

NEWS RELEASE

CHAMBER EMBARKS ON BOLD NEW STRATEGIC PLAN FOCUSED ON THE FUTURE OF WINNIPEG

Chamber Launches Vision Winnipeg Initiative and Plan to Sell Winnipeg to the World

October 17, 2008 – Winnipeg Chamber of Commerce President and CEO Dave Angus outlined The Chamber’s bold new three year strategic plan today, which once completed will result in a clear vision for the City of Winnipeg and the development of an economic partnership that will be responsible for identifying businesses that may be considering opening, expanding or even relocating to Winnipeg.

“Over the past number of years The Chamber has experienced tremendous growth to the point where we have more members today than at any other time in the 135 year history of our organization,” said Angus. “Our membership and our Board of Directors believe that now is the time that we leverage that growth and the credibility of our organization to initiate and create real change in the City.”

Today The Winnipeg Chamber of Commerce launched two major initiatives:

1. ***Vision Winnipeg*** – will result in the development of a comprehensive vision for our community through a broad and public discussion of Winnipeg’s strengths.
2. ***Selling Winnipeg to the World*** – a private sector led, Winnipeg Chamber directed, proactive and aggressive program to identify companies outside of Manitoba who are considering opening, expanding or relocating their business, and to sell them on why doing so in Winnipeg is their best decision.

In addition The Chamber will continue to work with members in areas of trade and workforce development and as an organization will strive to be a model of excellence for small to medium sized businesses in the areas of technology, human resources and environmental sustainability.

“These are extremely ambitious initiatives that The Chamber is prepared to undertake, but ones that we believe are vital to the future prosperity of not only the business community but the City as a whole,” added Angus.

The Winnipeg Chamber of Commerce, founded in 1873, is the largest organization representing the voice of business in Winnipeg. Our mission is to foster an environment in which Winnipeg business can prosper.

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