

## ADVISORY

### BC Chamber launches inaugural #TradeTalks Forum designed to help BC businesses get export-ready

---

#### FOR IMMEDIATE RELEASE

**VANCOUVER, June 26, 2017** – The BC Chamber of Commerce will host its inaugural #TradeTalks Forum at the Vancouver Convention Centre on June 29<sup>th</sup> from 8:30am to 4:30pm.

“Our Collective Perspective Survey found that B.C. businesses plan to grow over the next 5-10 years, and exporting is one of the top 5 ways they plan on doing it,” said Val Litwin, President & CEO of the BC Chamber of Commerce.

“#TradeTalks is our response to this data, offering a province-wide forum where business, both big and small, can participate in a day of conversation, intel-sharing and timely tools that will help them step up their trade game and get export-ready,” said Litwin.

Our keynote speakers are listed below (both will be available to speak with media):

- **Honourable Ed Fast**, Canada’s longest serving Minister of International Trade and current MP for Abbotsford
  - **Keynote at 9:45 – 10:15am** (available for interview at 10:30am)
- **Pamela Goldsmith-Jones**, the current Parliamentary Secretary to the Minister of International Trade
  - **Keynote at 1:15 – 1:45pm** (available for interview at 2:00pm)

Consuls Generals from 7 key trading nations will be present throughout the forum, three of whom have been invited to participate in the panel, “*7.5B People – The Possibilities Beyond our Borders*”. Those panelists are **LIU Fei**, Consul General of the People’s Republic of China (the longest serving diplomat in Vancouver and Dean of the Diplomatic Corps), **Jean-Christophe Fleury**, Consul General of France, and **Lynne Platt**, Consul General of the United States.

#TradeTalks is also hosting a ‘Global Marketplace Trade Show’ where Consulates of other key trading nations, such as Indonesia and South Korea, will offer businesses insight into exporting to their respective nations.

We will also be joined by organizations who support entrepreneurs in exporting, such as Futurpreneur, the Women’s Enterprise Centre and Export Navigator. Some of the businesses in

attendance are Pranin Organic, Gillespie's Fine Spirits, Santevia Water Systems Inc. and Seven Seas Trading Inc.

To be added to the media list, please contact Neha Prihar at [nprihar@bcchamber.org](mailto:nprihar@bcchamber.org), or by phone at 778-836-1912.

**Last minute tickets are still available at <http://conta.cc/2q1w4EG>.**

You may find a detailed program on the BC Chamber website at <http://www.bcchamber.org/news-events/tradetalks>.

**Background:**

As BC's biggest and broadest business network serving 36,000 members from every nook and cranny of the province, we know what's on BC's mind – and **trade** is on the minds of our members.

Our recent Collective Perspective survey revealed some interesting insights on trade:

1. We asked members, which sectors will become more important for the BC economy in the next 5-10 years? "International Trade" came back as the 4th most important growth sector out of a list of 15.
2. We also asked our members, what role will trade play in BC's future? 4 out of 5 businesses believe international trade will be more important to the BC economy over the next 10 years.

*The BC Chamber is the province's largest and most broadly-based business organization driving insights to its partners, government and Chamber network. With 36,000 members hailing from every nook and cranny of the province, the BC Chamber knows what's on BC's mind.*

- 30 -

For further details, please contact:

Neha Prihar  
Communications Coordinator, BC Chamber of Commerce  
Cell: 778-836-1912  
E [nprihar@bcchamber.org](mailto:nprihar@bcchamber.org)