

## Global Connectivity

“Economy” is well defined as the system of production, distribution and consumption of goods and services. The idea of a “sustainable” economy is not well defined, this part of the plan will evolve as we learn together what that can mean for Prince George. Initiatives Prince George, as the City’s economic development corporation provides economic development services that are aimed at developing Prince George as a ‘knowledge based resource economy connected to the world’<sup>1</sup>.

### Description

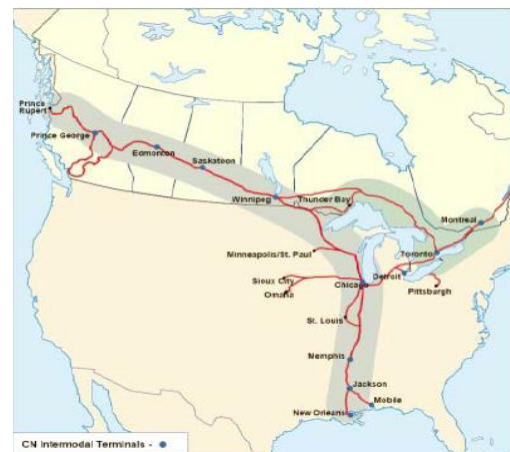
Considering the relative importance of its resource economy and exports in forestry, mining, oil and gas, transportation/logistics and tourism sectors, Prince George’s global connection to external markets is key to Prince George’s prosperity. This connectivity includes road, rail, air, and telecommunications such as high speed fibre.



Connectivity will continue to drive opportunities and challenges for Prince George as a trading economy. For example, the influence of global markets on commodity prices and competition for remote workers from nations with lower labour costs have affected economic performance in the past; its position on the great-circle route and business adoption of technologies will affect opportunities in the future. Through strong connectivity, Prince George may be able to capitalize on opportunities to connect to new markets and compete with lower cost suppliers.

### Status

Prince George is well-connected in its physical and information-based infrastructure. The city is situated at a key location within a multi-modal transportation network, and is served by good road, air, rail, marine connectivity to export markets. Looking forward, several transportation investments are planned for the area that will further improve the city’s physical connectivity infrastructure.<sup>2</sup> In terms of communications and information, the city is served by two post-secondary education institutions (University



Source: Initiatives Prince George 2008-2010 Business Plan and Strategy

<sup>1</sup> Initiatives Prince George, 2008 to 2010 Business Plan

<sup>2</sup> Initiatives Prince George. 2008. “2008 Community Profile.”

[http://www.businesspg.com/Documents/OtherDocuments/IPG\\_CommunityProfile2008.pdf](http://www.businesspg.com/Documents/OtherDocuments/IPG_CommunityProfile2008.pdf)

of Northern British Columbia and the College of New Caledonia); and is connected by fibre which provides high-speed internet and other data services.

## Performance Measurement

**Of the potential measures listed below, which should we use to measure and communicate progress? Would you rather use another one? Why?**

Potential measurements for Prince George's connectivity include:

- Investment in transportation & logistics facilities and infrastructure
- The dollar amount of trade
- The number of exporting businesses
- Telecommunications investment
- Post-secondary education opportunities and international education
- Rate of in-migration

## Questions for Consideration

- What are the full potential impacts and benefits to Prince George of further expansion of infrastructure, terminals, warehousing and distribution centres, and integrated road, rail and air networks for global logistics?
- Given the city's location and supply chain, should Prince George continue to attract businesses providing high-value, time-sensitive goods logistics?
- To what extent will Prince George-based companies require communications infrastructure, new business relationships, and collaborative networks to take advantage of global trends?
- How could Prince George use state-of-the-art linkages that are key to effectively mitigating distance barriers?
- How can Prince George increase its connectivity to build on its opportunities?

## More Information

Business Prince George website. <http://www.businesspg.com/index.php>

Initiatives Prince George. 2008. "2008 Community Profile."

[http://www.businesspg.com/Documents/OtherDocuments/IPG\\_CommunityProfile2008.pdf](http://www.businesspg.com/Documents/OtherDocuments/IPG_CommunityProfile2008.pdf)