

Explore international markets with province's overseas reps, US Consul

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Illustration: Photo: Jack Liang of Natural Glacial Waters, is one of many Comox Valley companies taking advantage of business opportunities overseas, shipping their product predominately to Japan and Taiwan.

Since the successful visit of the People's Republic of China Consulate, three more international business opportunities have been announced by the Comox Valley Economic Development Society (CVEDS), which continues to foster high level connections to the Comox Valley.

On July 12, three newly posted International In-market Representatives, hired by the British Columbia Provincial Government, will visit the Comox Valley to meet with companies doing international business or looking to develop into international markets.

"Most Canadian Provinces have representatives in major European and Asian-Pacific markets," said John Watson, the Economic Development Officer for CVEDS, "These British Columbia reps will match overseas opportunities with British Columbia businesses in order to increase trade and investments in high-growth, high-opportunities sectors."

The visiting representatives include Rolf Fyne, who is based in the United Kingdom and has a comprehensive understanding of European and North American international business, industry, finance, sales, and in-bound investment in both directions.

Bjarne Brynk Jensen is based in Denmark and has fourteen years of international sales and business development experience in the Business to Consumer and Business to Government industries.

John Morgan is based in Germany and has held a full-time commercial presence in the EU for the past 20 years and has subsequently developed a large network of commercial contacts in relevant markets, foreign government and Canadian representatives in the region. Rainer Giersch, also based in Germany, provides advice to many blue chip companies, governments institutions and associations on industry sector focused strategies, mergers & acquisitions preparations, and activities in attracting foreign direct investment in various countries.

The country's largest trading partner, the United States, will also be visiting the Comox Valley this month.

The US Consul General Lewis Lukens and Cheryl Schell, Commercial Specialist for the US

Commercial Service and US Department of Commerce will arrive Tuesday July 25 with the intent of increasing business links between the region and the United States.

CVEDS continues to work towards creating a strong community presence at the 10th Annual China International Fair for Investment and Trade being held this September 8-11 in China. The world's largest international investment promotion event has three major components including an investment and trade exhibition, International Investment Forum and a series on investment issues and project matchmaking.

"After establishing the Comox CanadAsia Business Society in 1999, CVEDS and the Comox Valley have created tremendous relationships with Chinese lower mainland and overseas investment partners. This Fair will allow us to continue to develop these relationships and bring international attention to our region," said Watson.

Each of these visits tie directly into Comox Valley Economic Development's new 5-year Strategic Plan for the Comox Valley. The Valley's high-opportunity sectors such as Agriculture, Air Transportation, Knowledge-Based and Environmental Technologies, and 2010 Olympic Winter Games have identified international investment attraction targets which include attracting visits of this nature and participating in international shows.

"The Valley enjoys a very unique position relative to foreign trade and investment opportunities. Businesses like Natural Glacial Waters and SCG Forest Products are already doing great international level business," said Watson,

"CVEDS is here to assist local businesses in taking advantage of these markets and capitalize on the potential business they offer."

- If your business is interested in expanding into these markets, call John Watson, 334-2427 or email at john@investcomoxvalley.com

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