

**Ministry of  
International Trade  
and Minister Responsible for the Asia Pacific Strategy  
and Multiculturalism**

**REVISED 2013/14 – 2015/16  
SERVICE PLAN**



For more information on the British Columbia  
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and Multiculturalism

## Message from the Minister and Accountability Statement



British Columbia stands apart, a place with abundant natural advantages where the world converges to live, work and play. Our proximity and connections to Asia, strong record of fiscal discipline, natural resources, skilled workforce and cultural diversity make B.C. an ideal place to do business. That is why, despite a volatile global market, our economy is stable and growing – providing jobs and security for British Columbians.

We are continuing to open and expand markets for B.C. goods and services and attract investment, with a particular focus on the Asia Pacific and South Asia. We know that *Asia is key to growing our economy*. We recently opened three new trade and investment offices – in Mumbai and Chandigarh (India) and Hong Kong (China) – that will allow us to take great strides in building new relationships with a growing pool of prospective investors and trade partners. Our Asian trade export strategy will be foundational to the success of *Canada Starts Here: The BC Jobs Plan*. At the same time, while our focus will be on Asia, we will continue maintaining strong relationships with our trading partners around the world, protect existing trade with the United States and European Union for example, and also monitoring other global opportunities.

We are setting our sights high – working to significantly increase trade over the next five years. Annual ministerial trade missions will continue to promote British Columbia’s competitive advantages, natural resources and other offerings. Attracting investment and increasing trade in B.C.’s priority sectors requires focused effort as we face stiff international competition globally. We’re on track however - the value of B.C. goods to Asia has already increased by more than \$7 billion, or 106 per cent since 2001. Yet the opportunity to reach further has never been greater, with a growing Asian middle class and high demand for resources from sectors such as natural gas, agri-foods, mining and forestry.

For years British Columbia has been building and deepening relationships across the Pacific, forming partnerships and developing new markets. We have made great strides in growing our provincial lumber exports to China over the past decade. Now the province is seizing the opportunity to develop a new industry – liquefied natural gas – for export to Asia and emerging markets over the next 30 years. B.C.’s knowledge-based goods and services are also central to meeting emerging demand abroad, opening up opportunities to market B.C.’s exceptional educational institutions and clean technology clusters.

We will be working closely with private-sector partners and other partners to implement the Asian head office strategy to make B.C. the first choice for Asian companies looking to locate in North America. Our goal is to attract five North American headquarters to B.C. by 2020. Our province boasts ports that are closer to Asia than any of our U.S. neighbours, a competitive business environment, diverse population, exceptionally skilled talent and a quality of life that is recognized world-wide. We will be seizing the opportunity to welcome Asian corporations as they bring their business and North American head offices to British Columbia.

The ministry will continue its work to remove barriers to trade, investment and labour mobility. British Columbia is an active partner in numerous [domestic](#) and [international](#) trade-related agreements and initiatives to improve our economic competitiveness and support job creation. We will also work with the Ministry of Forests, Lands and Natural Resource Operations to ensure B.C.'s objectives are well represented by Canada in the softwood lumber agreement discussions in renegotiating the agreement in 2015.

Through EmbraceBC, we will also encourage a culture of inclusion that accepts and embraces difference by promoting multiculturalism and eliminating racism. B.C. is known as one of the most culturally diverse provinces in Canada. We will also be working across government to ensure that government serves, speaks to and is accessible to the province's diverse population.

The ministry is committed to ensuring that it remains on-budget and results-focused in support of a strong economy. The ministry will actively participate in the first core review process of all government ministries and Crown corporations in over a decade to ensure our budgets are spent in the most effective way possible.

I look forward to working closely with Richard T. Lee, Parliamentary Secretary for the Asia Pacific Strategy, as we develop the strategy for the continued expansion of our trade and investment opportunities.

The *Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism Revised 2013/14 - 2015/16 Service Plan* was prepared under my direction in accordance with the *Budget Transparency and Accountability Act*. I am accountable for the basis on which the plan has been prepared.



Honourable Teresa Wat  
Minister of International Trade and Minister Responsible for Asia Pacific Strategy and  
Multiculturalism

June 17, 2013

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# Purpose of the Ministry

The [Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism](#) provides integrated trade and investment programs and services to help British Columbia increase its exports, develop international partnerships, increase awareness of B.C.'s competitive advantages, negotiate trade deals and attract investment and company head offices. The Ministry also promotes multiculturalism and engages in initiatives to eliminate racism.

These efforts are important in building the economic prosperity needed for the success of families and communities across the province. This means seizing the opportunities and responding to the challenges of a globalized economy in order to create new jobs, and position ourselves for long-term growth.

To accomplish these tasks, the Ministry works to:

- Open and expand priority international and domestic markets for B.C. goods and services, and attract new investment to grow B.C.'s priority sectors.
- Reduce and/or eliminate impediments in other markets in order to provide greater economic opportunities for British Columbia's businesses, workers and investors.



- Support venture capital and expansion capital programs to support a competitive business environment, working with the [B.C. Renaissance Capital Fund](#).
- Promote multiculturalism and engage in initiatives to eliminate racism through EmbraceBC.

The Ministry is guided by government's economic strategy, [Canada Starts Here: The BC Jobs Plan](#). Central to the *Jobs Plan* is the recognition that we stand on the cusp of the "Pacific Century," and that B.C. must secure its place in the Asian markets that will drive global economic growth. To achieve that, B.C. is leveraging its competitive advantages in industries that are poised to meet the needs of the world's markets, today and into the future — including natural gas, mining, forestry, tourism, technology, agri-foods, transportation (ports, marine and aerospace) and international education. The work of the ministry will play a key role in tapping into key markets and investments to grow B.C.'s economy.

## Opening Markets and Attracting Investment

The Ministry provides integrated trade and investment programs and services to help B.C. increase exports, develop international partnerships and attract investment. We market B.C.'s competitive business environment and sector strengths in key markets and build relationships with industry and government partners — domestic and international — to advance B.C.'s economic interests. Canada starts here, in B.C., and the Ministry integrates marketing efforts across government to aggressively promote the province's unique strategic advantage as [Canada's Pacific Gateway](#) and its growing reputation as an attractive and competitive international trade and investment partner.



We work to strengthen B.C.'s economic relationships with priority Asian markets like China, Japan, South Korea and India. These efforts are supported by [Forestry Innovation Investment](#), a Crown corporation affiliated with the Ministry that works with the forest sector to take advantage of export opportunities in key markets for forest products. This includes promoting the use of wood products and implementation of B.C.'s [Wood First](#) initiatives that encourage a cultural preference toward viewing wood as the first choice for construction, interior design and daily living. At the same time we ensure that we work to protect our market position in large existing markets, such as the U.S. and the E.U.

The Ministry also leads B.C.'s efforts to reduce or eliminate domestic and international impediments to trade, investment and labour mobility. We advance B.C.'s interests with the federal government in international trade negotiations to create new opportunities in key markets like India, the Asia Pacific and Europe, and ensure that the [Softwood Lumber Agreement](#) between the United States and Canada is honoured and B.C.'s interests are protected. We also work to strengthen regional trade and commercial relationships with Alberta and Saskatchewan through the [New West Partnership Trade Agreement](#) and the rest of Canada through the Agreement on Internal Trade. We vigorously assert and defend our trade interests, whether through consultative means or arbitral disputes.

The Ministry will also support B.C.'s competitiveness for new or expanding business through venture capital programming, enabling financial support from “angel investors” — entrepreneurial investors who fund start-up and growth companies — as well as expansion capital from fund managers working with the [B.C. Renaissance Capital Fund](#).

## Promoting Multiculturalism

Today, one quarter of B.C.'s population identifies as visible minorities, making B.C. the most ethnically diverse province in Canada. This diversity brings many benefits – it enriches our communities; it creates a strong social fabric and inviting province; and it builds a diverse pool of skills and talents. B.C. will need to further embrace a global, multicultural perspective – where communities actively support and participate in the integration of newcomers and challenge barriers to inclusivity for all residents. Through EmbraceBC, and with advice and support from the Multiculturalism Advisory Council, the ministry promotes multiculturalism and engages in a range of initiatives to eliminate racism.

# Strategic Context

## Opening Markets and Attracting Investment

B.C. relies on trade and investment for its economic development and, while no other province in Canada is as well positioned to serve as Canada’s gateway to the growing economies of the Asia-Pacific, there is stiff competition for these new markets. The trade environment has been especially challenging in recent years with the global economic downturn, the corresponding decline in trade with the U.S., our largest trading partner, a proliferation of bilateral trade agreements amongst our competitors and continuing economic problems in Europe.

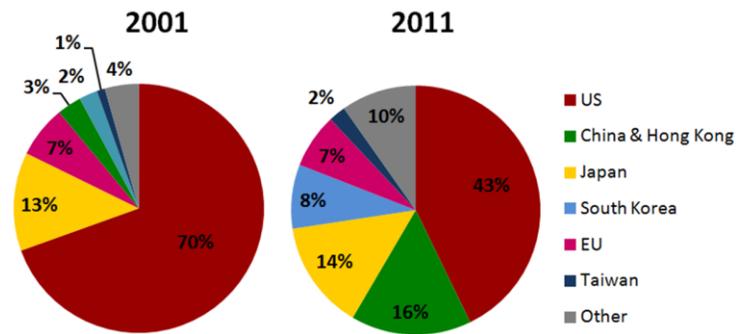


Figure 1: B.C. Goods Exports (2001, 2011).

While impressive growth in Asia has experienced a recent slowdown, China’s economy is showing signs of renewed strength. At the same time, families in the fast-growing economies of Asia continue to gain new buying power. In fact, in 2011 the share of exports destined for the Pacific Rim eclipsed those to the U.S. for the first time in the province’s history, and our softwood lumber exports to China surpassed \$1 billion, also for the first time. In 2012, exports to China have increased by 13.5 per cent over 2011, and wood product exports to the U.S. are up by almost 27 per cent.

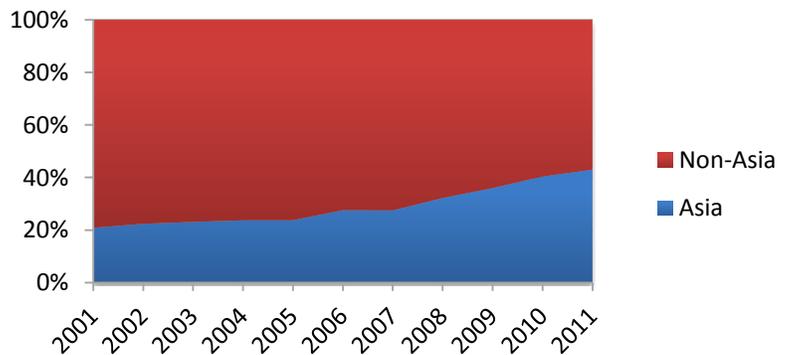


Figure 2: B.C.’s share of exports to Asian/Non-Asian countries (2001 - 2011).

Demand for B.C.’s products is growing in other areas as well. We have made great strides in growing our provincial lumber exports to China over the past decade and, with the rise of the middle class in India, we have the same opportunity in that market. India, as one of the world’s fastest growing economies represents real growth potential for products and services including forestry, mining, agri-foods, transportation, natural gas and international education.

The Liquefied Natural Gas (LNG) opportunity in B.C.’s Northeast and North Coast is also beckoning us to move forward quickly. As the Ministry of Natural Gas Development works with investors to create a new B.C. LNG industry, it is an exciting opportunity for our ministry to help facilitate the needed international partners as well as future export markets in Asian countries.

Access to venture capital is critical to B.C.’s competitiveness. Venture capital investment activity in Canada steered a steady course in 2012, resulting in a 5-year high for investment activity since the financial crisis of 2008. In total, \$3.2 billion of venture capital was invested across Canada, with B.C. capturing \$222 million, or 15 per cent, of the total. This put B.C. in second place in Canada for per

capita venture capital investment—behind only Quebec. Venture Capital and Investment Capital programs, which support business startups and expansions, will be important strategies for attracting innovation, new business and expansions in British Columbia.

### **Multiculturalism**

The province is also becoming more culturally diverse. We need to expand our international focus in B.C. to remain competitive in an increasingly globalized world. This will lead to greater understanding and tolerance, enriching personal connections between British Columbians and other people around the world. Our diverse multicultural population acts as an important bridge across the Pacific, supporting international pathways for connection, commerce, research and innovation.

# Goals, Objectives, Strategies and Performance Measures

## Goal 1: British Columbia is recognized globally as a preferred place to invest and do business.

This goal is shared with the Ministry of Jobs, Tourism and Skills Training who lead implementation of *Canada Starts Here: The BC Jobs Plan*. This plan is pivotal in supporting business and industry in the creation of long term jobs and investments in the province, converting B.C.'s strengths into strategic, competitive advantages in the global economy.

### Objective 1.1: Open and expand markets for B.C. goods and services, particularly in Asia, and attract investment to grow B.C.'s priority sectors.

#### Strategies

- Promote B.C. internationally and expand markets in key sectors — including forestry, tourism, technology, mining, natural gas, agri-foods, transportation (port, marine and aerospace) and international education — by doubling our international trade and investment representative presence (from 2011 levels) and deploying dedicated sector staff in overseas offices.
- Implement focused business development and marketing programs in key overseas markets with a focus on Asia, including showcasing B.C.'s products, manufacturing and services through annual high-level missions, as well as trade shows and other major events.
- Connect B.C. business to international buyers to develop export markets for key *Jobs Plan* sectors. Enhance export opportunities by strengthening relationships with industry and government partners — both domestic and international — and by leveraging the potential of the [B.C. Business Network](#) and other trade and investment contacts at home and overseas.
- Attract investment to the province by promoting B.C.'s world-class competitive advantages, identifying key accounts and working closely with the Ministry of Jobs, Tourism and Skills



Training to offer enhanced hosting capabilities and facilitating successful outcomes from investment opportunities.

- Work with private-sector partners and the federal government to implement the Asian head office strategy that will make B.C. the first choice for Asian companies looking to locate in North America.
- Reduce barriers to trade by advancing B.C.’s priorities in international trade negotiations (including the Canada-European Union free trade negotiations and free trade negotiations with India and other key trade partners), and aggressively promoting and defending B.C.’s interests by reducing or eliminating protectionist measures in other jurisdictions through engagement and, where necessary, more formal means (e.g. Softwood Lumber Agreement).
- Strengthen internal trade across Canada and the Western region through collaboration with partners on agreements including the [Trade, Investment and Labour Mobility Agreement](#), [New West Partnership Trade Agreement](#) and [Agreement on Internal Trade](#).

**Performance Measure 1: Foreign direct investment facilitated by Ministry programs.**

Performance Measure	2012/13 Forecast	2013/14 Target	2014/15 Target	2015/16 Target
Total value of foreign direct investment facilitated by Ministry programs	\$550 million	\$600 million	\$734 million	\$750 million

**Data Source:** Ministry of International Trade and Minister Responsible for Asia Pacific Strategy.

**Discussion**

Foreign direct investment helps B.C. grow its industries, create jobs and secure a position of strength in the global economy. The Ministry attracts foreign direct investment to B.C. by seeking the removal of barriers to foreign investment, marketing the province’s competitive advantages and world-class business environment, and targeting potential investors through our international office network. The ministry will also work closely with the Ministry of Jobs, Tourism and Skills Training and the Major Investments Office to support hosting and other services to inbound investment delegations and help sectors and communities to be investment-ready.

**Performance Measure 2: Total number of international business agreements facilitated by Ministry programs.**

Performance Measure	2012/13 Forecast	2013/14 Target	2014/15 Target	2015/16 Target
Total number of international business agreements facilitated by Ministry programs	60	65	80	80

**Data Source:** Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism.

**Discussion**

International business is critical to the success of companies in British Columbia’s small, open economy. Agreements take the form of international purchases of B.C. goods and services (export agreements), research and innovation partnerships, and agreements between industry and government that create the environment for deeper commercial relationships between companies. The Ministry supports the conclusion of international business agreements by arranging meetings and introductions between parties, providing information necessary to conclude agreements, assisting parties to work with all levels of government in B.C. and Canada, and providing other services tailored to the needs of the parties. Examples of agreements facilitated by the Ministry may be found on our [website](#).

**Goal 2: British Columbians value diversity and inclusiveness in our communities.**

**Objective 2.1: Celebrate B.C.’s rich diversity as a source of innovation and global networking.**

**Strategies**

- Support capacity-building across B.C. through the development, mentorship and recognition of leaders in the areas of inclusive workplaces, anti-racism and cultural diversity.
- Collaborate with key business sector partners to identify and share best practices of inclusion and multiculturalism in the workplace.
- Build intercultural capacity and provide resources to workplaces in B.C. through training and other learning opportunities.

**Objective 2.2: Collaborate with our communities to challenge racism and barriers to inclusivity.**

**Strategies**

- Provide B.C. communities with resources and support to effectively deliver their locally led projects to address racism and promote multiculturalism.
- Promote awareness and understanding of cultural diversity in B.C. through public education.

**Objective 2.3: Leverage partnerships to encourage a culture of inclusivity.**

**Strategies**

- Develop strategic partnerships and lead innovation in multiculturalism programming and policy, ensuring the government serves, speaks to, and is accessible to the province’s diverse population.
- Develop an inter-governmental community-of-practice on diversity to share tools, resources, and advice on building an inclusive public service.
- Update the Report on Multiculturalism to ensure engagement and provide measures for the public service on effective application of multiculturalism policy and practice.

**Performance Measure 3: Number of participants engaged in the EmbraceBC Network to promote multiculturalism and challenge racism**

Performance Measure	2012/13 Forecast <sup>1</sup>	2013/14 Target	2014/15 Target	2015/16 Target
Number of participants engaged in the EmbraceBC Network to promote multiculturalism and challenge racism	222	340	370	400

**Data Source:** Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism.  
 Links to objective: 2.2 - Collaborate with our communities to challenge racism and barriers to inclusivity.

<sup>1</sup> This is a new performance measure. The ministry’s performance on this measure, representing the 2013/14 data cycle, will appear in the ministry’s 2013/14 service plan report to be published in June 2014.

**Discussion**

This measure is an indication of the growing strength of province wide infrastructure designed to continually challenge racism and promote multiculturalism in B.C. It measures the number of organizations and individuals who are utilizing the EmbraceBC Network, a community network of resources, advice and information to improve social outcomes for their community.

The EmbraceBC Network is a new community network. The ministry is working with our partners to encourage participation in the network. Based on initial interest, the ministry is forecasting 222 participants in the network for 2012/13. We expect this number to grow substantially as the network is established.

# Resource Summary

Core Business Area	2012/13 Restated Estimates <sup>1</sup>	2013/14 Estimates <sup>2</sup>	2014/15 Plan	2015/16 Plan
<b>Operating Expenses (\$000)</b>				
<b>International Trade and Investment Attraction</b> .....	15,481	15,065	15,065	15,065
<b>Competitiveness</b> .....	1,583	1,428	1,428	1,428
<b>Multiculturalism</b> .....	625	625	625	625
<b>Transfers to Crown Corporations and Agencies</b> .....	17,800	17,300	17,300	17,300
<b>Executive and Support Services</b> .....	1,717	1,717	1,717	1,717
<b>Total</b> .....	<b>37,206</b>	<b>36,135</b>	<b>36,135</b>	<b>36,135</b>
<b>Ministry Capital Expenditures (Consolidated Revenue Fund) (\$000)</b>				
<b>Executive and Support Services</b> .....	0	1	1	1
<b>Total</b> .....	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>

<sup>1</sup> For comparative purposes, amounts shown for the 2012/13 have been restated to be consistent with the presentation of the 2013/14 *Estimates*.

<sup>2</sup> Further information on program funding and vote recoveries is available in the [Estimates and Supplement to the Estimates](#).

## Appendix 1: Ministry Contact Information

### **Minister**

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### **Deputy Minister**

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To learn more about the numerous programs and services provided by the Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism, please visit [www.gov.bc.ca/](http://www.gov.bc.ca/)

To find a specific person or program in the Ministry of International Trade and Minister Responsible for Asia Pacific Strategy and Multiculturalism, you can also try the [B.C. Government Directory](#).