

the Chamber

GREATER SASKATOON CHAMBER OF COMMERCE

Committee: Going Global

Meeting Date: April 9th, 2015

Time: 3:00pm-4:30pm

Location: Large Board Room

Meeting Chair: Ken Ziegler

In Attendance: Ken Ziegler, Thomas Weinmaster, Dirk Propp, Julie Yu, Sanj Singh

Staff: Kent Smith-Windsor, Kevin Meldrum, Czarina Catambing

Introduction

Shanghai Chamber of Commerce: "Buying Property in Canada: Trends and Opportunities in BC and Ontario"

- In the works

Collaboration with other Associations

- **Need a list of associations for collaboration and craft a letter (25-30 cultural associations)**
 - Folkfest people
 - **Connect with Sanj**
 - Sask Intercultural Association- Language Schools
 - Open Door Society
- Purpose:
 - Educate through outreach programs
 - Increase membership
- Invite them and explain who they are, who their members are, and see overlaps between what they do and what we do, and see where it can go.
- Ideas:
 - Plan to have two organizations to present per month. Make them aware that other organizations will be presenting.
 - **The Chamber can present in other organizations.**
 - Have promotional materials in events
 - Co-sponsor events / Open house
 - Attend their events and ask organizations potential attendees
 - Host a breakfast or luncheon (smaller than 40 people)
 - Ask how we can help?
 - Can collaborate with Square One to engage members of these organizations who are interested in business
 - **First point of contact will be at the Chamber committee meetings**

Greater Saskatoon Chamber of Commerce
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- Create list of associations and invite them
- Second point of contact will be attending these organizations' events

Free Trade Agreements

- Trans-pacific partnership
- Protectionism still an issue
- Agribusiness committee will have to tackle this issue (e.g. Dairy industry, poultry)
- Should the Chamber be actively involved?
- Canada is a big dairy player but is not part of global supply chain, they don't export dairy to China, but Ireland does. Canadian GDP may potentially grow \$9B annually if trade happens.

SINP Entrepreneur Program Update

- EOI system is live. Testing is still on-going and need to create bridge to back-end system
- Changes:
 - Move from "nomination before business establishment" to "nomination after business establishment"
 - As little as 6 months, they can be nominated
 - No limit on applications
 - No longer based on chronological order, now based on merit/points (based on three criteria)
 - 173 EOIs at the moment, but none has been chosen so far
- Limitations
 - Investors (set up operations and etc.) that wants to invest but do not want to migrate to Saskatchewan is not within boundaries of the SINP program.
 - How do we get to Foreign Direct Investment (FDI)?
 - Still unclear if provincial or federal government, or agencies are responsible in identifying and attracting these groups
 - SREDA Action (Dirk and Ken are involved)
 - Tourism Saskatoon
 - Challenges
 - There is knowledge barrier, so need to bridge knowledge gap
 - Intellectual property piece is very important
 - There is enormous market in IP industry but there is low interest
 - i.e. SMEs from China
 - Cannot determine non-measurable attributes
 - Need to attract more applicants

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- Brightlands Maastricht Health Campus in Netherlands received around 5,000 applicants but only accepted 10. Check out: <http://www.brightlands.com/brightlands-maastricht-health-campus>
- Need to reach out to power brokers/ decision makers to make them understand the situation

To-do List for Czarina:

1. Create list of associations and call to invite to committee meeting (connect with Sanj)
2. Use Square One report to create a one-page pitch on “Why Saskatoon?”
3. Circulate Trade Mission to Mexico information (from Norm Wallace)