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Government of Canada and Province of Manitoba Bolster Private Sector-led Investment Initiative

News Release

February 25, 2011

Winnipeg, Manitoba

The Government of Canada and the Province of Manitoba will invest \$400,000 in a private sector-led investment initiative aimed at creating jobs and economic growth by attracting increased international business investment to the city.

Funding provided under the Canada-Manitoba Western Economic Partnership Agreement (WEPA) will support the Yes! Winnipeg Investment Attraction Initiative.

"Our Government is committed to promoting trade and investment opportunities," said the Honourable Steven Fletcher, Minister of State for Democratic Reform, on behalf of the Honourable Lynne Yelich, Minister of State for Western Economic Diversification. "Attracting new trade and investment to Winnipeg will help to diversify our economy, creating more jobs and opportunity in our communities."

"Winnipeg has a vibrant business community, full of entrepreneurial spirit. Our government is proud to support an initiative that nurtures this, while attracting investment and generating jobs," said the Honourable Peter Bjornson, Minister of Entrepreneurism, Training and Trade. "Our government is committed to supporting the businesses that make our economy strong."

The three year, \$3.6 million Investment Attraction Initiative is expected to generate \$12 million in direct investment, creating jobs through additional business opportunities.

This new initiative will promote Winnipeg to international site-selection and commercial real estate firms; encourage former Winnipeggers in senior positions to relocate their companies to the city; and partner with local real estate companies and key stakeholders to persuade clients to move to Winnipeg.

"Yes! Winnipeg builds on the conviction of Winnipeg's private sector leaders that our city is a great place to do business," said Bill Morrissey, Leader, Yes Winnipeg. "By mobilizing our community to strategically identify outside companies and investors, show them our compelling benefits, and then assist them in every step of the way, we can influence more to relocate here. At the same time, we will work closely with local entrepreneurs to help them expand and create new jobs."

Yes! Winnipeg is a division of Economic Development Winnipeg. The economic development strategy is supported by \$4 million in private-sector pledges. It builds on the "Selling Winnipeg to the World" project, launched by the Winnipeg Chamber of Commerce in 2008.

Under the Canada-Manitoba Western Economic Partnership Agreement, Canada and Manitoba are contributing \$25 million each, over four years, to strengthen economic activity and improve the quality of life in western Canadian communities.

Media inquiries may be directed to:

Brian Williamson

Communications, Winnipeg

Western Economic Diversification Canada

Telephone: (204) 983-6243

John Thorpe

Communications Co-ordinator

Communication Services Manitoba

Telephone: (204) 945-4779

<http://www.gov.mb.ca/>

WD (Western Economic Diversification Canada) Toll-Free Number: 1 888 338-
WEST (9378)

Teletypewriter (TTY): 1 877 303-3388

Website: WD (Western Economic Diversification Canada) is online at www.wd-deo.gc.ca.

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