIC



# THE NORTH IS BIG BUSINESS...?





Photo Credit: The Nato Association of Canada



Photo Credit: Crystal Cruises

# European Investment High North

2016-2020 (million €)

Finland	Lapland	3.246
	Oulu Region	11.716
	Kainuu Region	1.210
Sweden	Norrbotten	8.495
	Västerbotten	4.045
Norway	North of Norway	12.465
Russia	Murmansk Region	2.635
	Arkhangelsk Region	5.925
	<b>Total</b>	<b>49.737</b>

# Eur. Investment by Sector

(million €)

Industry	5.193
Mining Industry	5.065
Oil and gas	5.850
Hydro power	1.835
Wind power	7.100
Nuclear power	8.000
Bio energy	950
Energy transfer networks	2.570
Trade	238
Tourism	885
Transport connections	9.421
Public investments	2.630
<b>Total</b>	<b>49.737</b>

# WHAT IS DRIVING INVESTMENT?

- > Resources
- > Energy
- > Transportation
- > Infrastructure

# BUILD IT AND THEY WILL COME

> Plan Nord worth \$50 billion (CAD) over next 20 years

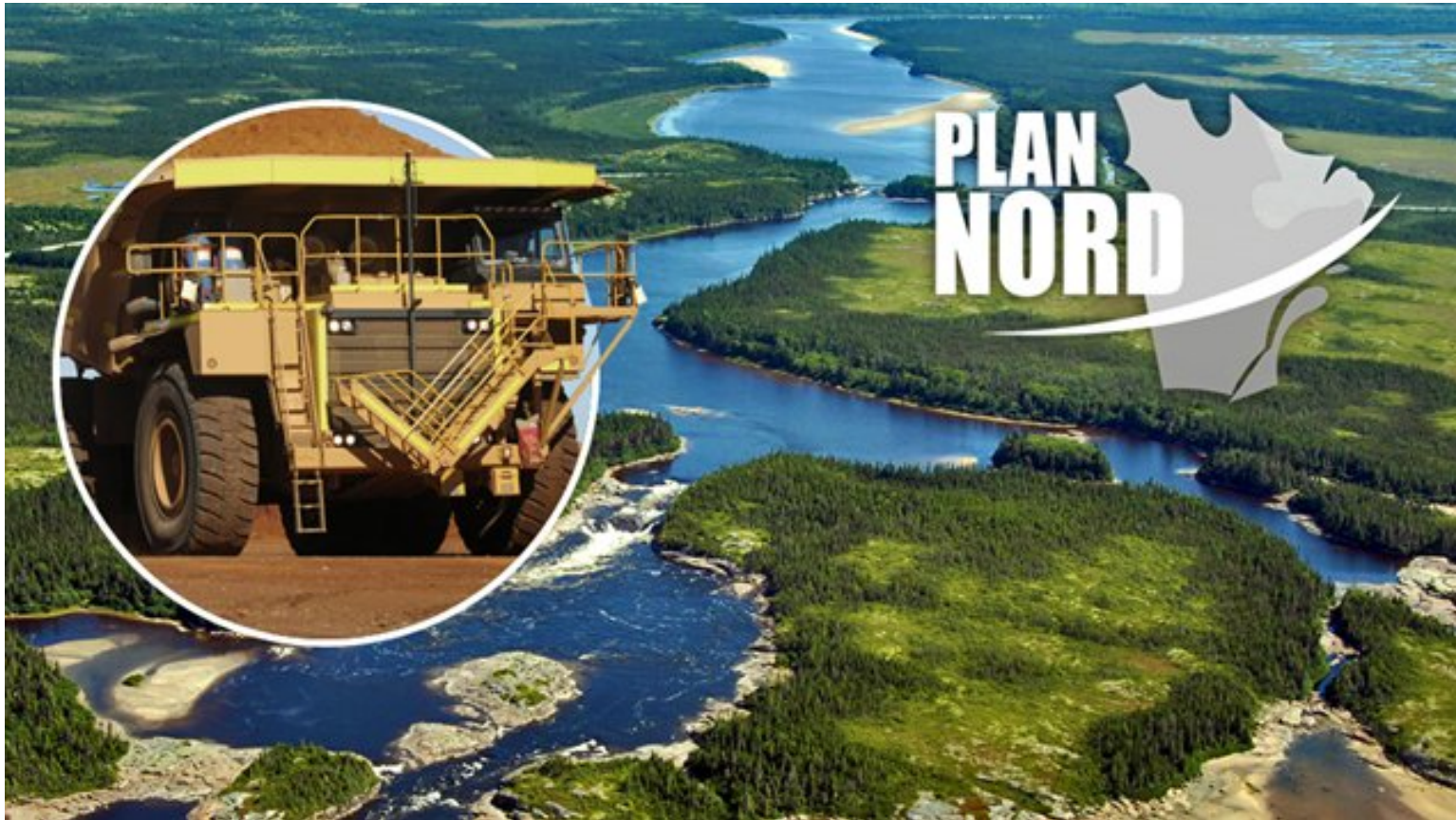


Photo Credit: Canadian Institute of Mining, Metallurgy, and Petroleum



# BIG INFRASTRUCTURE

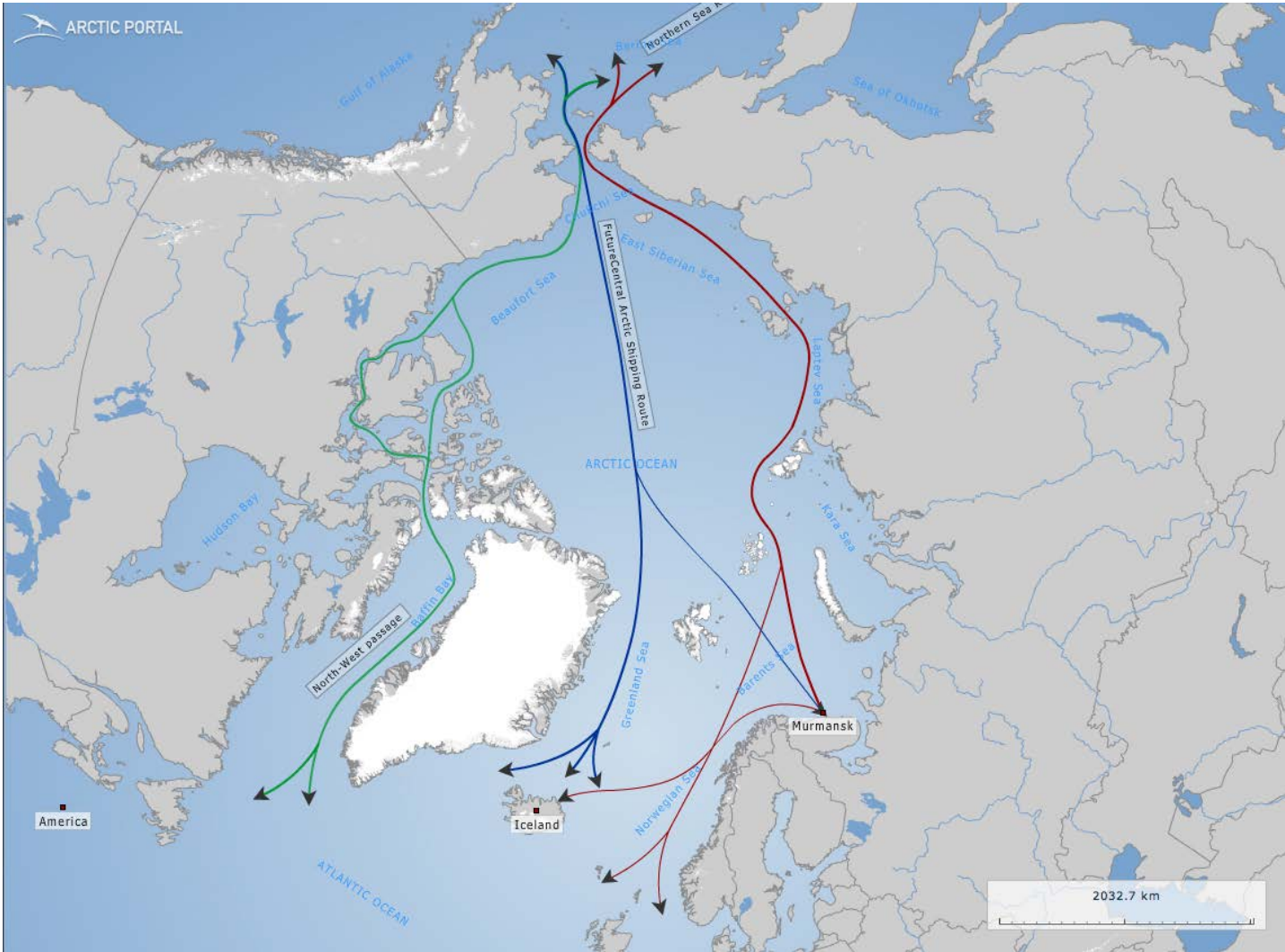


Photo Credit: Dr. David Barber, University of Manitoba



# COMMUNITY LEVEL

■ NEWS: Nunavut September 27, 2010 - 11:56 am

## A wind turbine designed with the Arctic in mind

**"We think it is an ideal solution for Nunavut"**

CHRIS WINDEYER

A pair of entrepreneurs showcasing a novel redesign of the traditional wind turbine turned more than a few heads at the Nunavut Trade Show Sept. 23.

James Selkirk and Ronald Drews are the partners behind Nunaworks, a company that wants to market vertical axis wind turbines made by Saskatchewan's VBine Energy.

"It was designed to be simple and durable for Northern climates," said Drews, Nunaworks' managing partner. "We think it's an ideal solution for Nunavut."



A vertical turbine windmill spins outside the Arctic Winter Games arena in Iqaluit Sept. 23. Nunaworks of Iqaluit hopes to begin manufacturing and selling the windmill within Nunavut. (PHOTO BY CHRIS WINDEYER)

# OUR FOCUS

1. Servicing needs of northern communities
2. Improving economic conditions
3. Supporting industry

# BUSINESS OPPORTUNITIES

- > Energy
- > Communications
- > Waste management
- > Transportation and logistics
- > Food security
- > Cold climate technologies
- > Housing and construction
- > Services



# MANITOBA IN THE ARCTIC

> 30% of Winnipeg companies interested in the north (2015)



# CULTURE



Photo Credit: Winnipeg Art Gallery



Photo Credit: Winnipeg Art Gallery

# RESEARCH



Photo Credit: Centre for Earth Observation Science, University of Manitoba

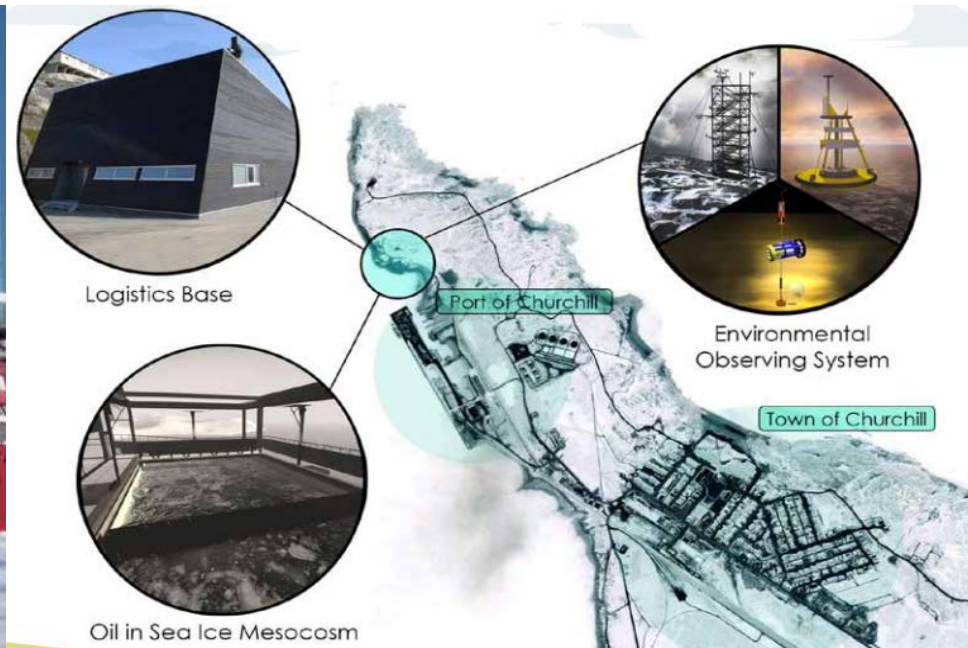


Photo Credit: CHR Faculty of Environment, Earth, and Resources, University of Manitoba

# TRANSPORTATION



Photo Credit: Polar Industries



Photo Credit: Canadian Wheat Board



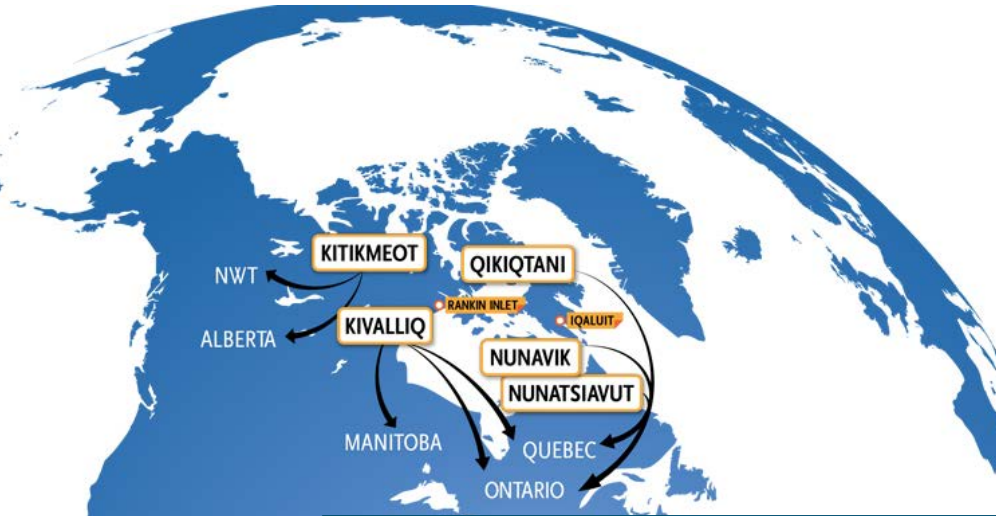
# BUSINESS LINKS



# MANITOBA – KIVALLIQ

Photo Credit: Up Here Magazine

Photo Credit: Google Maps



## Funds sought to study electricity connection to Kivalliq from south

*Hydroelectric line proposed to extend to Nunavut hamlets from Manitoba*

Michele LeTourneau  
Northern News Services  
Monday, March 7, 2016

# MEETING COMMUNITY NEEDS



## 'My lungs are dried out:' New product to tame dust can't come soon enough for Rankin Inlet

City of Iqaluit piloting new dust suppression product this summer

By Sima Sahar Zerehi, CBC News | Posted: Jul 22, 2016 8:22 AM CT | Last Updated: Jul 22, 2016 8:37 AM CT



'I can't kick my cold because of the dust keeping my sinuses irritated,' says Rankin Inlet's Kathleen Sigurdson. Many people in the community are complaining about lung and throat issues because of the dusty roads. (Kathleen Sigurdson)

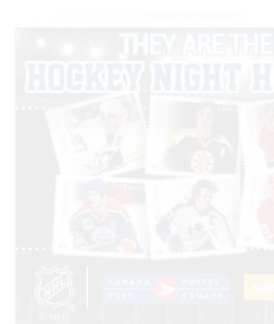
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As dust issues on Rankin Inlet roads intensify this summer, so are residents' throat and lung problems. Now people in the community are breathlessly awaiting a new dust suppression product that's being tested in Iqaluit.

Stay Connected with CBC News



Weather

Whitehorse Yellowknife Inukjuak Iqaluit

Photo Credit: Cypher Environmental

# MEETING COMMUNITY NEEDS

## Nunavut hardest-hit by food insecurity: StatsCan



CTV National News: Canada's hidden hunger problem

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Josh Elliott, CTVNews.ca  
Published Wednesday, March 25, 2015 9:07AM EDT  
Last Updated Wednesday, March 25, 2015 3:19PM EDT

When it comes to buying the variety and quantity of food they need, Nunavut residents have it harder than anyone else in the country.

According to a new report from Statistics Canada, Nunavut has the highest rate of food insecurity: 36.7 per cent.

That number is more than four times the Canadian average of 8.3 per cent, according to the StatsCan numbers recorded from 2007 to 2012.

# INNOVATION + TRADITION



# THANK YOU



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