PNWER SUMMIT JULY 2018

metal tech alley
Trail, British Columbia, CANADA

Timing is everything.
What is metaltechalley

ECONOMIC DEVELOPMENT MARKETING STRATEGY

- Created and facilitated by the LCIC
- Have 100+ Acres of flat, serviced, affordable land
- Needed a strategy on who to market these lands too
- Created metaltechalley
Key Areas of Focus

- Digital Fabrication and Advanced Materials/Metallurgy
- Recycling and Circular Economy
- Technology and Innovation
- Service Supply Chain
Vision

LCIC

Local Businesses

E’s

MIDAS

i4C

INDUSTRIAL LANDS

Timing is everything.
Successes To Date

- Investment Inquires have doubled in the past year
- 7 new Companies have relocated to region
- 19 New Jobs
- $5M increased revenues for participating companies
- $1M Venture Capital company created
- 200 students and 50 businesses participated in digital training
- Only rural company part of the BC Digital Supercluster
Lessons Learned

- Doesn’t happen overnight
- Find out what your community does different
- Collaboration and buy in with private sector is key
- Educating businesses, partners and local leaders to tell the story
- Use a single marketing company to do all
- Build it and they will want to be part of it
- If it's not working PIVOT no matter how good YOU think it is!
Next **Steps**

- Sustainability plan
- Supply Chain map
- Build a Circular Economy
- By-product research
Contact Us

Terry Van Horn
tvanhorn@metaltechalley.com
250-364-6461

metaltechalley.com