

Vancouver is physically green and historically green. Vancouver is now defining green for the future — as a business focus for growth.

Vancouver Business 2.010

THE SWITZERLAND OF THE NEW GREEN ECONOMY

The convergence of technology and environmental issues is transforming the world's economy and Vancouver is becoming a global hub of green collar jobs and sustainable growth. We're taking a leadership role in the green revolution with clean energy, mobility and infrastructure. Our clean tech industry is growing exponentially, providing innovative solutions for the world, and green jobs for Vancouver.

Vancouver's reputation as one of the best places on earth to live, work and play is attracting leaders and thinkers who want to invest and work in a city that offers a promising and green future. The continued growth of Vancouver as a Green Capital also requires that social issues be handled with the same compassion that has made us a leader in social sustainability.

PORT AND PORTAL: VANCOUVER'S PACIFIC RIM

Vancouver has one of the most dynamic and diverse economies in North America. Closest to Asia of all major North American cities, we are well-positioned to do business with the most promising and important economies in the world. The rich cultural mix of approaches and experiences in the city facilitates both trade and the sharing of ideas with businesses around the world.

Port Metro Vancouver is North America's leading port in export tonnage, and its container flow continues to grow. It trades \$75 billion in goods with more than 130 economies annually. Air and rail network connections are also excellent.

FORWARD THINKERS: GENIUS AT WORK IN A CITY AT PLAY

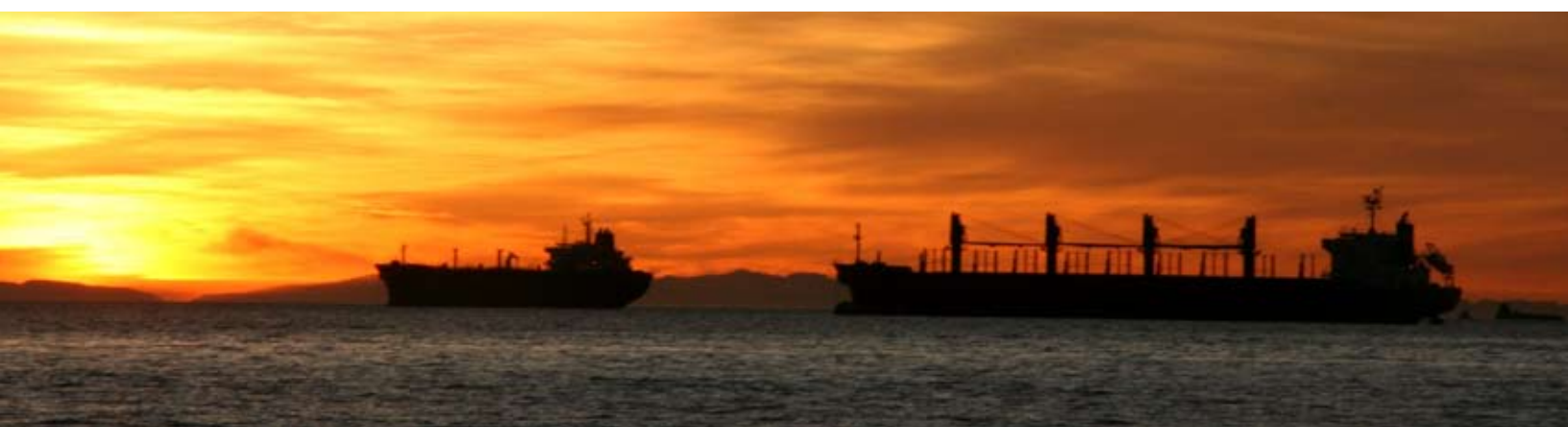
Vancouver's long-standing reputation as one of the most livable cities in the world has made it a magnet for intelligent, talented people from around the world. Creative, entrepreneurial citizens make Vancouver an innovation incubator where new ideas, products and services are born. Vancouver has one of the highest proportions of entrepreneurs in Canada.

In 2008, Vancouver was named one of the smartest cities in the world by the Intelligent Community Forum. FastCompany magazine recently named it a "Global Fast City," citing it as a leader in environmental sustainability.



(Courtesy Seattle AIA)

Vancouver Convention Centre with its green roof is another example of Vancouver green leadership.





Scene from Electronic Arts' breakthrough game 'Skate' - developed in Vancouver

Successful business leaders include entrepreneur Ken Lyotier, founder of United We Can, a bottle depot that now employs hundreds in the Downtown Eastside, and Jonathan Rhone of Nexterra Energy, whose ultra-low-emissions gasification technology converts waste and renewable biomass fuels into a source of clean heat and power.

ENTREPRENEURIALY DRIVEN: THE SELF-MADE CITY

Vancouver grows ideas. Scientists, engineers, researchers and designers create knowledge and concepts that connect across industries. Entrepreneurs transform discoveries into valuable products and services. New approaches spark high-tech industries and bolster traditional industries. Local tech firms have built global reputations in fields as diverse as biotech and digital media. Vancouver high-tech leads the world, from the space shuttle arm to D Wave Systems' superconducting quantum computer.

BRIGHT GREEN THINKING: BUSINESS IN VANCOUVER

Developing Clusters of Clean Green Technology

Vancouver is recognized as a leading clean-technology centre of unusual breadth, innovating in energy management software, biomass power generation, green buildings, and more. Pulse Energy's software monitors and reduces energy consumption at major City and 2010 Winter Games facilities. Another company's advanced alternate fuel engines are sold around the world. According to the Clean Tech CEO Alliance, there are about 100 clean tech companies in BC, worth about \$1 billion annually – the third largest such cluster in the world. Biotechnology also flourishes here: the University of British Columbia and BCIT both offer biotech programmes, and the region has 30 per cent of Canadian biotech companies.

Green Building Innovation

Vancouver's green building sector has nearly 1,000 companies, growing numbers of engineers and architects exporting their expertise, and an emerging hub in the Light House Sustainable Building Centre, which provides inspiration, information and skills to build structures that are both creative and sustainable. The City's building code, the greenest in North America, drives our builders to innovate, as in the Southeast False Creek Olympic Village, hailed as the greenest integrated community in the world and certified Platinum under LEED for Neighbourhood Development standards.

Encouraging Social Entrepreneurs

Green companies understand that the bottom line includes people and the environment. Vancouver businesses finance social and environmental ventures as an investment in the communities where they operate.

The non-profit organization Building Opportunities with Business (BOB) works to ensure that the revitalization of Vancouver's inner-city includes and benefits local businesses and residents. One successful program provides grants of up to \$50,000 to non-profit organizations to renovate storefronts in exchange for favourable lease terms.

