

NEWS RELEASE

CHAMBER LAUNCHES BUSINESS CALL TEAM

Morrissey: Goal is to Generate Potential Business Leads for Winnipeg

January 20, 2009 (Winnipeg) – Winnipeg Chamber of Commerce Senior Vice-President Bill Morrissey formally launched a major initiative as part of the Selling Winnipeg to the World process today that is intended to attract more businesses to Winnipeg and ensure the success of existing ones.

“Over the course of the next two months members of The Chamber’s Business Call Team will be contacting Winnipeg CEOs and business leaders directly,” said Morrissey “The intent of those calls and meetings is to tap into the intelligence that resides within the business community and generate potential business leads and to also find out what barriers exist to further expansion of their own companies.”

The Chamber’s Business Call Team is made up of 25 high profile volunteer members of the business community who will be visiting with the presidents and senior managers of 125 companies. Any leads generated from those meetings will be followed up and direct contact made with those potential companies to ensure they are aware of the opportunities that exist in Winnipeg.

“We all agree that Winnipeg is a tremendous place to live and do business,” said Laura Kwiatkowska, General Manager – Midwest of Rogers Communications Inc. and Business Call Team member. “The problem is that we have never been proactive enough in telling the rest of the world about the advantages that exist in Manitoba.”

“This process will also help us communicate the great things that are happening in Winnipeg” said Derek Johansson of Carlyle Printers, Service and Supplies Ltd. “In addition we will be seeking input from those business leaders into which sectors should be included in a uniquely Winnipeg economic strategy.”

Morrissey concluded that the Business Call Team which is funded by the Province of Manitoba and The Winnipeg Chamber of Commerce is just one of the key ingredients in The Chamber’s Selling Winnipeg to the World initiative and that any member of the business community is also invited to bring forward any potential business leads they may have. More information on the initiative can be found at www.winnipeg-chamber.com.

The Winnipeg Chamber of Commerce, founded in 1873, represents almost 2,100 businesses and is the leading organization representing the voice of business in Winnipeg.

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