



Atlantic Gateway Update – October 2009

Work continues to advance on the Atlantic Gateway as the Federal-Provincial Officials' Committee moves closer to the completion of the Atlantic Gateway Strategy, due to be released later in 2009. In support of the development of this Strategy, a number of research pieces have been undertaken under the leadership of Transport Canada and the four Atlantic Provinces, and broad stakeholder consultation has occurred across the region over the past months.

In addition to the development of the Strategy, the Committee has overseen other activities in support of the Atlantic Gateway. ACOA's Trade and Investment Unit has developed a robust marketing strategy to promote the Atlantic Gateway to international shippers, and number of activities have taken place in recent months to in support of this goal:

Air Cargo Europe (Munich, Germany) – conference and trade show attended by four Atlantic airports (Halifax, Moncton, Fredericton, and Gander), May 12-15, 2009,

Breakbulk Conference and Mission (Antwerp and Zeebrugge, Belgium, and Rotterdam, Holland) – conference and trade mission was attended by six Atlantic ports (Halifax, Saint John, Canso Superport, Belledune, Cornerbrook, and Dalhousie). The mission aggressively promoted the Atlantic Gateway to European businesses, and included one-on-one business opportunities for delegates, May 24-30, 2009,

Airports Council International (Montreal) – air passenger event attended by seven Atlantic airports (Halifax, Moncton, Saint John, Fredericton, Charlottetown, Gander, and St. John's), June 1-3, 2009,

Incoming India Mission (Atlantic-wide) – Twenty businesses and organizations from India visited the Atlantic Region from August 31 – September 3, 2009. Delegates met one-on-one with local businesses to identify common ground and create new business opportunities, and visited some of Atlantic Canada's key transportation assets including the Ports of Halifax and Saint John, and the International airports of Moncton and Halifax. Atlantic Gateway Minister Peter MacKay and ACOA Minister Keith Ashfield met with the delegates in Halifax during the week August 31-September 3, 2009.

Delegates also had an opportunity to meet and hear from Nova Scotia Premier Darrell Dexter; New Brunswick's Minister of Transportation, Denis Landry; Prince Edward Island's Minister of Transportation, Ron MacKinley; and Newfoundland's Minister of Innovation, Trade and Rural Development, Shawn Skinner.

Trade missions are helping to promote awareness of the Atlantic Gateway's value proposition for shippers and exporters in traditional and emerging markets around the world. Here's what Atlantic Gateway stakeholders are saying about these activities:

"The conference was well attended by freight forwarders and shipping lines from all over the world. Many valuable contacts were made and work continues on business development as a result of opportunities uncovered during the mission." - Andrew Dixon, VP, Marketing and Business Development, Saint John Port Authority

"The Breakbulk Conference and Exhibition provided an incredible opportunity for our port to make contacts within the breakbulk shipping industry." -Nora Fever, Business Development Manager with the Corner Brook Port Corporation

"Atlantic Canada has a wide range of trade and transportation assets to market to the world and this trade mission was an excellent opportunity for ports to make connections to build the breakbulk business in our region." - George Malec, VP, Business Development & Operations, Halifax Port Authority, NS

"This experience was extremely valuable. I was proud to be part of the first mission marketing Atlantic Canadian ports as gateway points to North America markets." - Rayburn Doucett, President and CEO, Belledune Port Authority

"By attending the conference the Port of Dalhousie made contacts which will prove to be beneficial to our business. Through these contacts interested clients are now looking to do business with us." - Chris Winchester, Chairman, Port of Dalhousie Inc.

Upcoming activities include the development of new marketing materials to promote the Atlantic Gateway, and a promotional video to share with target audiences. In addition, the following activities are in the planning phase:

- **U.S. Breakbulk Mission** (New Orleans) – eleven Atlantic ports have expressed interest so far (October 13-15, 2009),
- **Atlantic Gateway reception** (New York) – ACOA is planning this event, which has elicited interest from most Atlantic Canadian ports and airports (November 19, 2009),

- **Atlantic Gateway Mission to Asia** (India, Vietnam and Hong Kong) – program is being developed (November 22 – December 4, 2009),

- **Atlantic Gateway Mission to the Caribbean and Brazil** – program is being developed (April, 2009).

In addition to these activities, Dalhousie University's Centre for International Trade and Transportation is hosting a conference from October 18-20, 2009. **Seizing the Opportunity: Atlantic Gateway Initiative Conference** is part of Dalhousie's Atlantic Gateway Research Initiative, which is jointly funded by ACOA and the Province of Nova Scotia. This conference will bring together a mix of academic and industry speakers to explore the opportunities and challenges of the Atlantic Gateway. In most sessions, there will be an academic research presentation and a practitioner panel assembled to exchange ideas with the audience and explore next steps. For more information, or to register, visit http://citt.management.dal.ca/Atlantic_Gateway/.

Much has been accomplished and governments will continue to work together to advance work on Atlantic Gateway priority areas for action. As mandated by the federal/provincial MOU, the Atlantic Gateway Strategy will be released by Fall 2009, and will serve as the foundation for partners' ongoing efforts to keep this vital trade and transportation system at the forefront of existing and emerging global commerce opportunities.