

Vancouver as a Gateway City

Presentation for ULI Panel “Vancouver as a Gateway City”

9:00-10:15 am, Thursday, 10th April 2014
Vancouver Convention Centre

Moderator: **Mark Lester**, Senior Vice President, JLL

Vancouver: A Global Gateway

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Vancouver Global Gateway: Overview

- YVR 2013 activity
 - YVR Trans-border 4,304,641; Asia Pacific 2,586,013; Europe 1,204,328; Total 17,971,883
 - More flights to China than any place in North America
 - Second only to LAX in flights to Asia from the Americas
- Port Metro Vancouver (PMV) 2013 activity
 - 2013 China trade 6.4 M mt for 5 biggest inbound commodities, or half of PMV total
 - 2013 China trade was 25.7 M mt outbound for 5 biggest commodities, or 35% of PMV total
 - 2013 Asia trade was over 85% of total for 5 biggest outbound commodities
 - 2013 US trade was 4.7 M mt outbound for 5 biggest commodities
 - PMV creates 57,000 direct/indirect jobs in region; 200,000 jobs and \$9.7 billion GDP in Canada
- Metro Population Diversity
 - 2011 Census had 40.0% of Metro population of 2.3 M were born outside Canada
 - Of this 60% came from Asia highlighting the centrality of Asia Pacific to the region

Vancouver Diverse Gateway Functions

- Six key gateway functions
 - Transportation gateway
 - Fostered by creating VIAA in 1995 and PMV in 2008
 - Given huge boost by federal-provincial gateway cooperation
 - YVR 2nd busiest in Canada; PMV biggest port, 20% of int'l goods movement, 4th largest on continent
 - Tourism and travel gateway
 - Immigration gateway
 - Educational gateway (100,000+ international students)
 - Government gateway (consulates, int'l business associations, etc.)
 - Business, trade, finance and investment gateway
 - Federal-Provincial Asia-Pacific Gateway and Corridor Initiative begun in 2005
 - Recognized centrality gateway in national and provincial economies
 - Businesses supporting gateway have great growth prospect
 - IT and sophisticated logistics
 - Professional and business services needed enhance all gateway functions



Realizing Opportunities of This Gateway

- **City of Vancouver**
 - Build a clear urban economic vision
 - Craft-implement integrated land use-transportation plans to build vision
- **Metro Vancouver**
 - Give Metro Vancouver and TransLink true regional power/governance
 - Build and implement a regional economic strategy
- **British Columbia**
 - Build clear vision and policy for global economy
 - Improve labour-management climate and job training
 - Address low business investment and productivity growth
 - Resolve Aboriginal land treaties and uncertainty
- **Canada**
 - Really address poor productivity
 - Expand awareness of Asia Pacific in Canada's future across the country
 - Sign real open skies treaties and expand YVR landing rights
- **Global challenges**
 - Slowing Chinese economy and political issues in East Asia
 - Resource boom to bust

Conclusions and Take-aways

- Metro Vancouver is doing very well as multi-dimensional global gateway
- Joint federal-provincial gateway efforts are bearing fruit and exemplary
- Challenges still exist to grow gateway and its myriad opportunities
 - Biggest need: municipal, regional, provincial and national visions
 - Better recognition nationally of role and needs of our gateway for Canada
 - Specific need – expand open skies and YVRs global reach
- Conclusion: a very good news story, with more robust future, if exploited energetically