

Johnson, Sheldon GCPE:EX

From: Hunter,Carolynn J GCPE:EX
Sent: Monday, April 2, 2012 12:17 PM
To: Johnson, Sheldon GCPE:EX
Cc: GCPE Web Management; Dila, Mary GCPE:EX; GCPE Newsroom
Subject: Asia Mission - Social Media

Hi Sheldon

The ministry comm. shop is resp for putting together a social media plan for the Asia Mission.
Your shop now has access to Hootsuite and can prepare the tweets.

<Katie McLaughlin has the details on how to log in.>

You'll want to make sure all tweets link back to announceables in the Newsroom.

Pls let the Newsroom team know the confirmed dates for the mission (and the timing for any big announceables)

Thanks,

Carolynn Hunter

Manager, Online Communications
Province of British Columbia

Stay Connected at www.gov.bc.ca/news



Johnson, Sheldon GCPE:EX

From: Watt, Adrienne GCPE:EX
Sent: Monday, April 2, 2012 3:25 PM
To: Lansdell, Hayden GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: Asia Mission: Social Media

Thanks Hayden.

Sheldon, do you have an outline or plan yet for social media activities for the mission? If so, would you mind sharing?
Thanks so much,

Adrienne

Adrienne Watt

Marketing and Advertising | Government Communications and Public Engagement
P: 250.387.0229 | C: S17 | E: adrienne.watt@gov.bc.ca

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 2, 2012 3:23 PM
To: Watt, Adrienne GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: FW: Asia Mission: Social Media

Hi Adrienne,

Sheldon is the lead.

Hayden

From: Watt, Adrienne GCPE:EX
Sent: Monday, April 2, 2012 2:57 PM
To: Gordon, Matt GCPE:EX; McAndrews, Caroline GCPE:EX
Subject: Asia Mission: Social Media

Matt/ Caroline,

Looking to coordinate your trade mission social media activities/ plans with upcoming international marketing / jobs plan activities. Can you connect me with who is leading your social media activities for upcoming mission. Is it Katie?
Thanks,

Adrienne

Adrienne Watt

Marketing and Advertising | Government Communications and Public Engagement
P: 250.387.0229 | C: S17 | E: adrienne.watt@gov.bc.ca

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, April 3, 2012 9:21 AM
To: Little, Christine JTI:EX
Cc: Gordon, Matt GCPE:EX; Johnson, Sheldon GCPE:EX; Jordan, Annette JTI:EX; Gossen, Kelly L JTI:EX
Subject: RE: Invites for launch

I would suggest they get in touch with Katherine - more efficient to remove me as the middle man. Just keep us in the loop.

-----Original Message-----

From: Little, Christine JTI:EX
Sent: Tuesday, April 3, 2012 7:11 AM
To: Lansdell, Hayden GCPE:EX; Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX
Cc: Gordon, Matt GCPE:EX; Johnson, Sheldon GCPE:EX; Jordan, Annette JTI:EX; Gossen, Kelly L JTI:EX
Subject: Re: Invites for launch

Hayden - typically Annette Jordan and Kelly Gossen would put together the invite list, send them out and collect RSVPs. By cc on this email, I will ask them to call you about how best to handle this.

----- Original Message -----

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 02, 2012 09:59 PM
To: Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX; Little, Christine JTI:EX
Cc: Gordon, Matt GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Invites for launch

Hi folks,

PO has confirmed that Fibreco will be the launch site on Thursday after a visit today. They are hoping to get some guests to attend. We have the president of Fibreco set to speak, but wondering if there are additional representatives within Vancouver that PO could invite to the launch. Obviously, we wld be looking for industry reps that may attend the mission or those with strong trade relationships with Japan and/or Korea.

Also wondering if it wld be a good idea to invite a representative from the bc bioenergy network given the launch site as well as the ubc mou.

Can you pls let us know as soon as possible in the morning?

H

Trade Mission Launch Key Messages

GENERAL

- Trade and investment in Asia is critical to ensuring we grow our economy at home in BC and we know that by creating new opportunities in Asia we create more jobs for BC Families.
- BC has long-standing and strong ties to Japan, Korea the Philippines and this trade mission is about building on these existing relationships.
- As the world's economy continues its recovery from the global slowdown, we plan to be front-and-centre in Asia – promoting further investment into BC and shipping more exports out of BC.

On Earthquake Recovery – Sendai, Japan

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, BC mourned Japan's loss and offered our sincerest condolences.
- We now want to help our good friends reconstruct and move past this tragedy so they can emerge even stronger.

On Economic opportunity

- BC is an attractive, safe harbour for investment from Japan and Korea.
- We are the fastest and most efficient gateway to North America and share common business interests with Japan and Korea, including in the green economy and green technology.
- BC's biomass resources are in great demand – there is additional opportunity in Japan and Korea to utilize BC's softwood and wood pellet products in green building development.
- Among our many meetings, we will visit with Japanese and Korean mining investors to remind them about our commitment to have 8 new mines in operation by 2015 – a commitment that presents great opportunity for both Korea and BC.

On Philippines

- B.C. has a very close relationship with the Philippines and the total Filipino community in BC is estimated at 125,000.
- They have been one of the top four source countries of Temporary Foreign Workers (TFW) in British Columbia since 2000, along with the United States, the United Kingdom, and Japan.
- New B.C. residents from the Philippines can help to fill emerging labour shortages in key sectors of the provincial economy and we want to ensure that when immigrants are considering Canada – they are aware of the opportunities that exist in BC.

FACT SHEET

For Immediate Release

Office of the Premier

2012XXXXXXX

Apr. 5, 2012

BC jobs and trade mission to Japan, South Korea, and the Philippines

Japan

- Japan is B.C.'s third-largest export market, worth \$4.7 billion, and they are the world's largest importer of liquefied natural gas (LNG).
- Japan is Port Metro Vancouver's second-largest trading partner, after China. Roughly 17 million tons of cargos were shipped through the port to Japan in 2010.
- Japanese companies are invested in eight major mines in B.C., including Mitsubishi Materials' investment in Copper Mountain, announced in July 2010, worth over \$250 million.
- Encana has entered into an agreement that will see Mitsubishi invest almost \$3 billion for a 40-per-cent interest in the Cutbank Ridge natural-gas partnership in northeast B.C.

Korea

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion, and the world's second-largest importer of LNG.
- Korea is the world's third-largest importer of coal. Korean steel company POSCO recently announced a \$180-million investment in the Mount Klappan coal mine project in northwest B.C.
- Korea is ranked as the top source country for international students to B.C.; close to 18,000 Korean students studied in B.C. in 2010. The Province's K-12 education system is well-regarded in Korea.
- Korea will be hosting the 2018 Winter Olympics in Pyeongchang and is interested in learning from B.C.'s experience in hosting successful Olympic Games.

The Philippines

- The Philippines has been one of the top four source countries of temporary foreign workers in British Columbia since 2000, along with the United States, the United Kingdom, and Japan.
- From 2000 to 2009, the Philippines was the third-largest source country for permanent residents to B.C., after India and the People's Republic of China (PRC). In 2010, the Philippines was B.C.'s second-largest source country for permanent residents after the PRC.

NEWS RELEASE

For Immediate Release
[release number]
April 5, 2012

Office of the Premier

Premier Announces Second B.C. Jobs and Trade Mission

VICTORIA – Premier Christy Clark announced a second jobs and trade mission aimed at maintaining the province's strong economic momentum and strengthening relationships with Japan, Korea and the Philippines.

"Since we released "Canada Starts Here: BC Jobs Plan", our province has seen increased exports to regions across the Pacific Rim and we need to maintain that momentum," said Premier Clark. "We need to continue to reach out to trading partners, particularly in Asia, so that we can create jobs for British Columbians."

The mission will focus on nurturing and strengthening business relationships in Japan, South Korea, and the Philippines, while expanding markets for British Columbia goods and services.

Clark announced the mission on the banks of the Burrard Inlet at Fibreco Export Inc., the province's largest facility for shipping wood pellets for bioenergy production. Fibreco has shipped wood pellets to Japan for 20 years and has recently begun shipping their product to Korea.

"Korea and Japan represent tremendous opportunities for us – these are markets on which we have built Fibreco and these are markets in which we have diversified Fibreco's export base," said Grant Watkins, president of Fibreco. "We're thrilled that the B.C. government is pursuing more opportunities in these markets and we are proud to be a part of it."

Premier Clark, along with Minister XX, will depart Vancouver on May 12 for Japan. While in Japan, the Premier will meet with government and business officials regarding the natural gas, technology, and mining sectors identified in "Canada Starts Here: The BC Jobs Plan".

The Premier will leave Japan for Korea on May 16. There she will meet with government and business leaders in Seoul and Suwon, with discussions focused on the forestry, international education, technology and clean technology (including bioenergy), mining, and natural gas sectors.

Before returning to Vancouver on May 20, the Premier will fly to the Philippines on May 19. While there, she will meet with government officials in Manila to discuss ways of addressing labour mobility barriers for skilled workers.

A detailed list of highlights of the 2012 BC Jobs and Trade Mission follows.

Learn More:

Learn more about the BC Jobs Plan at www.bcjobsplan.ca

Contact:
Media Relations
Ministry of Jobs, Tourism and Innovation
250 356-7104

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Questions and Answers

Ministry of Jobs, Tourism and Innovation

Jobs and Trade Mission - Japan, Korea, Philippines

Last Update: April 3, 2012

1. What is this mission going to cost?

- We know trade missions are worthy investments and so do the more than 250 representatives from B.C. businesses and organizations that went on our last trade mission - they came because they knew the value of attending.
- In many countries it is expected that government and the private sector work together.
- We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth it.
- While we anticipate the costs will be lower than the previous mission, a full accounting of costs will be reported out in our post-mission report – just like last time.

2. At a time when budgets are constrained across the board, how can B.C. justify spending money on excessive travel?

- Building business and investment opportunities is about building relationships, particularly in Asia. It's incumbent upon us, as government, to visit these countries and make sure they're aware of the tremendous opportunities available through trade and investment in B.C.
- B.C. has long successful trading relationships with these countries and we plan to build on that relationship.

3. Why is B.C. going on another trade mission?

- The purpose of the Premier's mission to Japan, Korea and the Philippines is to reinforce B.C.'s strong economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to

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Questions and Answers

advance the BC Jobs Plan.

- We will promote those BC Jobs Plan sectors of most interest to Japan and Korea and highlight B.C.'s position as Asia's fastest and most efficient gateway to North American markets.

4. Will B.C. businesses be accompanying you on this mission?

- Yes businesses will participate. The success of these missions is based largely on government's and business's ability to work together to promote our interests abroad.
- More details on who will be participating will be available closer to the mission.

5. Why is Japan one of the stops?

- Japan is B.C.'s third-largest export market, worth \$4.7 billion last year.
- Japan is a long-standing investor in the B.C. economy, ranging from lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Japan will focus on Natural Gas, Mining, Clean Technology, Forestry, Agrifoods and Transportation.

6. Why is Korea one of the stops?

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion last year.
- Korea has significant investments in B.C. mining operations as well as significant interest in B.C.'s emerging LNG sector.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Korea will focus on Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

7. Japan and Korea are obviously important trade relationships for

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Questions and Answers

B.C.? Why are you visiting the Philippines?

- B.C. has a very close relationship with the Philippines.
- In fact, the Philippines has been one of the top four source countries of Temporary Foreign Workers (TFW) in British Columbia since 2000, along with the United States, the United Kingdom, and Japan.
- From 2000 to 2009, the Philippines was the third largest source country for permanent residents to B.C. after India and the People's Republic of China (PRC). In 2010, the Philippines was B.C.'s second-largest source country for permanent residents after the PRC.
- New B.C. residents from the Philippines can help to fill emerging labour shortages in key sectors of the provincial economy, particularly in northeast BC.
- The total Filipino community in B.C. is estimated at 125,000.

8. The last trade mission was announced as the largest in the history of the province? This one seems a lot smaller – why is that?

- This trade mission is focused on maintaining existing relationships with established partners.
- We are focusing on priority sectors in order to enhance trade and bring greater investment to the province.
- There is no question the last mission was huge --- it was more about business development and prospecting and was a tremendous success - more than 60 agreements and partnerships valued at more than \$1.4 billion.
- In Japan and Korea alone we are visiting two of our largest exports markets - combined over \$7 billion in exports last year. It's simply good relations and good business to be visiting these markets.

9. Who will be going on the mission?

- The list of attendees is still being finalized and we'll have a full account over the coming weeks.

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Questions and Answers

10. **Why are you going to Sendai? Is this merely a photo-op?**

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences. We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- I will have more to say about this while in Japan.

11. **Are you planning on inviting media to join on the trip?**

- We will be making a decision closer to the trip departure.

Johnson, Sheldon GCPE:EX

From: Gleeson, Kelly T GCPE:EX
Sent: Wednesday, April 4, 2012 9:57 AM
To: Gleeson, Kelly T GCPE:EX; Gordon, Matt GCPE:EX; Bonney, Brian GCPE:EX
Cc: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

Advisory will be going out at 2:30 pm.

GCPE's Media distribution list includes the following. Calls should be made to other outlets who aren't on the list but let's address that Brian on 10am call to ensure we are not duplicating Barinder's efforts

Japanese:
Bulletin/Japanese Canadian Cit
Canada Japan Business Journal
Diverse Magazine

Filipino:
Trends International magazine
Philippine Canadian Inquirer
ReyFort Media Group
Philippine Asian News Today
Simply the Best (TV Show)
ABS-CBN TV News
Pinoy Buzz TV
The Philippine Journal
Planet Philippines

Korean:
The Korean Sunday News
Diverse Magazine
All TV
Hankookin
Donga Life
KC TV
Hanjoong Productions
TV Korea
Korea Times
Chosun Libo

I have asked Jon Chant to flip me his multicultural media distribution list – which I will flip your way to identify which outlets are on the list and which you will need to work by phone/fax.

Longer term,

From: Gleeson, Kelly T GCPE:EX
Sent: Wednesday, April 4, 2012 8:47 AM
To: Gordon, Matt GCPE:EX; Bonney, Brian GCPE:EX
Cc: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

Yes – will circle back to you

From: Gordon, Matt GCPE:EX
Sent: Wednesday, April 4, 2012 8:46 AM
To: Gordon, Matt GCPE:EX; Bonney, Brian GCPE:EX; Gleeson, Kelly T GCPE:EX
Cc: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

Correction – under new process PO does the MA. Kel – should you connect with them?

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
250 896-4923 mobile

From: Gordon, Matt GCPE:EX
Sent: Wednesday, April 4, 2012 8:44 AM
To: Bonney, Brian GCPE:EX; Gleeson, Kelly T GCPE:EX
Cc: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

Once approved we'll send

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
250 896-4923 mobile

From: Bonney, Brian GCPE:EX
Sent: Wednesday, April 4, 2012 8:41 AM

To: Gordon, Matt GCPE:EX; Gleeson, Kelly T GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: Re: trade mission -Filipino and Korean media lists

I can have team do calls to these today. Do we have a MA I can get.
Brian

From: Bonney, Brian GCPE:EX
Sent: Wednesday, April 04, 2012 08:39 AM
To: Gordon, Matt GCPE:EX; Gleeson, Kelly T GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: Re: trade mission -Filipino and Korean media lists

Hi, sorry in late. Yes - I have sent ethnic lists I have built to Barinder for this.
Korean
Filipino
And I am building a Japanese one now. - but not many
Brian

From: Gordon, Matt GCPE:EX
Sent: Wednesday, April 04, 2012 08:36 AM
To: Gleeson, Kelly T GCPE:EX; Bonney, Brian GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

If not, maybe we can flip MA to ethnic media office and ask they make some calls?

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
250 896-4923 mobile

From: Gleeson, Kelly T GCPE:EX
Sent: Wednesday, April 4, 2012 8:36 AM
To: Gordon, Matt GCPE:EX; Bonney, Brian GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

I will check with Jon Chant on media distribution list and ensure these are plugged in – if not already.

From: Gordon, Matt GCPE:EX
Sent: Wednesday, April 4, 2012 8:33 AM
To: Gleeson, Kelly T GCPE:EX; Bonney, Brian GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: trade mission -Filipino and Korean media lists

We certainly should. Not sure the process – does ethnic get prov-wide media advisories? Sorry, I am not as familiar with the ethnic media processes as I should be.

Matt Gordon | Communications Director

Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
250 896-4923 mobile

From: Gleeson, Kelly T GCPE:EX
Sent: Wednesday, April 4, 2012 8:30 AM
To: Bonney, Brian GCPE:EX; Gordon, Matt GCPE:EX
Subject: trade mission -Filipino and Korean media lists

'morning guys,

With respect to tomorrow's trade mission announcement, just curious if these media outlets will be advised?

KG

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 4, 2012 12:37 PM
To: Chiarelli, Nina; Gordon, Matt GCPE:EX
Cc: Hagerman, Shannon GCPE:EX; Mentzelopoulos, Athana GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: Two more things for the Trade mission event tomorrow
Attachments: 2012.04.05_FS_TMLaunch V2.docx

Attached. Will call you in a second.

-----Original Message-----

From: Chiarelli, Nina GCPE:EX
Sent: Wednesday, April 4, 2012 12:14 PM
To: Gordon, Matt GCPE:EX; Lansdell, Hayden GCPE:EX
Cc: Hagerman, Shannon GCPE:EX; Mentzelopoulos, Athana GCPE:EX
Subject: Two more things for the Trade mission event tomorrow
Importance: High

Hi Matt/Hayden...

1. See attached Fact Sheet. Sara has two things: she prefers "tonnes" but wants to make sure that's ok with you. From Chant...

Hi,
From CP Caps & Spelling:
"ton (2,000 pounds), tonne (1,000 kilograms or 2,204.62 pounds) - Use ton, not tonne, in colloquial references."
Cheers,
Jon

2. Also, she wants to know if there's any way to beef up the Phillippines section - why is it important that we're going there? Why will it benefit us back at home?

Johnson, Sheldon GCPE:EX

From: Wilson, Ashlea GCPE:EX
Sent: Wednesday, April 4, 2012 3:29 PM
To: Johnson, Sheldon GCPE:EX
Cc: Lansdell, Hayden GCPE:EX
Subject: RE: Trade Mission Launch: Title, Description, Tags, etc

Thank you!

From: Johnson, Sheldon GCPE:EX
Sent: Wednesday, April 4, 2012 3:27 PM
To: Wilson, Ashlea GCPE:EX
Cc: Lansdell, Hayden GCPE:EX
Subject: RE: Trade Mission Launch: Title, Description, Tags, etc

Premier Announces Second B.C. Jobs and Trade Mission

Premier Christy Clark announced a second jobs and trade mission aimed at maintaining the province's strong economic momentum and strengthening relationships with Japan, Korea and the Philippines.

Tags: BC Jobs Plan, Christy Clark, Korea, Japan, South Korea, Philippines, trade, mission, jobs, BC, British Columbia, investment, Premier, bioenergy, wood pellets, exports, economy, economic, development

From: Wilson, Ashlea GCPE:EX
Sent: Wednesday, April 4, 2012 2:10 PM
To: Johnson, Sheldon GCPE:EX
Cc: Lansdell, Hayden GCPE:EX
Subject: Trade Mission Launch: Title, Description, Tags, etc

Hi Sheldon –

Can you please provide me the following info for the yellow fields below, for the video for tomorrow's Launch event.

- 5-6 word title
- description
- tags


<< OLE Object: Picture (Device Independent Bitmap) >>

This makes things faster/easier for the videographers to upload the video to YouTube.

Thanks!

Ashlea Wilson

Government Communications and Public Engagement | Online Communications | 250 356-1110

 Please consider the environment before printing this email

Trade Mission Announcement

Address: Fibreco, 1209 McKeen Avenue
North Vancouver, BC

Event Summary: Event to announce the Premier's Trade Mission to Japan, Korea and the Philippines.

Key Message: Since we released the BC Jobs Plan, our province has seen increased exports, more jobs and lower unemployment. We need to keep the momentum going.

Action/Visual: Premier interacting with the employees of Fiberco and seeing the wood pellets they export to Japan and Korea.

Venue Audience: Fiberco Employees (around 30) plus invited stakeholders.

Larger Audience: Successful employed families and 2nd generation young men.

Podium: Yes

Dress: Business Warm (event is in an unheated shed)

Date: April 05th, 2012

Time: 12:00pm

Time	Event Itinerary
11:45am	Premier arrives for a chance to talk with Grant Watkins, President Fiberco and Dan Williamson a new employee at Fibreco who is featured in the Premier's notes
12:00pm	Premier, Grant and Dan make their way to the podium, before they reach the podium, they stop and Grant shows the Premier the wood pellets that they have in the shed. Then they proceed to the podium.
12:07pm	Grant introduces the Premier
12:09pm	Premier gives remarks
12:15pm	Grant gives brief remarks and hands the event over to Sara to moderate the Q and A
12:16pm	Moderated Q and A
12:25pm	Premier departs

MLAs Attending:

Honourable Naomi Yamamoto, Minister of Advanced Education and MLA for North Vancouver –Lonsdale

Ralph Sultan, MLA for West Vancouver-Capilano

Jane Thornthwaite, MLA for North Vancouver - Seymour

Contacts:

Grant Watkins 604 250-5241

Johnson, Sheldon GCPE:EX

From: Gordon, Matt GCPE:EX
Sent: Thursday, April 5, 2012 9:58 AM
To: Little, Christine JTI:EX; Lansdell, Hayden GCPE:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX; Taylor, Nancy JTI:EX; Ewert-Johns, Marcus JTI:EX
Subject: RE: Today's Trade mission communications call

All good points/thoughts – suggest we meet early next week? Even after our Tues meet with Dimitri? I can speak to collateral at that time I have the documents and suggested approach from nancy.

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
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From: Little, Christine JTI:EX
Sent: Thursday, April 5, 2012 9:53 AM
To: Gordon, Matt GCPE:EX; Lansdell, Hayden GCPE:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX; Taylor, Nancy JTI:EX; Ewert-Johns, Marcus JTI:EX
Subject: RE: Today's Trade mission communications call

It's OK by me, ok by Shom (since I'm acting for him and he's not available anyway), but some things for you guys:

1. Dimitri will likely ask about collateral again on Tuesday, we should be ready with a list and perhaps examples – Nancy has some stuff ready to go
2. Thank you notes – you've got May 2 as the date you'll have a draft done of these. Shom would like to get Dana's/PO approval prior to mission leaving on May 12 – if we get a first draft May 2, I'm not sure we'll have enough time to get this done prior to mission lift off?
3. Mission Report – in your work plan you don't have a date for getting the first draft complete. Again, it would be good if we had a mockup/look approved prior to mission leaving? Can you please give us a date when we can expect the first draft, leaving enough time for it to go through the DM/PO approval process?
4. Local PR firms – we need to have a conversation soon about the role for local PR firms/roll of Cossette in PR.

Christine Little, BA, MA Econ
Director, Special Projects
International Trade and Investment Attraction
Ministry of Jobs, Tourism and Innovation
3rd Floor, 1803 Douglas Street
Victoria, BC

Phone: 250-953-3479

Mobile: S17

From: Gordon, Matt GCPE:EX

Sent: Thursday, April 5, 2012 9:40 AM

To: Lansdell, Hayden GCPE:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Ewert-Johns, Marcus JTI:EX

Subject: Today's Trade mission communications call

Can we skip this one? Sorry – with Labour Numbers and Mission launch – stands to be/is a tough day to meet.

Matt Gordon | Communications Director

Ministry of Jobs, Tourism & Innovation

Government Communications & Public Engagement

Government of British Columbia

5th floor, 800 Johnson Street

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-----Original Appointment-----

From: Lansdell, Hayden GCPE:EX

Sent: Monday, March 12, 2012 12:34 PM

To: Lansdell, Hayden GCPE:EX; Sen, Shom JTI:EX; Irwin, Paul JTI:EX; Gordon, Matt GCPE:EX; Johnson, Sheldon GCPE:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Ewert-Johns, Marcus JTI:EX

Subject: Trade mission communications call

When: Wednesday, April 11, 2012 2:30 PM-3:00 PM (GMT-08:00) Pacific Time (US & Canada).

Where: Teleconference

When: Occurs every Wednesday effective 2012-03-14 from 2:30 PM to 3:00 PM (GMT-08:00) Pacific Time (US & Canada).

Where: Teleconference

Note: The GMT offset above does not reflect daylight saving time adjustments.

~~*~*~*~*~*~*~*~*

Weekly Agenda

1. Communications Material
2. Opportunities
3. Collateral
4. Other Business

Dial-in Details

Dial-in Phone Numbers:

Johnson, Sheldon GCPE:EX

From: Gordon, Matt GCPE:EX
Sent: Thursday, April 5, 2012 2:36 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: Trade Mission

Ya – i think we can do it though – we'll just start belting out product and push staff for BNs ---- and harass GCPE HQ and JTI folks to get collateral in place. It'll work.

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
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250 896-4923 mobile

From: Lansdell, Hayden GCPE:EX
Sent: Thursday, April 5, 2012 2:35 PM
To: Gordon, Matt GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Re: Trade Mission

Yikes. Literally 30 days.

From: Gordon, Matt GCPE:EX
Sent: Thursday, April 05, 2012 02:28 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Trade Mission

- **May 4th** is Athana's deadline for everything to be in final product stage (every NR, speech, collateral, KMs etc...) I am off the trip now. While they are away we will do shifts (doubtful you guys will need to) overnight to be avail to support Mission staff.
- Will set up a meeting Tuesday for Wednesday to go over collateral (with John Paul and Mary involved also)
- I will also bring this deadline forward to my meeting Monday to ensure Program staff are aware also.

Matt Gordon | Communications Director
Ministry of Jobs, Tourism & Innovation
Government Communications & Public Engagement
Government of British Columbia
5th floor, 800 Johnson Street
Victoria, BC
250 356-9869 office
250 896-4923 mobile

Trade Mission Communications Work Plan

Last updated: 11 April

Deliverable	Due by	Responsible	Key Contact
• Communications Plan	Draft – 28 Mar Final – 11 Apr	GCPE-JTI	Hayden Lansdell
• Communications Operational Plan	Draft - 30 Mar Final – 11 Apr	GCPE-JTI	Hayden Lansdell/Sheldon Johnson
• Outline of Announcements / Photo-ops	Draft – 05 Apr Final – 18 Apr	GCPE-JTI	Hayden Lansdell/Sheldon Johnson
• Messaging sheet(s) <ul style="list-style-type: none"> ○ Overarching ○ JP Sector-specific ○ QAs 	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE shops	Hayden Lansdell/Sheldon Johnson
• Collateral Plan	Draft – 11 Apr Final – 25 Apr	JTI-GCPE	Nancy Taylor/Hayden Lansdell/Sheldon Johnson
• Social Media Plan	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Speaking Opportunities Plan	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Speaking Points	Draft – 18 Apr Final – 02 May	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Advanced communications material (NRs, MAs, tweets)	Draft – 18 Apr Final – 02 May	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ/Matt Gordon
• Stakeholder Participants Media Relations Plan	Draft – 11 Apr Final – 25 Apr		Hayden Lansdell/Sheldon Johnson
• Media Relation Plan • Ethnic Media Plan appendix	Draft – 18 Apr Final – 02 May	GCPE -JTI	Hayden Lansdell/Sheldon Johnson
• Thank you notes	Draft – 25 Apr Final – 02 May	GCPE-JTI	Sheldon Johnson
• Trip Report	Draft – 04 May	GCPE-JTI	Sheldon Johnson/Hayden Lansdell

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Thursday, April 12, 2012 9:25 AM
To: Lansdell, Hayden GCPE:EX
Cc: Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX
Subject: FW: PR needs - Korea
Attachments: Edelman BC Premier Visit Communication Proposal_120410mw.pdf

As discussed yesterday

Nancy Taylor
Director, International Marketing Secretariat
Jobs, Tourism and Innovation
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Nancy.Taylor@gov.bc.ca

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Find the latest on Trade and Investment in British Columbia: www.britishcolumbia.ca

From: Irwin, Paul JTI:EX
Sent: Tuesday, April 10, 2012 12:13 PM
To: Taylor, Nancy JTI:EX; Gordon, Matt GCPE:EX
Cc: Ewert-Johns, Marcus JTI:EX; Gossen, Kelly L JTI:EX; Little, Christine JTI:EX
Subject: FW: PR needs - Korea

Matt / Nancy – for your meeting this afternoon, I'm going to send over the request for proposal outlines that we asked for from the various PR firms that we met with in market. Attached is the firm in Korea –

S13

S13

We look forward to nailing this down in the days ahead. Cheers, Paul

From: Mike Weisbart S22
Sent: Tuesday, April 10, 2012 6:55 AM
To: Irwin, Paul JTI:EX
Cc: Bae, EJ; Gossen, Kelly L JTI:EX; XT:Kim, Kyung-Suk JTI:IN; Ewert-Johns, Marcus JTI:EX
Subject: Re: PR needs - Korea

Hi Paul,

I hope the long weekend was a good one.

As promised, we've put together a brief proposal of service options and cost estimates, primarily in terms of the media relations scope. It will be good to get a clearer picture of the premier's schedule while here so that we can give you a firmer recommendation about what will work for media outreach and what the opportunities are.

S13

Regarding your question about roles and responsibilities, I will continue to advise Elizabeth and her team about BC's requirements and expectations and will work closely with them on strategic localization of messaging and preparation. Edelman will be handling all media relations and execution for the outreach and I will be onsite to assist in that if needed.

As I mentioned in my previous mail, S22 and glad to meet someone there to dig into the details. My thanks again for the opportunity and will hope to speak with you when S22

With Kind Regards,

-mike

Principal Consultant
Tower Communications

mobile: S22
office: 82-2-3789-6244
fax: 82-2-3789-6245
skype: S22
#1206 Daehan Ilbo Building
Taepyongro 1-ga, Seoul

On Thu, Apr 5, 2012 at 5:47 PM, Irwin, Paul JTI:EX <Paul.Irwin@gov.bc.ca> wrote:
Hi Mike,

> Thank you for taking the time to meet with me during my recent visit to Seoul as part of the advance planning for the Premier's mission to Korea, May 16-18.

>

> As discussed, we would like to ensure that the Premier's brief visit to Korea receives as much media attention as possible, that events run smoothly and that that her message is well received both in Korea and back in British Columbia.

>

> To that end, we would request a quotation from you, working in partnership with Edelman, for the delivery of the following services:

>

> Photography/Videography: hiring of an experienced photographer and videographer who can ensure good photos and video from the Premier's key events in Korea including the visit to Suwon, the Friends of BC reception, corporate lunch, mining and green building seminars etc. you will be working with the Premier's comms people to upload to the mission website.

- > Suwon visit: arrange for local media coverage of the Premier's visit to Gyeonggi Province in the most efficient way
- >
- > Friends of BC reception: coordinate invitation list and RSVP for this reception as well as potential media coverage, photography and any program arrangements, as required.
- >
- > BC Lunch and media availability: disseminate news release and organize media participation at the lunch and following media conference; organization of media kits with materials from BC; arrange any one-on-one media requests, working with the Premier's comms people

We look forward to hearing from you as soon as possible. If there is any point above where you require further clarification - or I have missed something that we discussed in Seoul please don't hesitate to drop me a message. In your proposal, please indicate what you would be doing vs what Edelman would be the lead for.

Thanks very much,

Paul Irwin

On 2012-03-29, at 2:34 AM, "Mike Weisbart" <mike@towercommkorea.com> wrote:

- > Hi Paul,
- >
- > Thanks for taking the time to meet with me yesterday. I know the visit is a busy one for you and we appreciate the opportunity.
- >
- > I'm attaching here a credentials file for Edelman Korea, including senior leadership and a few relevant cases.
- >
- > I sat down this afternoon with the Edelman Managing Director, SB Jang, and Senior Director Elizabeth Bae and relayed the basic scope of the project. We're needless to say excited about the opportunity to work with Premier Clark on her upcoming visit. She has several distinct and compelling stories to tell here and there should be strong interest in her messages.
- >
- > I think the cases in the attached deck speak for themselves and would only add that Edelman is a full service agency that can handle everything from relatively straightforward media engagement projects to complex event planning and coordination.
- >
- > Also, as I mentioned yesterday, I'm glad to interface throughout the project if that's helpful for your office but surely more direct communications will be required for day-to-day. I have worked closely with Elizabeth for several years and I can't think of anyone better to provide counsel to you than her. I've copied her into this note and post her contacts below:
- >
- > Elizabeth Bae
- > Senior Director
- > Edelman
- > Cel: +82 10 6298 8824
- > Direct: +82 2 2022 8237
- > email: ej.bae@edelman.com<mailto:ej.bae@edelman.com>

>
> I hope we can touch base once more while you're in town and will try to reach you on Friday. Please don't
hesitate to call on my cell if I can be of assistance in the meantime.
>
> With Kind Regards,
> -mike
>
> Principal
> Tower Communications
>
> mobile: 82-10-2500-6244
> office: 82-2-3789-6244
> fax: 82-2-3789-6245
> skype: S22
> #1206 Daehan Ilbo Building
> Taepyongro 1-ga, Seoul
> <Edelman Credential 2012.pdf>

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Thursday, April 12, 2012 9:25 AM
To: Lansdell, Hayden GCPE:EX
Cc: Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX
Subject: FW: PR needs - Philippines

As discussed yesterday

Nancy Taylor
Director, International Marketing Secretariat Jobs, Tourism and Innovation T. 250 953.3397
M: S17
3rd Floor, 1803 Douglas St. Victoria, B.C. V8T 5C3 Nancy.Taylor@gov.bc.ca

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-----Original Message-----

From: Irwin, Paul JTI:EX
Sent: Tuesday, April 10, 2012 12:17 PM
To: Taylor, Nancy JTI:EX; Little, Christine JTI:EX; Gordon, Matt GCPE:EX
Cc: Ramirez, Edwina D. JTI:EX; Gossen, Kelly L JTI:EX
Subject: FW: PR needs - Philippines

I met with two firms in the Philippines - this one: Dominguez Marketing Communication/Events@Work and another firm called Team Asia (that handles Telus International's PR work in Philippines)

Also met with a photographer in the Philippines. Will keep you posted on what they come back with, re. quotations.

-----Original Message-----

From: Irwin, Paul JTI:EX
Sent: Wednesday, April 4, 2012 7:25 PM
To: mel@dominguez.com.ph; idel.esagunde@dominguez.com.ph
Cc: Gossen, Kelly L JTI:EX; Ramirez, Edwina D. JTI:EX; Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX
Subject: PR needs - Philippines

Dear Mel and Idel,
Nice to meet with you and your colleagues yesterday to discuss our PR, media and event coordination needs associated with the Premier's visit to the Philippines on May 19th.

As discussed, we are looking to ensure that her brief time in Manila runs smoothly and that she received maximum media exposure for her activities

We would invite you to provide us with a quotation for the following services, as discussed:

- videographer and photographer to cover the afternoon and evening activities and work with our communications people to put this up on the Premier's mission website

- afternoon jobs recruitment fair: coordination of media activities associated with the fair and potential MOU signing - including dissemination of media releases, management of media requests on site and liaison with our communications people on requests for interviews

- evening reception: coordination of guest invitation lists (vetted by us, from various sources) and RSVP follow up, onsite registration. coordination of AV, signage (we will provide), decor and entertainment suggestions. working with ourselves and hotel in sourcing BC food and beverage options and evening memento (goodie bag)

We look forward to hearing from you as soon as possible; please don't hesitate to contact us if you have further questions.

Yours sincerely,

Paul Irwin

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Thursday, April 12, 2012 9:24 AM
To: Lansdell, Hayden GCPE:EX
Cc: Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX
Subject: FW: Premier's visit to Japan - PR requirements

As discussed yesterday.

Nancy Taylor
Director, International Marketing Secretariat Jobs, Tourism and Innovation T. 250 953.3397
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-----Original Message-----

From: Irwin, Paul JTI:EX
Sent: Tuesday, April 10, 2012 12:18 PM
To: Gordon, Matt GCPE:EX; Taylor, Nancy JTI:EX; Little, Christine JTI:EX
Cc: Gossen, Kelly L JTI:EX
Subject: FW: Premier's visit to Japan - PR requirements

And finally, my note to Tsuki Planning, the firm that we've used in the past, re. Premier's missions in Japan.

-----Original Message-----

From: Irwin, Paul JTI:EX
Sent: Wednesday, April 4, 2012 9:29 PM
To: osada@tsuki-p.com; inoue@tsuki-p.com
Cc: XT:Salsberg, Avrom JTI:IN; O'Brien, Rob JTI:EX; Ewert-Johns, Marcus JTI:EX; Gossen, Kelly L JTI:EX
Subject: Premier's visit to Japan - PR requirements

Dear Osada-san

Thank you for taking the time to meet with me during my recent visit to Tokyo as part of the advance planning for the Premier's mission to Japan, May 14-16.

As discussed, we would like to ensure that the Premier's brief visit to Japan receives as much media attention as possible, that events run smoothly and that that her message is well received both in Japan and back in British Columbia.

To that end, we would request a quotation from Tsuki Planning for the delivery of the following services:

Photography/Videography: hiring of an experienced photographer and videographer who can ensure good photos and video from the Premier's key events in Japan including the visit to Sendai, the Friends of BC reception, corporate lunch, mining seminar and potentially other events, such as the audience with Prince Takamkado.

Sendai visit: arrange for local media coverage of the Premier's visit to Sendai in the most efficient way possible - possible a media briefing or one-on-one interview

Friends of BC reception: coordinate invitation list and RSVP for this reception as well as potential media coverage, photography and any audio-video, decor and program arrangements, as required.

BC Lunch and media availability: disseminate news release and organize media participation at the lunch and following media conference; organization of media kits with materials from BC

JOGMEC saloon event: possible industry media participation (oil and gas, mining industry journals) at networking event at the embassy on the Wednesday morning.

If you have any questions about any of the above events - or would like any further clarification in order to provide an accurate quotation of services, please do not hesitate to ask.

We look forward to hearing from you soon.

Yours sincerely,

Paul Irwin

Premier's Letter

As the world begins to emerge from a period of financial uncertainty, business leaders are increasingly looking to the Pacific Rim for partnerships that drive innovations and new opportunities. I look forward to joining with you, our neighbours across the Pacific, to build long-term growth and prosperity.

On behalf of all British Columbians, I invite you to explore the abundant opportunities offered in our vibrant and diverse province.

Located on the west coast of Canada, British Columbia is ideally placed to support sustainable growth in the Asia Pacific region. Rich in natural resources and innovative technologies, we also have the world-class infrastructure and sophisticated supply chains that are required to meet the needs of expanding economies.

We are committed to maintaining the low-tax regime, fiscal discipline and stable banking system which have consistently earned British Columbia AAA credit ratings and have built our reputation as a safe harbour for investment.

Our world-renowned quality of life makes us a magnet for talent, attracting a wealth of intellectual resources and a multilingual workforce. We are proud of our ethnic diversity, and continue to strengthen our overseas trade relationships through business, personal and family connections.

I encourage you to learn more about what makes British Columbia one of the greatest places to live, work, study, visit and do business. Canada starts here – in British Columbia.

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 16, 2012 6:26 PM
To: Irwin, Paul JTI:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: Mission team - key roles and responsibilities

Hi Paul,

Thanks for this – gives us more people to chase down when we can't get you.

I am not certain that we have been invited to a meeting tomorrow. If there is one, the more involved we can be the better.

So you know, we have met with other GCPE shops as well as our HQ to identify who is leading on what based on the operational work plan. Am attaching most recent version as well as our day-to-day breakdown. Will send these out for our Wednesday call but am attaching for your info at this point.

Hayden



Trade Mission
operation Commun



Day-by-Day
trategic plan 16 A.

From: Irwin, Paul JTI:EX
Sent: Monday, April 16, 2012 6:20 PM
To: Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX; O'Brien, Rob JTI:EX; Ahn, Soo Kyung JTI:EX; Ramirez, Edwina D. JTI:EX; Collier, David JTI:EX; Gossen, Kelly L JTI:EX; Jordan, Annette JTI:EX; Matisz, Gregory E JTI:EX; Michon, Steven R JTI:EX; Taylor, Nancy JTI:EX; Lansdell, Hayden GCPE:EX; Ito, Akiko JTI:EX; Cho, Jungwha JTI:EX; Cho, Sung Joo JTI:EX; Seeley, Erin JTI:EX; Nicholas, Michael JTI:EX; Sen, Shom JTI:EX
Subject: Mission team - key roles and responsibilities

As part of our discussions tomorrow, I'd like to discuss the following mission team responsibilities list. I want to ensure that everyone has a clear and shared sense of expectations around their roles and what we will be looking to them to deliver associated with the Premier's mission. You may not see every last thing that you are doing on this list – but I hope I have captured the essence. If you think I am missing any key role that you are playing (or I have inadvertently skipped someone) please let me know. Of course Marcus is providing overall wise counsel and advice as a mission veteran!

Thanks everyone for your dedication and hard work in pulling off this mission in the less than 30 days remaining. With any other crew, I'd be worried! Talk to you tomorrow, Paul

Leadership:

Paul Irwin

- overall responsibility for all aspects of mission program development and successful delivery (corporate/government calls; events and announcements; delegations, logistics, marketing, budget, etc.)
- provides direction/leadership to work of the mission program and logistics teams

- provides input/direction to the activities of the TIRs in delivering mission program
- ongoing liaison with key stakeholders as required (official delegation, industry and community delegations, etc.)
- liaison with JTI executive and PO; liaison with Canadian Embassies and local Consulates on mission

Christine Little

- responsible for project management tracking for mission delivery (timelines, to do lists)
- development of weekly agenda and materials for DM/PO call, JTI planning meeting and other meetings as required
- ongoing liaison and direction to IGRS staff on i-briefing system requirements via sharepoint

Program:

Rob O'Brien

- responsible for day-to-day management of all aspects of the Japan program, working with TIR Tokyo and other Japan program organizers (i.e. FII/CWG on Sendai program)
- responsible for recruitment of LNG delegation for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in Japan to ensure they are aware of the mission and to identify any announcement opportunities

Sookyung Ahn

- responsible for day-to-day management of all aspects of the Korea program, working with TIR Seoul and other Korea program organizers (i.e. CWK/CMHC on green building seminar; BLG/Deloitte on mining seminar)
- responsible for recruitment of mining + bioenergy delegations for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in Korea to ensure they are aware of the mission and to identify any announcement opportunities

Edwina Ramirez

- responsible for day-to-day management of all aspects of the Philippines program – in particular, managing relationship with Philippines Consulate and supporting JTI PNP relationship with the Canadian Embassy
- responsible for recruitment of industry and community delegation to Philippines for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in the Philippines to ensure they are aware of the mission and to identify any announcement opportunities

David Collier

- responsible for supporting Japan and Korea programs with a focus on briefing note preparation
- working closely with Paul, Sookyung and Rob responsible for recruitment of technology delegates for mission (ICT, life sciences, clean tech), including providing details on the Premier's program and identification of any announcements associated with their participation

Logistics/Budget:

Kelly Gossen

- responsible for finalizing and managing contracts with hotels and other service providers (interpreters, ground transportation, pr firms, etc.) following review and sign-off by Paul Irwin
- responsible for acquisition and shipment of gifts and collateral associated with mission
- responsible for development of BMAs with Embassies, with review and sign-off by Paul Irwin
- responsible for finalizing delegation flights and hotel bookings

S16

Annette Jordan

- responsible for management of master program changes and updates in sharepoint
- shared responsibilities for items mentioned under Kelly Gossen

Ken Ewan

- responsible for maintaining delegation lists and listings of deals/announcements
- development and circulation of information on flights, hotels and public program to industry and community delegations, working closely with the program team

Steve Michon

- responsible for update of mission budget

Comms/Marketing:

Nancy Taylor

- responsible for development and delivery of collateral associated with the Premiers mission including backdrop signage and information brochures, as well as 'swag'

Hayden Lansdell / Sheldon Johnson

- responsible for development of Premier's mission communications strategy, including speeches, announcements and news releases throughout the program

Program Support:

Akiko Ito

- responsible for ongoing communication/liaison with the Japan Consulate on all aspects of the program
- support Rob in connecting with Japanese community and industry delegates in BC to ensure they are aware of the mission - and to identify any announcement opportunities

Jungwha Cho

- responsible for ongoing liaison with the Gyeonggi Provincial Government on all aspects of the Premier's program on May 17 in Suwon

Sung joo Cho

- providing support to the Korea portion of the program, including input to briefing materials; liaison as required with Ministry of the Knowledge Economy
- translation review and support as required

Serena Koo

- program support for industry events in Korea (mining association, green building seminar, etc.)

Other JTI:

Erin Seeley + team

- responsible for development and delivery of the job recruitment B2B matching program in the Philippines, working closely with the Canadian Embassy, including recruitment of delegation
- development of the LOI to be announced by Premier and Secretary of Labour and development of all briefing materials associated with the program

Reg Krake

- responsible for input of tourism elements for the Premier's mission, including agent names for invitations to receptions, video and collateral materials for receptions

Other Ministries:

IGRS

Marc-Andre Ouellette

- advisor on protocol issues associated with government-to-government aspects of the program, including with Princess Takamado, Gyeonggi Governor Kim, Miyaki Prefecture Governor, etc.
- work closely with JTI on liaison with Consulates (Marcus Ewert-Johns)

Don Haney

- support and input on key government-to-government relationships, in particular the BC-Gyeonggi sister province relationship
- leadership on the development of country briefing note materials on iPad, using Prezi software

Glenda Robertson/Gordon McLean

- responsible for development and management of sharepoint system for briefing materials, including output of itinerary summaries, briefing notes and event logistics information

FII

Kevin Regan

- responsible for development of forestry delegation to accompany the Premier's mission, working closely with Canada Wood Group and industry
- responsible for delivery of the Tsunami Reconstruction sod-turning event in Sendai
- input to the Green Building seminar program in Seoul
- delivery of briefing materials associated with the forest product sector in these markets

MOTI

Lisa Gow

- responsible for the recruitment of the Gateway delegation to accompany the Premier's mission, working closely with Dave Byng and MOTI colleagues
- delivery of briefing materials associated with the transportation/gateway sectors in these markets

AVED

Janice Larson

- support the recruitment of the education delegation to accompany the Premier's mission, working closely with JTI and possibly BCCIE
- delivery of briefing materials associated with the international education sector in these markets

MEM

Guy Gensey / Laurel Nash / Ines Piccinino

- support for the recruitment of the mining and LNG delegations to accompany the Premier's mission, working closely with JTI
- delivery of briefing materials associated with the mining and natural gas sectors in these markets

MAL

Brenda Lennox

- support the recruitment of agrifood delegates to accompany the Premier's mission – including those able to feature their products at BC receptions and lunches in market
- delivery of briefing materials associated with the agrifood sectors in these markets

Trade Mission Operation Communications Plan

Last updated: 13 April

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
Thur Apr 5 12:00	N/A	Cultural and economic ties	Premier announces trip	Fibreco North Vancouver	<ul style="list-style-type: none"> • Photo and captions • Video • Tweet/FB post • Speaking notes • News release • Fact sheet 	JTI
Thur May 3		Cultural and economic ties	Premier announces program and attendees	TBD	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) • News Release (SJ) • Fact Sheet (SJ) • QAs (SJ) 	JTI
TBD		Cultural and economic ties	Premier speaks to media at event focused on Japanese community	TBD		JTI Multi-C
TBD		Cultural and economic ties	Premier speaks to media at event focused on South Korean community	TBD		JTI Multi-C
TBD		Cultural and economic ties	Premier speaks to media at event focused on Philippine community	TBD		JTI Multi-C

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
Sat May 12 10:00		Cultural and economic ties	Premier speaks to media pre- departure (including Ethnic media). Includes industry representatives traveling with mission.	TBD	<ul style="list-style-type: none"> • Event Plan (SJ) • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) • NR (SJ) • QAs (SJ) 	JTI
Travel to Narita; travel to Sendai – Day 1 – Sunday May 13						
Day 2: Monday, May 14						
Mon May 14 17:15	Mon May 14 09:15 - 09:45	Goodwill	Greeted by Mayor of Natori Brief Press Announcement	Sendai TBD	•	JTI/HQ social media FII
Mon May 14 17:55	Mon May 14 09:55 – 11:00	Goodwill	Main Photo/video opp of day Premier lays wreath at shrine for tsunami victims Media availability	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) • NR (SJ w/ FII) 	JTI/HQ social media
Mon May 14 19:15	Mon May 14 11:15 – 12:15	Goodwill	Lunch with Natori JHS kids and Natori staff	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (AVED) 	JTI/HQ social media AVED

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
Mon May 14 21:15	Mon May 14 13:15 – 14:45	Cultural ties	Meeting with Vice-Governor of Miyagi	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) 	IGRS/JTI/ HQ
Travel to Tokyo						
Mon May 14 02:30	Mon May 14 18:30	Cultural ties	Friends of BC Reception	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) 	JTI/HQ
Day 3: Tuesday, May 15						
	Tues May 15 09:30	Cultural ties	Main Photo/video opp of day Audience with Princess Takamado	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) 	IGRS/JTI/ HQ
	Tues May 15 12:00	Economic ties and Trade	Corporate Luncheon with Canada Chamber of Commerce in Japan	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) 	JTI/HQ
	Tues May 15 13:30- 14:30	TBD	Media Availability	Tokyo	<ul style="list-style-type: none"> • Media advisory (SJ) • Key messages (SJ) 	JTI/HQ
	Tues May 15 15:00	Jobs Plan NG Sector	Mitsubishi Corporation Corporate Call	Tokyo	<ul style="list-style-type: none"> • News Release (MEM) • Tweets/FB post (MEM) 	JTI/HQ MEM

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
	Tues May 15 16:00	Economic ties and Trade	Japanese Ministries of Foreign Affairs and Economy, Trade, and Industry	Tokyo	<ul style="list-style-type: none"> TBD 	JTI/HQ
	Tues May 15 18:30	Economic ties and Trade	Japan Investors Dinner	Tokyo	<ul style="list-style-type: none"> Speaking points (HQ) Photo and captions (HQ) Tweet/FB post (SJ) 	JTI/HQ
Day 4: Wednesday, May 16						
	Wed May 16 09:30- 10:15	Jobs Plan Technology Sector	DeNA corporate call	Tokyo	<ul style="list-style-type: none"> NR celebrating jobs in Vancouver (SJ) Tweet/FB post (SJ) 	JTI/HQ
	Wed May 15 10:20 – 11:00	Jobs Plan Technology Sector	Takeda Corporate Call	Tokyo	TBD	JTI/HQ
	Wed May 16 10:30 - 12:30	Jobs Plan NG Sector	Main Photo/video opp of day BC Natural Gas / LNG Seminar	Tokyo	<ul style="list-style-type: none"> Speaking points (HQ) Photo and captions (HQ) Tweet/FB post (MEM) 	JTI/HQ MEM
	Wed May 16 11:30- 12:00	Jobs Plan NG Sector Mining Sector	Japan Oil, Gas, and Metals National Corporation	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
	Wed May 16 12:00- 13:30	Jobs Plan NG Sector Mining Sector Forestry Sector	Canada Resource Saloon (at Embassy)	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
	Wed May 16 13:00- 13:30	Jobs Plan	Aeon Bilateral	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (AVED) 	JTI/HQ AVED
Travel to Seoul						
Day 5: Thursday, May 17						
	Thur May 17 10:00	Cultural ties	Meeting with Korean Organizing Committee for 2018 Pyeongchang Olympics BC Forest Products Roundtable MOU signing re 200 unit wood housing unit	Seoul	<ul style="list-style-type: none"> Speaking notes (HQ) News release (SJ w/ FII) Video (HQ) Photos and captions (HQ) Tweets/FB post (SJ) 	JTI/HQ FII
	Thur May 17 11:30	Jobs Plan Technology and Forest Sectors	MOU signing between UBC and KIST re bioenergy MEDIA AVAILABILITY	Seoul	<ul style="list-style-type: none"> News release (SJ) Tweets/FB (SJ) Key messages (SJ) Media advisory (SJ) 	JTI/HQ AVED
	Thur May 17 12:00	Economic ties Jobs Plan	Korea-Canada Chamber of Commerce (luncheon)	Seoul	<ul style="list-style-type: none"> Speaking notes (HQ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ
Travel to Suwon						
	Thur May 17 14:05	Jobs Plan Int'l Education Sector	Address at Suwon Foreign Language School	Suwon	<ul style="list-style-type: none"> Speaking notes Video Photos and captions Tweets/FB 	JTI/HQ AVED

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
	Thur May 17 15:00	Cultural ties	Main Photo/video opp of day Hwaseong Fortress Tour - Traditional clothing - Marching band - Martial arts	Suwon	<ul style="list-style-type: none"> • Video • Photos and captions • Tweets/FB 	IGRS/JTI/ HQ
	Thur May 17 17:00	Cultural and economic ties Forest sector	Meeting with Governor Moon-soo Kim Announcement of BC Day in Gyeonggi Province	Suwon	<ul style="list-style-type: none"> • Photos and captions • Tweets/FB 	IGRS/JTI/ HQ
	Thur May 17 17:30	Cultural and economic ties	BC Day Event Flag raising and tree planting	Suwon	<ul style="list-style-type: none"> • Speaking notes • Video • Photos and captions • Tweets/FB 	IGRS/JTI/ HQ
	Thur May 17 18:30	Jobs Plan Technology Sector	Techno Pavilion tour - Digital media focus - ICT focus Sister Province Dinner	Suwon	<ul style="list-style-type: none"> • Speaking notes • Video • Photos and captions • Tweets/FB 	JTI/HQ
Travel to Seoul						
Day 6: Friday, May 18						
	Fri May 18 10:00	Jobs Plan Mining Sector	Main Photo/video opp of day BC Mining Roundtable	Seoul	<ul style="list-style-type: none"> • TBD 	JTI/HQ MEM

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
	Fri May 18 11:30	Jobs Plan NG Sector	Meeting with KOGAS re investment in BC LNG development Lunch with KOGAS	Seoul / Bundang	• TBD	JTI/HQ MEM
	Fri May 18 14:30	Jobs Plan Tech and Forest Sectors	Meeting with Korea's Ministry of Knowledge Economy Focus on bio-energy	Seoul	• TBD	JTI/HQ AVED MEM
	Fri May 18 16:00	Jobs Plan Mining and NG Sectors	Meeting with POSCO Korea's largest investor in BC	Seoul	•	JTI/HQ MEM
	Fri May 18 18:30	Cultural and economic ties	Friends of BC Reception	Seoul	• Speaking notes • Photos and captions • Tweets/FB	JTI/HQ
Day 7: Saturday, May 19						
Travel to Manila						
	Sat May 19 13:00	Jobs Plan Labour	Meeting with Secretary of Labour and Employment Lunch	Manila	• News release • Photos and captions • Tweets/FB	JTI/HQ/ IGRS
	Sat May 19 15:00	Jobs Plan Labour	Main Photo/video opp of day Ribbon Cutting BC Jobs Recruitment Fair	Manila	• Speaking notes • Video • Photos and captions • Tweets/FB	JTI/HQ

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE	Lead
	Sat May 19 19:00	Cultural ties	Friends of BC Dinner	Manila	<ul style="list-style-type: none"> • Speaking notes • Video • Photos and captions • Tweets/FB 	JTI/HQ

Day-by-Day Communications – 2012 Mission

Last updated: 16 April

Day 1 – N/A due to travel

Day 2 – Sendai w/ Focus on Tsunami Relief

Domestic Objective – TBD

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key News Release – Wreath Laying: Premier lays wreath at shrine for tsunami victims

Key Photo – As above

Key Video – As above

Key Media Avail – TBD

Day 3 – Tokyo w/ Focus on Cultural and Economic Ties

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's natural gas sector and associated job market.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the BC investment opportunities available to them.

Key News Release – Mitsubishi: Final plan for LNG export terminal in Kitimat (possible)

Key Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 13:30 in Japan; 21:30 in British Columbia

Day 4 – Tokyo w/ Focus on Economic Ties

Domestic Objective – Highlight the diversity of BC's economic relationship with Japan; jobs in BC's technology and natural resource sectors will be linked to trade with and economic activity in Japan.

Message of the Day – As the world's economy continues its recovery, we plan to be front-and-centre in Asia – promoting further investment into, and shipping more exports out of BC. We know that by creating new opportunities in Asia we create more jobs for BC Families.

Key News Release – DeNA Corporate call: Celebrating DeNA's expansion in Vancouver

Key Photo – Premier's participation in BC Natural Gas / LNG Seminar

Key Video – Premier’s participation in BC Natural Gas / LNG Seminar

Key Media Avail – TBD

Day 5 – Seoul and Suwon w/ BC Day Events

Domestic Objective – Emphasize government’s support for the diversification of trade in BC’s wood industry (green buildings; bioenergy).

Message of the Day – BC shares interest in the green economy and green technology. As Korea diversifies its energy mix, BC can help by providing products such as bio-energy and wood pellets.

Key News Release – Wood First: MOU signing re 200 unit green (wood) building

Key Photo – Fortress Tour: Traditional dress; marching band; and martial arts

Key Video – Fortress Tour: Traditional dress; marching band; and martial arts

Key Media Avail – Bioenergy MOU: Agreement between UBC and KIST

Secondary photo and video – BC Flag Raising: Celebration of BC Day; tree planting

Day 6 – Seoul w/ focus on Natural Resources

Domestic Objective – Highlight the importance of Korea (and other Asian economies) in supporting job growth through the investment in and development of natural resource opportunities.

Message of the Day – We are meeting with Korean investors and reminding them about our commitment to have 8 new mines in operation by 2015 – a commitment that presents great opportunity for both Korea and BC.

Key News Release – Likely something from KOGAS

Key Photo – TBD

Key Video – TBD

Key Media Avail – TBD

Day 7 – Manila w/ Focus on Labour Mobility

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day - We want to ensure that when immigrants are considering Canada – they are aware of the opportunity that exists in BC.

Key News Release – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo – Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – TBD

Johnson, Sheldon GCPE:EX

From: Woolley, Paul GCPE:EX
Sent: Tuesday, April 17, 2012 12:29 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Cc: Beaupre, Darren GCPE:EX
Subject: Trade mission

Hi folks,

We met with our program folks yesterday. They tell us the trade mission briefing notes from our Ministry will be in Friday.

Knowing this, perhaps we should compare notes next Monday or Tuesday to see how things fit.

Paul Woolley
Communications and Public Engagement
Energy and Mines
Government of British Columbia
(250) 952-0621 office
(250) 213-1171 cell.
(250) 952-0627 fax.
Paul.Woolley@gov.bc.ca

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, April 17, 2012 7:55 PM
To: Dila, Mary GCPE:EX
Cc: Fraser, John Paul GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Re: Material for tomorrow's meeting

Sure thing. Let's set something up for Thursday.

Hayden

From: Dila, Mary GCPE:EX
Sent: Tuesday, April 17, 2012 06:28 PM
To: Lansdell, Hayden GCPE:EX
Cc: Fraser, John Paul GCPE:EX
Subject: Re: Material for tomorrow's meeting

Thanks, Hayden.

On related matter, it might be good idea to schedule a web meeting with JTI, Newsroom, JobsPlan web teams.

Carolynn Hunter has good background coordinating Newsroom for last mission. Not sure who JTI lead was and JobsPlan team new to this.

Also GCPE videographer (confirmed for mission) should be included, as they will be packaging and sending visual assets to web teams.

Sent from my iPhone

On 2012-04-17, at 5:40 PM, "Lansdell, Hayden GCPE:EX" <Hayden.Lansdell@gov.bc.ca> wrote:

Hi all,

Please find updated material for tomorrow's meeting.

Couple notes

1. We are doing one NR a day highlighting the key story and then providing secondary stories. This is reflected in the op plan.
2. KMs in the day-by-day doc are updated and we are working on a strategy wrt media avails.
3. Have started to identify which speeches are majors and which are not; length of speeches is identified in the op plan and will be validated with program folks.

Hayden

<Trade Mission Operation Communications Plan_April 17 (3).docx>

<Day-by-Day strategic plan 17 Apr (2).docx>

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, April 17, 2012 5:42 PM
To: Johnson, Sheldon GCPE:EX; Ritchie, Leanne GCPE:EX
Cc: Chant, Jon GCPE:EX
Subject: FW: request for briefing materials - Embassy in Korea
Attachments: IB_LBP-#4088908-v1-April 12 2102 - Republic of Korea Country Profile - EVERGREEN.DOCX; IB_LBP-#3772922-v3- Canada-Republic of Korea Bilateral Relations (EVERGREEN).docx.DOCX; IB_LBP-#3788433-v1-1 mars 2012 Evergreen Canada-Korea Commercial Relations.docx.doc

For your files and for use in dev't of product.

Hayden

From: Irwin, Paul JTI:EX
Sent: Tuesday, April 17, 2012 2:52 PM
To: Haney, Donald IGRS:EX; Little, Christine JTI:EX; Lansdell, Hayden GCPE:EX; Ahn, Soo Kyung JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: FW: request for briefing materials - Embassy in Korea

Ask and we shall receive, it seems. These notes will nicely augment our own.

From: Paul.Norila@international.gc.ca [<mailto:Paul.Norila@international.gc.ca>]
Sent: Tuesday, April 17, 2012 2:18 AM
To: Irwin, Paul JTI:EX
Cc: XT:Salsberg, Avrom JTI:IN; XT:Kim, Kyung-Suk JTI:IN; Ewert-Johns, Marcus JTI:EX; Michael.Danagher@international.gc.ca
Subject: RE: request for briefing materials

Please find attached some background briefs on Korea.

Paul

From: Irwin, Paul JTI:EX [<mailto:Paul.Irwin@gov.bc.ca>]
Sent: April 16, 2012 6:57 AM
To: Gerrits, Karra-Lee -MANIL -TD; Norila, Paul -SEOUL -TD; Beaulieu, Stéphane -TOKYO -TD
Cc: XT:Salsberg, Avrom JTI:IN; XT:Kim, Kyung-Suk JTI:IN; Ewert-Johns, Marcus JTI:EX
Subject: request for briefing materials

Dear DFAIT Colleagues,

In discussions with the Embassies in Tokyo, Seoul and Manila, I believe we mentioned at each of our meetings that it would be extremely useful if there were briefing materials that you could share with us for incorporation in Premier Clark's briefing binder/iPad.

These could include the obvious overview briefings on the status of Canada-X economic and political relations – as well as notes prepared in the recent past for any of the corporate and government meetings we will be seeking to set up for the Premier. Your notes will be extremely helpful for us in briefing the Premier – as well as ensuring that we are 'on message' with our federal counterparts on key issues!

Many thanks for your kind cooperation.

Paul

Paul Irwin

Senior Director - North Asia

Lead, Global Clean Energy and Environmental Technology Practice

International Relations and Business Development Branch

Ministry of Jobs, Tourism and Innovation

Asia Pacific Business Centre

Suite 288 - 800 Hornby Street

Vancouver, BC, CANADA, V6Z 2C5

Phone: +1 (604) 660-5906 Fax: +1 (604) 660-2251

Mobile: S17 Email: paul.irwin@gov.bc.ca

Web: www.britishcolumbia.ca

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Thursday, April 19, 2012 5:37 PM
To: Johnson, Sheldon GCPE:EX
Subject: FW: Collateral review

FYI

From: Lansdell, Hayden GCPE:EX
Sent: Thursday, April 19, 2012 4:13 PM
To: Pantazopoulos, Dimitri IGRS:EX
Cc: Hayden, Dana JTI:EX; Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Chiarelli, Nina GCPE:EX
Subject: Collateral review

Dimitri,

Thanks for taking the time to meet with us the other day regarding the collateral for the upcoming trade mission. Wanted to provide an update on the issues we discussed.

1. Backdrop – Given the fact that these are already printed, we have two proposals to address the concerns around the lack of a specific link with the country in which the event is taking place : 1) we use the podium signs to identify the event and date (options attached); 2) if projection is available on-site, we can project the backdrop with added event-specific information.
2. Folio – Nancy's team is looking at the info graphics on the left-hand side with a view to aligning them with the investment opportunities available in BC. WRT the map, we are looking at how we can make the graphics (ports, airports) larger but superimposing photos onto the map is not possible. Finally, we will add photos to the elevator speech page to provide graphic support to the language (stable economy, business advantages, etc.).
3. Pull-up Banners – We will create a new pull-up banner dedicated to the natural gas sector. WRT the other sectors not addressed in the current set (int'l education, tourism, ag), banners are available for the Agrifood sector, but we would propose that we not develop and print banners for the others as they are covered through other means (table pamphlets) and are not sectors about which we are meeting while on the mission. As well, wrt your comment on the gold graphic in the mining pull-up banner, we would like to leave this banner as is for a couple reasons – first, these banners are already printed, and second, a map, as proposed, would not show up well on the banner.

Let me know if you are comfortable with this path forward.

Hayden

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Friday, April 20, 2012 4:05 PM
To: Johnson, Sheldon GCPE:EX; Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Little, Christine JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: RE: the case for media engagement in-market

No – that is not part of their contract.

Nancy Taylor
Director, International Marketing Secretariat
Jobs, Tourism and Innovation
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M: S17
3rd Floor, 1803 Douglas St. Victoria, B.C. V8T 5C3
Nancy.Taylor@gov.bc.ca

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Find the latest on Trade and Investment in British Columbia: www.britishcolumbia.ca

From: Johnson, Sheldon GCPE:EX
Sent: Friday, April 20, 2012 4:04 PM
To: Taylor, Nancy JTI:EX; Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Little, Christine JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: RE: the case for media engagement in-market

Thanks Nancy,

Did you get a sense that Cossette could assist with the Philippines market as well? (not that we're there long)

From: Taylor, Nancy JTI:EX
Sent: Friday, April 20, 2012 4:02 PM
To: Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX; Little, Christine JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: RE: the case for media engagement in-market

This is a very good summary. My inserts in red:

In terms of the case for how this links to what Cossette has been asked to do – I will defer to Nancy for the language – but I think we can say quite simply that there is no greater opportunity to focus media/industry/key stakeholder attention on BC and what the province has to offer in these markets than when the Premier of the province (the head spokesperson) comes to visit. In-market media coverage is an opportunity to highlight British Columbia's competitive advantages in key Jobs Plan sectors, and provide opportunities to leverage that media coverage in future promotions under the International Marketing Plan for greater influence and education about British Columbia's exports and

investment opportunities. The strategic approach proposed for the International Marketing Plan includes a strong media and public relations component to drive interest, awareness, and ultimately investment. This is part of Cossette's remit.

Engagement with local in-market media ensures that the messages we want to convey reach a broader audience of informed decision-makers – both in that market – but also back here in BC. The Korean, Japan and Filipino press in BC will all pick up and run the stories that they pick from the wire / their media outlets in Tokyo, Seoul and Manila. The links between the market and BC are particularly strong in Korea and the Philippines – but even stories from Japan will find their way back to BC. And, as Nancy mentioned, this media coverage lives on on the web and allows us to re-purpose coverage for future opportunities.

We have now whittled down the 'ask' for any local PR firm – as I have now separated out any event management requirements from the media engagement costs. Similarly, we have confirmed arrangements for videographer/photographer and upload of materials to the website. So we are really just focusing on the elements of media engagement (dissemination of news releases, arrangement of media opportunities/briefings/events, as well as media one-on-ones).

Cossette has developed a basic workplan for the International Marketing Plan that includes pr support for the Japan/Korea mission, including, preparing opportunities lists, pitches, pitch interviews, and media liaison and outreach before, during and post-mission.

Here are the basic elements that we see at critical:

Sendai

- critical to engage with local media here to ensure coverage of what BC is doing to assist with the reconstruction efforts. While the national newspapers may not cover the Premier in Sendai – the local papers will – and in turn, this will be picked up back in BC
- the plan is to invite local media to the MOU signing associated with the announcement of BC's investment in a library/public market project. Depending on timing and interest, a brief media Q&A could take place at this time. other opportunities include the coverage of the Premier laying the wreath – and the encounter with the Natori school kids

Tokyo

- options in Tokyo include a media conference immediately following the BC Lunch on the 15th where the Premier would witness some MOU signings (see list – e.g. UNBC-Women's College; Powertech-Tomoe, etc.) and answer questions from the media
- another option is a one-on-one with Nikkei, Japan's leading business newspaper, around Mitsubishi's investment in the Shell consortium investing in Kitimat LNG terminal. We are working with Mitsubishi to determine what they might be in a position to announce – but this would be a prestigious opportunity to speak about LNG in BC

Seoul

- similarly in Seoul, we have identified a pre-lunch media opportunity to witness the MOU signing between UBC and the any other MOUs/deal signings – as well as answer questions from the media
- depending on interest of the Premier, a similar one-on-one interview could be held with a leading newspaper of record in Korea
- there will be plenty of media coverage in Gyeonggi – which the Gyeonggi provincial government can arrange.

Manila

- finally, the Philippines is a vast, diverse and overwhelmingly friendly media environment. although we don't have a lot of time in Manila, media could be invited to the opening of the BC jobs fair and Statement of Intent signing – followed by some Q&A with the Premier and the Secretary of Labour
- a few key media could be invited to join the Friend of BC reception dinner – and we already have requests from magazines to do 'profiles' of the Premier - all of which will play well both in Manila and BC

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From: Irwin, Paul JTI:EX
Sent: Friday, April 20, 2012 3:16 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX; Taylor, Nancy JTI:EX; Little, Christine JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: the case for media engagement in-market

Hi All,

Great to have this discussion today about engaging with local media on the ground as part of a broader exercise of branding / international marketing in Asia.

In terms of the case for how this links to what Cossette has been asked to do – I will defer to Nancy for the language – but I think we can say quite simply that there is no greater opportunity to focus media/industry/key stakeholder attention on BC and what the province has to offer in these markets than when the Premier of the province (the head spokesperson) comes to visit.

Engagement with local in-market media ensures that the messages we want to convey reach a broader audience of informed decision-makers – both in that market – but also back here in BC. The Korean, Japan and Filipino press in BC will all pick up and run the stories that they pick from the wire / their media outlets in Tokyo, Seoul and Manila. The links between the market and BC are particularly strong in Korea and the Philippines – but even stories from Japan will find their way back to BC. And, as Nancy mentioned, this media coverage lives on on the web and allows us to re-purpose coverage for future opportunities.

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Here are the basic elements that we see at critical:

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- finally, the Philippines is a vast, diverse and overwhelmingly friendly media environment. although we don't have a lot of time in Manila, media could be invited to the opening of the BC jobs fair and Statement of Intent signing – followed by some Q&A with the Premier and the Secretary of Labour
- a few key media could be invited to join the Friend of BC reception dinner – and we already have requests from magazines to do 'profiles' of the Premier - all of which will play well both in Manila and BC

We can certainly expand on any of these opportunities – but hope this is helpful for starters.

Thanks

Paul

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Monday, April 23, 2012 1:40 PM
To: Lansdell, Hayden GCPE:EX; Irwin, Paul JTI:EX; Little, Christine JTI:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: Mission Update (Material)

Thanks Hayden, we will work on these changes for tomorrow final and into translation.

Nancy Taylor
Director, International Marketing Secretariat
Jobs, Tourism and Innovation
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From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 23, 2012 1:35 PM
To: Taylor, Nancy JTI:EX; Irwin, Paul JTI:EX; Little, Christine JTI:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: Fw: Mission Update (Material)

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Monday, April 23, 2012 01:22 PM
To: Lansdell, Hayden GCPE:EX
Subject: RE: Mission Update (Material)

Hayden

I have looked through the materials you sent me. I do not have a copy of the updated pull-up signs.
As for the inside folder, it is much better. I presume the "X trillion cubic feet" will be changed to an actual number?
Also, under Competitive Business Environment, I would suggest the following...

- AAA-Plus Credit Rating
- Stable government spending and taxation
- Low corporate taxes
- Skilled workforce, multi-ethnic community

In terms of the Growing Knowledge Economy, I think we could replace this with the following:
Strategy to Build on British Columbia's competitive advantages in key industries:

- [List the eight sectors]

Of course, feel free to wordsmith all of this, but I think this is the direction

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 23, 2012 8:42 AM
To: Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Bhullar, Barinder PREM:EX; Ouellette, Marc-Andre IGRS:EX; Mentzelopoulos, Athana GCPE:EX; Maranda, Pierrette IGRS:EX; Haakstad, Kim PREM:EX; Haney, Donald IGRS:EX; Parhar, TJ S JTI:EX; Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Hayden, Dana JTI:EX
Cc: Fattouche, Simone TRAN:EX
Subject: RE: Mission Update (Material)

Attached are the items for agenda item six.

Hayden

From: Fanning, Lindsey TRAN:EX **On Behalf Of** Byng, Dave A TRAN:EX
Sent: Monday, April 23, 2012 8:36 AM
To: Pantazopoulos, Dimitri IGRS:EX; Bhullar, Barinder PREM:EX; Ouellette, Marc-Andre IGRS:EX; Mentzelopoulos, Athana GCPE:EX; Maranda, Pierrette IGRS:EX; Haakstad, Kim PREM:EX; Haney, Donald IGRS:EX; Parhar, TJ S JTI:EX; Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Lansdell, Hayden GCPE:EX; Ewert-Johns, Marcus JTI:EX; Hayden, Dana JTI:EX
Cc: Fattouche, Simone TRAN:EX
Subject: Mission Update (Material)

Attached please find additional materials to the mission update conference call for 10:00 a.m. today.

Regards,

Lindsey Fanning
Office of the COO
Ministry of Transportation and Infrastructure
250-387-7671



[Visit the Government of British Columbia Website](#)

From: Lansdell, Hayden GCPE:EX
Sent: Thursday, April 19, 2012 5:46 PM
To: Pantazopoulos, Dimitri IGRS:EX
Cc: Hayden, Dana JTI:EX; Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Chiarelli, Nina GCPE:EX
Subject: RE: Collateral review

And in follow up to this, please find attached the proposed alternative inside folio page.

Hayden

From: Lansdell, Hayden GCPE:EX
Sent: Thursday, April 19, 2012 4:13 PM
To: Pantazopoulos, Dimitri IGRS:EX
Cc: Hayden, Dana JTI:EX; Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Chiarelli, Nina GCPE:EX
Subject: Collateral review

Dimitri,

Thanks for taking the time to meet with us the other day regarding the collateral for the upcoming trade mission. Wanted to provide an update on the issues we discussed.

1. Backdrop – Given the fact that these are already printed, we have two proposals to address the concerns around the lack of a specific link with the country in which the event is taking place : 1) we use the podium signs to identify the event and date (options attached); 2) if projection is available on-site, we can project the backdrop with added event-specific information.
2. Folio – Nancy's team is looking at the info graphics on the left-hand side with a view to aligning them with the investment opportunities available in BC. WRT the map, we are looking at how we can make the graphics (ports, airports) larger but superimposing photos onto the map is not possible. Finally, we will add photos to the elevator speech page to provide graphic support to the language (stable economy, business advantages, etc.).
3. Pull-up Banners – We will create a new pull-up banner dedicated to the natural gas sector. WRT the other sectors not addressed in the current set (int'l education, tourism, ag), banners are available for the Agrifood sector, but we would propose that we not develop and print banners for the others as they are covered through other means (table pamphlets) and are not sectors about which we are meeting while on the mission. As well, wrt your comment on the gold graphic in the mining pull-up banner, we would like to leave this banner as is for a couple reasons – first, these banners are already printed, and second, a map, as proposed, would not show up well on the banner.

Let me know if you are comfortable with this path forward.

Hayden

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 18, 2012 7:27 PM
To: Taylor, Nancy JTI:EX; Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX
Cc: Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX
Subject: Re: Mission team - key roles and responsibilities

Hi all.

Re Paul's points:

1. Will verify with Nina tomorrow. Wondering, though, when Dimitri said we are not doing them? The message to us has always been to plan for them. If it's not right, that's fine with us as it is less work, but need to hear it from the Premier's event people.

2. Totally agree.
on that.

S13

Re witnesses, I am not clear

3. Yeah. The 30th is what we'll work to. And we'll do our best.

S13

Final point - I think we should talk some time tomorrow on the narrative visuals Sara raised today.

Hayden

From: Taylor, Nancy JTI:EX
Sent: Wednesday, April 18, 2012 06:39 PM
To: Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Cc: Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX
Subject: Re: Mission team - key roles and responsibilities

On point 2 totally agree Paul and in fact while not having seen Cossette's contract, I believe it includes this kind of pr support. Their project plan certainly includes these activities for Japan and Korea mission support and I think they have begun working.

S13

From: Irwin, Paul JTI:EX
Sent: Wednesday, April 18, 2012 05:56 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Cc: Taylor, Nancy JTI:EX; Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX
Subject: RE: Mission team - key roles and responsibilities

Hi guys – an interesting first comms meeting! ☺ I do want to pursue a couple of things further – but didn't want to flag on the call.

First – can we determine once and for all if there are ‘community-specific’ media events or not in advance of the mission? My understanding from Dimitri is there won’t be.

Second –

S13

S13

Also, this is part of the broader strategy of brand awareness raising in these markets about BC – the Premier’s visit is a golden opportunity to raise BC’s profile. Also, who is going to ‘witness’ all of these MOU signings and announcements?

Third – although it’s valiant to state that we want comms messaging all locked down by April 30th – we find from past experience that the program is never locked down until the last minute. But of course, we’ll do our best.

Thanks – and talk soon, I’m sure.

Cheers,

Paul

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 16, 2012 6:26 PM
To: Irwin, Paul JTI:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: RE: Mission team - key roles and responsibilities

Hi Paul,

Thanks for this – gives us more people to chase down when we can’t get you.

I am not certain that we have been invited to a meeting tomorrow. If there is one, the more involved we can be the better.

So you know, we have met with other GCPE shops as well as our HQ to identify who is leading on what based on the operational work plan. Am attaching most recent version as well as our day-to-day breakdown. Will send these out for our Wednesday call but am attaching for your info at this point.

Hayden

__ << File: Trade Mission Operation Communications Plan_April 16.docx >> _____ << File: Day-by-Day strategic plan 16 Apr.docx >> _____

From: Irwin, Paul JTI:EX
Sent: Monday, April 16, 2012 6:20 PM
To: Ewert-Johns, Marcus JTI:EX; Little, Christine JTI:EX; O'Brien, Rob JTI:EX; Ahn, Soo Kyung JTI:EX; Ramirez, Edwina D. JTI:EX; Collier, David JTI:EX; Gossen, Kelly L JTI:EX; Jordan, Annette JTI:EX; Matisz, Gregory E JTI:EX; Michon, Steven R JTI:EX; Taylor, Nancy JTI:EX; Lansdell, Hayden GCPE:EX; Ito, Akiko JTI:EX; Cho, Jungwha JTI:EX; Cho, Sung Joo JTI:EX; Seeley, Erin JTI:EX; Nicholas, Michael JTI:EX; Sen, Shom JTI:EX
Subject: Mission team - key roles and responsibilities

As part of our discussions tomorrow, I’d like to discuss the following mission team responsibilities list. I want to ensure that everyone has a clear and shared sense of expectations around their roles and what we will be

looking to them to deliver associated with the Premier's mission. You may not see every last thing that you are doing on this list – but I hope I have captured the essence. If you think I am missing any key role that you are playing (or I have inadvertently skipped someone) please let me know. Of course Marcus is providing overall wise counsel and advice as a mission veteran!

Thanks everyone for your dedication and hard work in pulling off this mission in the less than 30 days remaining. With any other crew, I'd be worried! Talk to you tomorrow, Paul

Leadership:

Paul Irwin

- overall responsibility for all aspects of mission program development and successful delivery (corporate/government calls; events and announcements; delegations, logistics, marketing, budget, etc.)
- provides direction/leadership to work of the mission program and logistics teams
- provides input/direction to the activities of the TIRs in delivering mission program
- ongoing liaison with key stakeholders as required (official delegation, industry and community delegations, etc.)
- liaison with JTI executive and PO; liaison with Canadian Embassies and local Consulates on mission

Christine Little

- responsible for project management tracking for mission delivery (timelines, to do lists)
- development of weekly agenda and materials for DM/PO call, JTI planning meeting and other meetings as required
- ongoing liaison and direction to IGRS staff on i-briefing system requirements via sharepoint

Program:

Rob O'Brien

- responsible for day-to-day management of all aspects of the Japan program, working with TIR Tokyo and other Japan program organizers (i.e. FII/CWG on Sendai program)
- responsible for recruitment of LNG delegation for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in Japan to ensure they are aware of the mission and to identify any announcement opportunities

Sookyung Ahn

- responsible for day-to-day management of all aspects of the Korea program, working with TIR Seoul and other Korea program organizers (i.e. CWK/CMHC on green building seminar; BLG/Deloitte on mining seminar)
- responsible for recruitment of mining + bioenergy delegations for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in Korea to ensure they are aware of the mission and to identify any announcement opportunities

Edwina Ramirez

- responsible for day-to-day management of all aspects of the Philippines program – in particular, managing relationship with Philippines Consulate and supporting JTI PNP relationship with the Canadian Embassy
- responsible for recruitment of industry and community delegation to Philippines for mission, including providing details on the Premier's program and identification of any announcements associated with their participation
- connect with BC companies/clients we are working with in the Philippines to ensure they are aware of the mission and to identify any announcement opportunities

David Collier

- responsible for supporting Japan and Korea programs with a focus on briefing note preparation
- working closely with Paul, Sookyoung and Rob responsible for recruitment of technology delegates for mission (ICT, life sciences, clean tech), including providing details on the Premier's program and identification of any announcements associated with their participation

Logistics/Budget:

Kelly Gossen

- responsible for finalizing and managing contracts with hotels and other service providers (interpreters, ground transportation, pr firms, etc.) following review and sign-off by Paul Irwin
- responsible for acquisition and shipment of gifts and collateral associated with mission S16
- responsible for development of BMAs with Embassies, with review and sign-off by Paul Irwin
- responsible for finalizing delegation flights and hotel bookings

Annette Jordan

- responsible for management of master program changes and updates in sharepoint

- shared responsibilities for items mentioned under Kelly Gossen

Ken Ewan

- responsible for maintaining delegation lists and listings of deals/announcements
- development and circulation of information on flights, hotels and public program to industry and community delegations, working closely with the program team

Steve Michon

- responsible for update of mission budget

Comms/Marketing:

Nancy Taylor

- responsible for development and delivery of collateral associated with the Premiers mission including backdrop signage and information brochures, as well as 'swag'

Hayden Lansdell / Sheldon Johnson

- responsible for development of Premier's mission communications strategy, including speeches, announcements and news releases throughout the program

Program Support:

Akiko Ito

- responsible for ongoing communication/liaison with the Japan Consulate on all aspects of the program
- support Rob in connecting with Japanese community and industry delegates in BC to ensure they are aware of the mission - and to identify any announcement opportunities

Jungwha Cho

- responsible for ongoing liaison with the Gyeonggi Provincial Government on all aspects of the Premier's program on May 17 in Suwon

Sung joo Cho

- providing support to the Korea portion of the program, including input to briefing materials; liaison as required with Ministry of the Knowledge Economy
- translation review and support as required

Serena Koo

- program support for industry events in Korea (mining association, green building seminar, etc.)

Other JTI:

Erin Seeley + team

- responsible for development and delivery of the job recruitment B2B matching program in the Philippines, working closely with the Canadian Embassy, including recruitment of delegation
- development of the LOI to be announced by Premier and Secretary of Labour and development of all briefing materials associated with the program

Reg Krake

- responsible for input of tourism elements for the Premier's mission, including agent names for invitations to receptions, video and collateral materials for receptions

Other Ministries:

IGRS

Marc-Andre Ouellette

- advisor on protocol issues associated with government-to-government aspects of the program, including with Princess Takamado, Gyeonggi Governor Kim, Miyaki Prefecture Governor, etc.
- work closely with JTI on liaison with Consulates (Marcus Ewert-Johns)

Don Haney

- support and input on key government-to-government relationships, in particular the BC-Gyeonggi sister province relationship
- leadership on the development of country briefing note materials on iPad, using Prezi software

Glenda Robertson/Gordon McLean

- responsible for development and management of sharepoint system for briefing materials, including output of itinerary summaries, briefing notes and event logistics information

FII

Kevin Regan

- responsible for development of forestry delegation to accompany the Premier's mission, working closely with Canada Wood Group and industry
- responsible for delivery of the Tsunami Reconstruction sod-turning event in Sendai
- input to the Green Building seminar program in Seoul
- delivery of briefing materials associated with the forest product sector in these markets

MOTI

Lisa Gow

- responsible for the recruitment of the Gateway delegation to accompany the Premier's mission, working closely with Dave Byng and MOTI colleagues
- delivery of briefing materials associated with the transportation/gateway sectors in these markets

AVED

Janice Larson

- support the recruitment of the education delegation to accompany the Premier's mission, working closely with JTI and possibly BCCIE
- delivery of briefing materials associated with the international education sector in these markets

MEM

Guy Gensey / Laurel Nash / Ines Piccinino

- support for the recruitment of the mining and LNG delegations to accompany the Premier's mission, working closely with JTI
- delivery of briefing materials associated with the mining and natural gas sectors in these markets

MAL

Brenda Lennox

- support the recruitment of agrifood delegates to accompany the Premier's mission – including those able to feature their products at BC receptions and lunches in market
- delivery of briefing materials associated with the agrifood sectors in these markets

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 18, 2012 9:43 PM
To: Dila, Mary GCPE:EX; Fraser, John Paul GCPE:EX
Cc: Gleeson, Kelly T GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Re: Trade mission

Noon works.

----- Original Message -----

From: Dila, Mary GCPE:EX
Sent: Wednesday, April 18, 2012 09:06 PM
To: Fraser, John Paul GCPE:EX
Cc: Lansdell, Hayden GCPE:EX; Gleeson, Kelly T GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Re: Trade mission

I have an 11 o'clock. Could do 12, 2 or 3.

Tx.

Sent from my iPhone

On 2012-04-18, at 8:48 PM, "Fraser, John Paul GCPE:EX" <JohnPaul.Fraser@gov.bc.ca> wrote:

> Hayden, we have a 10:30, how about 11?

>

> ----- Original Message -----

> **From:** Lansdell, Hayden GCPE:EX

> **Sent:** Wednesday, April 18, 2012 08:10 PM

> **To:** Fraser, John Paul GCPE:EX; Dila, Mary GCPE:EX

> **Cc:** Gleeson, Kelly T GCPE:EX; Johnson, Sheldon GCPE:EX

> **Subject:** Trade mission

>

> John, Mary,

>

> Can we meet tomorrow as planned to discuss the following:

> 1. Debrief of mission meeting with Sara and next steps 2. Use of PR
> firms in-market 3. Cossette

>

> Would 10:30 work?

>

> Hayden

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 25, 2012 10:23 AM
To: Ritchie, Leanne GCPE:EX
Cc: Chant, Jon GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: review process for trade mission speeches

Works.

From: Ritchie, Leanne GCPE:EX
Sent: Wednesday, April 25, 2012 10:22 AM
To: Lansdell, Hayden GCPE:EX
Cc: Chant, Jon GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: review process for trade mission speeches

Good morning,

So I spoke with John Paul about the lack of materials in the briefing notes for speeches and the prior trade mission review process.

His suggestion was that once he's seen and signed off on all the materials that we bundle them and send them to you for review with either Dana or Dave Byng. Our materials are due to him on Monday.

Hope that works for you.

Leanne

Leanne Ritchie
Strategic Communications Advisor
Government Communications and Public Engagement
Office: 250 356-6570

Cell: S17

Johnson, Sheldon GCPE:EX

From: Cho, Jungwha JTI:EX
Sent: Wednesday, April 25, 2012 12:13 PM
To: Irwin, Paul JTI:EX; XT:Kim, Kyung-Suk JTI:IN; Ahn, Soo Kyung JTI:EX
Cc: Johnson, Sheldon GCPE:EX; Ewan, Ken JTI:EX; XT:Huh, Jae-Jung JTI:IN
Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

I requested to Mr. Lee to invite the director of the waste water plant project in Pyuntaeck city for the dinner on the 17th of May last Monday.

If necessary, I am able to search and call the manager of the project in the city with more detailed introduction and the intention of Paradigm.

I was asking and am waiting for that from paradigm, but I still can't get the feedback.
thanks.

From: Irwin, Paul JTI:EX
Sent: April 25, 2012 11:57 AM
To: XT:Kim, Kyung-Suk JTI:IN; Cho, Jungwha JTI:EX; Ahn, Soo Kyung JTI:EX
Cc: Johnson, Sheldon GCPE:EX; Ewan, Ken JTI:EX; XT:Huh, Jae-Jung JTI:IN
Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Hi KS – Jungwha can provide. /Paul

From: Kim, Kyung Suk -SEOUL -MD [<mailto:kskim@britishcolumbia.ca>]
Sent: Wednesday, April 25, 2012 4:29 AM
To: Irwin, Paul JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX; Johnson, Sheldon GCPE:EX; Ahn, Soo Kyung JTI:EX; Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX
Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Paul, can I have contact info on Pyeong Taek City or Paradigm's partner in Korea through Paradigm?

I talked about this project with Mr. Jeong-Sik Kong with Environment Policy Division of Gyeonggi Province, who was @ GLOBE 2012 in Vancouver last month.

Unfortunately, however, he has limited info on this project. He said the project is supposed to be awarded to a successful bidder, but he did not know who won the contract thru an open bid.

K S Kim

From: Johnson, Sheldon GCPE:EX [<mailto:Sheldon.Johnson@gov.bc.ca>]
Sent: Wednesday, April 25, 2012 11:01 AM
To: Irwin, Paul -IBD -NORTH -DR; Ahn, Soo Kyung -IBD -NORTH; Ewan, Ken -IOP -IO; Cho, Jungwha JTI:EX; Kim, Kyung Suk -SEOUL -MD; Huh, Jae Jung -SEOUL; Lansdell, Hayden GCPE:EX
Cc: Ewert-Johns, Marcus -IBD -XD
Subject: Re: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

No media avail at airport, but at separate location. Delegation can proceed to airport as necessary...

From: Irwin, Paul JTI:EX
Sent: Tuesday, April 24, 2012 06:21 PM
To: Johnson, Sheldon GCPE:EX; Ahn, Soo Kyung JTI:EX; Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; XT:Kim, Kyung-Suk JTI:IN; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX
Cc: Ewert-Johns, Marcus JTI:EX

Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Paradigm is a great story – great technology and a good link to BC via the ICE Fund. There's certainly a question on whether they'll be ready to announce anything with regard to their negotiations in Gyeonggi, Korea.

Is the idea to also have a media availability at the airport – or this in lieu?

From: Johnson, Sheldon GCPE:EX

Sent: Tuesday, April 24, 2012 5:37 PM

To: Ahn, Soo Kyung JTI:EX; Irwin, Paul JTI:EX; Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; XT:Kim, Kyung-Suk JTI:IN; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX

Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Hi All:

We can discuss further during tomorrow's comm. call, but in short – yes. At this point, YVR will not be the location for an event.

Is it possible to arrange for the Premier to see a demonstration of micro-sludge in action at the project below before she heads to the airport for departure.

BC BioEnergy from BioGas Project

Vancouver

ICE Fund \$3 million

The project will result in electricity production at Metro Vancouver's Lulu Island wastewater treatment plant in Richmond. Paradigm Environmental Technologies Inc. developed a made-in-B.C. MicroSludge process, which works with the co-generation equipment at Lulu Island to turn wastewater sludge into a clean, renewable source of electricity. Metro Vancouver will be the economic beneficiary of the project.

From: Ahn, Soo Kyung JTI:EX

Sent: Tuesday, April 24, 2012 4:58 PM

To: Johnson, Sheldon GCPE:EX; Irwin, Paul JTI:EX; Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; XT:Kim, Kyung-Suk JTI:IN; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX

Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Are we talking about moving Pre-launch event schedule on May 12 from YVR to Paradigm? Jeff would like to know more details on this; when, how many people, who, etc. Paradigm need to check with Eco-Korea, partner in GG as to how fast they can move. I mentioned that JungWha can help expedite. Jeff told me that company registration in Korea is required. He will call us back tomorrow with more updates.

Sookyung

From: Johnson, Sheldon GCPE:EX

Sent: Tuesday, April 24, 2012 16:41

To: Irwin, Paul JTI:EX; Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; Ahn, Soo Kyung JTI:EX; XT:Kim, Kyung-Suk JTI:IN; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX

Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Paul,

Do you see any issue with doing a pre-launch event at Paradigm? Can we confirm where the \$3 million came from – what Ministry and when?

Thx,

Sheldon

From: Irwin, Paul JTI:EX

Sent: Friday, April 20, 2012 5:28 PM

To: Ewan, Ken JTI:EX; Cho, Jungwha JTI:EX; Ahn, Soo Kyung JTI:EX; XT:Kim, Kyung-Suk JTI:IN; XT:Huh, Jae-Jung JTI:IN; Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX

Subject: FW: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Ken – please add Gordon Skene and Jeff Plato from Paradigm to the Korea participants list

Sookyung/Jungwha – please read below – we should touch base again with Jeff Plato on the status of their projects in Pyeong Taek City

Hayden/Sheldon – for speech/remarks information in Gyeonggi.....

From: Irwin, Paul JTI:EX

Sent: Friday, April 20, 2012 5:26 PM

To: 'Gordon Skene'; 'Gabe.Garfinkle@gov.bc.ca'

Cc: Elder, Sarah AVED:EX; 'jplato@microsludge.com'; 'swhitford@microsludge.com'

Subject: RE: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Hello Gordon,

If I can weigh in – let me know if we can do on the business development side in advance of the May mission to support Paradigm's objectives in Gyeonggi Province. You'll recall we organized a meeting for Paradigm with the Gyeonggi Vice Minister of Environment when he was here for GLOBE; and I subsequently met the Gyeonggi Minister of Environment in Suwon. We are considering what program elements we can highlight during the Premier's mission to Gyeonggi – so will certainly take the points below into consideration. Also, if there's any further inquiries we can make with Pyeong Taek City on our side (we have a Gyeonggi Provincial Government officer on secondment in my office) we'd be pleased to do so.

Thanks for confirming that you and Jeff will be joining the Korea portion of the Premier's mission; we'll add you to the business delegation list. Here is an overview of some of the elements of her program that may be of interest to industry participants.

Best regards,

Paul

Paul Irwin

Senior Director - North Asia

Lead, Global Clean Energy and Environmental Technology Practice

International Relations and Business Development Branch

Ministry of Jobs, Tourism and Innovation

From: Gordon Skene [mailto:gskene@microsludge.com]
Sent: Thursday, April 19, 2012 11:57 AM
To: Gabe.Garfinkle@gov.bc.ca
Cc: Elder, Sarah AVED:EX; jplato@microsludge.com; whitford@microsludge.com; Irwin, Paul JTI:EX
Subject: Premier's Trip - Possible mention of Paradigm Environmental Technologies in Premier's remarks.

Gabe:

I met you recently at Premier Clark's reception at the Pinnacle Hotel in North Vancouver. You may recall that I serve as a member of the Executive Committee for North Vancouver Lonsdale, Naomi Yamamoto.

As I mentioned, I and one of my colleagues, Jeff Plato, will attend the South Korea portion of Premier Clark's upcoming trade mission to Asia. We understand that she will be in Gyeonggi Province, South Korea on Thursday May 17 and Friday May 18, and be travelling to Manila on Saturday.

Paradigm Environmental Technologies has a prospective customer located in Gyeonggi Province, namely Pyeong Taek City, which is looking at purchasing our product, MicroSludge, for two of its wastewater treatment plants (WWTPs). The total value of these orders for these two small WWTPs would be about \$5 million, and these plants would serve as excellent reference sites for our product in South Korea, which is one of our target markets. (We estimate that the market opportunity for our product in Korea is about \$250 million.)

MicroSludge is used to pre-treat sludge prior to anaerobic digestion at municipal WWTPs to provide many economic and environmental benefits, including:

- **Increasing the bio-methane** that can be extracted from municipal sludge. Bio-methane is a **renewable source of energy** with a minimal carbon footprint that can be used to generate electricity, fuel vehicles, or be fed to the natural gas pipeline.
- **Reducing the truckloads of residuals** that have to be hauled away from WWTPs and disposed of, at substantial cost.
- **Reducing a plant's carbon footprint.**
- **Reducing plant infrastructure costs**, by allowing a WWTP to use fewer anaerobic digesters which are very large, very expensive, and occupy a large footprint. (The infrastructure savings can be 5 to 10 times the capital cost of our product.)

The Premier's Comments:

Might it be possible that the Premier make mention of Paradigm in her remarks? Gyeonggi Province (BC's sister province) has been selected as the best place to introduce MicroSludge to South Korea. If you are receptive to this, we could develop some speaking notes for your consideration.

Can you spare 20 minutes over the next few business days to discuss this?

I think that there are several themes/messages, including:

- Co-operation between Gyeonggi Province and British Columbia to be leaders in the adoption of an innovative waste-to-energy technology, developed in BC, that can save taxpayers money and provide significant environmental benefits. (Noting the challenge of rising infrastructure costs in all nations.)
- Congratulating South Korea on its initiative to apply a significant portion of its federal budget (we understand 2% of GDP) towards renewable energy and sustainability.

Also, it may be noteworthy that the Government of British Columbia has awarded \$3 million of funding towards the installation of MicroSludge at one of Metro Vancouver's WWTPs as part of \$13 million waste-to-energy project. In this case, the bio-methane will be sold to FortisBC as a renewable form of natural gas.

Please let us know when you might be able to talk, or even meet in person, to discuss the above. Any time on Monday or Tuesday would work for me.

Best regards,

Gordon D. Skene – President & CEO

Paradigm Environmental Technologies, Inc.

Suite 200 - 1600 West 6th Avenue, Vancouver, BC, Canada V6J 1R3

T: 604-742 0360 (x 271) | C: 604-790 8989 | F: 604-742 0368

gskene@microsludge.com | www.microsludge.com



This email and its contents are confidential. If you are not the intended recipient, please do not disclose or use the information within this email or its attachments. If you have received this email in error, please delete it immediately. Any statements or comments made are not necessarily those of Paradigm Environmental Technologies Inc. Thank you.

Johnson, Sheldon GCPE:EX

From: Taylor, Nancy JTI:EX
Sent: Wednesday, April 25, 2012 9:33 PM
To: Irwin, Paul JTI:EX; Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX; Little, Christine JTI:EX
Subject: Re: For decision S12

S12

From: Irwin, Paul JTI:EX
Sent: Wednesday, April 25, 2012 09:30 PM
To: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX
Subject: FW: For decision S12

More on this from the other side of the loop....

From: Sen, Shom JTI:EX
Sent: Wednesday, April 25, 2012 9:27 PM
To: Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX
Subject: Fw: For decision S12

FYI - just to keep you in the loop - we can discuss tomorrow

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Wednesday, April 25, 2012 08:21 PM
To: Hayden, Dana JTI:EX; Fraser, John Paul GCPE:EX
Cc: Lansdell, Hayden GCPE:EX; Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Sen, Shom JTI:EX
Subject: Re: For decision S12

Frankly,

S12

DP

From: Hayden, Dana JTI:EX
Sent: Wednesday, April 25, 2012 08:13 PM
To: Fraser, John Paul GCPE:EX
Cc: Lansdell, Hayden GCPE:EX; Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Sen, Shom JTI:EX
Subject: Re: For decision S12

S12

Dana Hayden
Deputy Minister
Ministry of Jobs, Tourism and Innovation
250 952 0103

On 2012-04-25, at 7:48 PM, "Fraser, John Paul GCPE:EX" <JohnPaul.Fraser@gov.bc.ca> wrote:

S12

From: Hayden, Dana JTI:EX
Sent: Wednesday, April 25, 2012 07:13 PM
To: Lansdell, Hayden GCPE:EX
Cc: Mentzelopoulos, Athana GCPE:EX; Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Sen, Shom JTI:EX; Fraser, John Paul GCPE:EX
Subject: Re: For decision - S12

S12

Dana Hayden
Deputy Minister
Ministry of Jobs, Tourism and Innovation
250 952 0103

On 2012-04-25, at 8:52 AM, "Lansdell, Hayden GCPE:EX" <Hayden.Lansdell@gov.bc.ca> wrote:

Good morning,

S12

We would be grateful if you could review and transmit your decision as soon as possible.

Best regards,

Hayden

S12

Johnson, Sheldon GCPE:EX

From: Beaupre, Darren GCPE:EX
Sent: Monday, April 30, 2012 11:15 AM
To: Johnson, Sheldon GCPE:EX; Lansdell, Hayden GCPE:EX
Cc: Woolley, Paul GCPE:EX; Ash, Christine GCPE:EX; Hynes, Michelle GCPE:EX
Subject: Trade Mission - check in call?

Hi guys.

Would it be beneficial for us all to join in on a call tomorrow so we can get a good understanding of what you might need from MEM for the trade mission? Paul and I want to make sure we can be of help wherever possible. I know it has been difficult to know for sure what might be announced as items have remained in discussion as possibilities...

Let us know what will work for you guys. Thanks.

Darren Beaupre
Government Communications and Public Engagement (GCPE)
Ministry of Energy and Mines
Ph: 250-356-5892
E-mail: darren.beaupre@gov.bc.ca

Johnson, Sheldon GCPE:EX

From: Irwin, Paul JTI:EX
Sent: Tuesday, May 1, 2012 8:35 PM
To: Lansdell, Hayden GCPE:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Gow, Lisa A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Collier, David JTI:EX; Ahn, Soo Kyung JTI:EX; O'Brien, Rob JTI:EX; Johnson, Sheldon GCPE:EX
Subject: RE: the bigger picture on investment deals

Thanks everyone. I'll send a calendar invite for this discussion – Lisa, Christine and Hayden – for 9am.

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, May 1, 2012 6:58 PM
To: Irwin, Paul JTI:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Gow, Lisa A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Collier, David JTI:EX; Ahn, Soo Kyung JTI:EX; O'Brien, Rob JTI:EX; Johnson, Sheldon GCPE:EX
Subject: Re: the bigger picture on investment deals

We can help with messaging that speaks to the politicians if you'd like.

H

From: Irwin, Paul JTI:EX
Sent: Tuesday, May 01, 2012 06:01 PM
To: Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Gow, Lisa A TRAN:EX; Lansdell, Hayden GCPE:EX; Ewert-Johns, Marcus JTI:EX
Cc: Collier, David JTI:EX; Ahn, Soo Kyung JTI:EX; O'Brien, Rob JTI:EX; Johnson, Sheldon GCPE:EX
Subject: RE: the bigger picture on investment deals

Had a chat with Dave Byng this afternoon about prepping for the next meeting with the Premier on Thursday morning.

Agreed that this meeting will focus fairly exclusively on investment and trade announceables.

Dave would like to preface the discussion with some bullet points on the value of trade in key sectors to the BC economy from these key markets:

- LNG
- mining (coal, other)
- forest products

Then – here are the companies going with you, here are the companies you're meeting with, etc.

And finally – a list of the deals we anticipate signing, those that are possible, etc.

Dave is going to speak with Lisa Gow about working with us to pull together these numbers and fact – a lot of which we have already in our market overview documents (attached).

/Paul

<<Japan - Mission Objectives Feb 15.docx>> <<Korea - Mission Objectives Feb 15.docx>>

From: Little, Christine JTI:EX
Sent: Tuesday, May 1, 2012 2:06 PM
To: Lansdell, Hayden GCPE:EX; Irwin, Paul JTI:EX; O'Brien, Rob JTI:EX; Ahn, Soo Kyung JTI:EX; Collier, David JTI:EX; Ewert-Johns, Marcus JTI:EX
Cc: Taylor, Nancy JTI:EX; Johnson, Sheldon GCPE:EX
Subject: RE: the bigger picture on investment deals

Material for building on the relationship theme can be developed around the educational MOUs, school visits, skills development (Philippines), Gyeonggi Sister-Province relationship and cultural events. The notes in the SharePoint carry quite a bit of background and copies of the MOUs.

Christine Little, BA, MA Econ

Director, Special Projects

International Trade and Investment Attraction

Ministry of Jobs, Tourism and Innovation

3rd Floor, 1803 Douglas Street

Victoria, BC

Phone: 250-953-3479

Mobile

S17

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, May 1, 2012 12:32 PM
To: Irwin, Paul JTI:EX; O'Brien, Rob JTI:EX; Ahn, Soo Kyung JTI:EX; Collier, David JTI:EX; Ewert-Johns, Marcus JTI:EX
Cc: Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Johnson, Sheldon GCPE:EX
Subject: RE: the bigger picture on investment deals

If we have some material we can develop key messages that build on the relationship theme. That said, there will still be a desire to have investment-type announcables. h

From: Irwin, Paul JTI:EX
Sent: Tuesday, May 1, 2012 11:43 AM
To: O'Brien, Rob JTI:EX; Ahn, Soo Kyung JTI:EX; Collier, David JTI:EX; Ewert-Johns, Marcus JTI:EX
Cc: Little, Christine JTI:EX; Taylor, Nancy JTI:EX; Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: the bigger picture on investment deals

I think we need to work on some lines for the Premier on the broader context of Japan and Korean investment in BC. So while Mitsubishi or KOGAS may not have a new big announcement during that second week in May – they have invested millions in the past and will again in the future.

Rob – can you pull some examples from our scorecard last year of Mitsubishi's investments in LNG and a line about overall investment

Sookyung – can you do the same for KOGAS (value of their off-take agreement with Kitimat LNG); POSCO etc.

Need to work on some comms lines here – but the pre-departure event as well.

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, May 2, 2012 4:57 PM
To: Hagerman, Shannon GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Johnson, Sheldon GCPE:EX; Perzoff, Lara GCPE:EX
Subject: RE: Trade Mission Launch - Airport option

K, thanks.

-----Original Message-----

From: Hagerman, Shannon GCPE:EX
Sent: Wednesday, May 2, 2012 4:56 PM
To: Lansdell, Hayden GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Johnson, Sheldon GCPE:EX; Perzoff, Lara GCPE:EX
Subject: RE: Trade Mission Launch - Airport option

Can you have your MO check to see who could do it first, and then if there is no one willing/able we can deal with that possibility. I think they had suggested these specific ministers because they would be involved in validating mission events here in BC while PREM is on mission, so it makes sense. If there is another Van minister that makes sense then I am sure that approach would work fine. I heard in meeting that some ministers were attending evening event in Van, that would enable them to stay and do early avail (potentially)

Shannon Hagerman
Corporate Director, Strategic Planning
Government Communications & Public Engagement Province of British Columbia | 617 Government St.
T: 250-387-2519 I **C:** S17 I E: shannon.hagerman@gov.bc.ca

-----Original Message-----

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, May 2, 2012 3:44 PM
To: Hagerman, Shannon GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Johnson, Sheldon GCPE:EX; Perzoff, Lara GCPE:EX
Subject: RE: Trade Mission Launch - Airport option

We are getting a list of the industry people flying with the Premier. WRT ministers, it is a Saturday so there will likely be some push back on any of Ministers Thompson, Coleman, or Bell coming down to Vancouver. Was it definitive that it needed to be one of those three or could we have some Vancouver cab mins come to the airport?

-----Original Message-----

From: Hagerman, Shannon GCPE:EX
Sent: Wednesday, May 2, 2012 3:38 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Cc: Safarik, Melissa GCPE:EX; Hagerman, Shannon GCPE:EX
Subject: Trade Mission Launch - Airport option

Just one more note on this one, we need an updated EP for airport venue option on the 12th (Saturday). It's a media avail, really, but just need to know which ministers you have lined up to come and what stakeholders. The time that was being discussed is 10-11ish. We can get

you an exact time within a day or two. Let me know if uncertainty this is a barrier to developing EP, ie: lining up stakeholders. Can we get EP by Friday morning?

Shannon Hagerman

Corporate Director, Strategic Planning

Government Communications & Public Engagement Province of British Columbia | 617 Government St.

T: 250-387-2519 I C: S17 I E: shannon.hagerman@gov.bc.ca

-----Original Message-----

From: Hagerman, Shannon GCPE:EX

Sent: Wednesday, May 2, 2012 8:34 AM

To: Lansdell, Hayden GCPE:EX; Chiarelli, Nina GCPE:EX

Cc: Safarik, Melissa GCPE:EX

Subject: RE:

They want to do it airport now... but want stakeholders (company reps that are going, or reps from companies who have sent representatives) to join Premier, and have Bell, Coleman or Thompson there with her for avail. Please call me.

Shannon Hagerman

Corporate Director, Strategic Planning

Government Communications & Public Engagement Province of British Columbia | 617 Government St.

T: 250-387-2519 I C: S17 I E: shannon.hagerman@gov.bc.ca

-----Original Message-----

From: Lansdell, Hayden GCPE:EX

Sent: Wednesday, May 2, 2012 8:23 AM

To: Hagerman, Shannon GCPE:EX; Chiarelli, Nina GCPE:EX

Subject:

Did we get decisions on may 10 at ubc and atlas roofing? H

Day 2 – Sendai w/ Focus on Tsunami Relief

Domestic Objective – Communicate BC’s efforts to help Japan recover from the social and economic effects of the tsunami.

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key Narrative – MOU signing for Public Market

Key Photo Supporting Narrative – Premier lays bouquet at shrine commemorating those lost in the Japan tsunami.

Key Human Interest Photo – Premier meets with second year students from Miyagi Junior Secondary School who would be candidates to go to Victoria in March 2013. Leaves First Nations gift with memorial plaque commemorating visit.

Key Video – As above

Key Media Avail – N/A (general media avail the next day)

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Premier’s thoughts	11:05	19:05
Tweet	Comment on meeting with students	12:20	20:20
Day’s News Release	Re-building of Public Market	22:00	06:00
Photo and video posting	Wreath laying; audience with students	22:00	06:00
Op-ed	BC industry support for recovery	TBD	TBD
Tweet	Photo and thoughts on devastation	00:00	08:00
Tweet	Acknowledge Natori/Sooke sister city (informal)	02:00	10:00
Tweet	Mention of Natori/Sooke student exchange	06:00	14:00

Speaking Activities

Event	Details	Format	Time
Wreath / MOU	Thoughts on devastation	Formal	5 minutes
Natori HS	Connections with Sooke school	Remarks	5 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	10 minutes

Day 3 – BC is a safe harbour for investment

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's economy and trading relationship.

Message of the Day – We know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Key Narrative – When Japanese companies look for talent to develop video games, the look to Vancouver

Key Photo Supporting Narrative – TBD

Key Human Interest Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 07:00 (Japan Time) with focus on stories from Sendai

Communications Activities

Activity	Details	Japan Time	BC Time
Media avail / call back	Open domestic media availability	07:00	15:00
Photo posting	Premier and Princess Takamado	10:00	18:00
Tweet	Acknowledge DeNA's investments in BC	11:00	19:00
Tweet	Thanks to Canada COC in Japan – great lunch	13:30	21:30
Web	Focus on Tech industry in BC	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day's News Release	Focus on Vancouver as a talent hub for Japanese video game companies	23:00	07:00
Fact sheet	Technology's contribution to BC economy	23:00	07:00
Radio (TBD)	Minister Bell re tech in BC	--	Morning
Op-ed (MNY)	Training as a competitive adv in tech industry	--	--
Tour (MPB & MNY)	Digital Media Centre in Vancouver	--	09:00

Speaking Activities

Event	Details	Format	Time
Corporate Lunch	Investment and trade opportunities in BC	Formal	10 minutes
Investors Dinner	Investment and trade opportunities in BC	Formal	5 minutes

Day 4 – BC Seeks Partnerships with World’s Largest Importer of LNG

Domestic Objective – Highlight the diversity of BC’s economic relationship with Japan; jobs in BC’s the mining and natural gas sectors will be linked to trade with and economic activity in Japan.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the BC investment opportunities available to them.

Key Narrative – BC’s relationship with Japan has led to ongoing investments in mining, and it will aid us in the race to supply LNG to Asia

Key Photo Supporting Narrative – Visit to LNG receiving facility outside Tokyo (Cancelled)

Key Human Interest Photo - TBD

Key Video – Premier’s visit to an LNG receiving facility outside Tokyo

Key Media Avail – Brian Hutchinson (with advance on NR), National Post

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Acknowledge Takeda’s investments in BC	11:00	19:00
Tweet	Thanks to participants in NR lunch	13:30	21:30
Media avail	Call to Brian Hutchinson re LNG	13:30	21:30
Web	Focus on LNG	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day’s News Release	Focus on LNG	23:00	07:00
Fact sheet	LNG – Korea/Japan Demand	23:00	07:00
Radio (TBD)	Minister Coleman - LNG opportunities	--	Morning
Radio (TBD)	Industry validators	--	Morning
Editorial Board (Sun)	Minister Bell – Trades training supporting LNG	02:00	10:00
Editorial Board (Sun)	Minister Coleman –LNG opportunities	02:00	10:00
Tweet infographics	LNG deposits; proximity to market	04:00	12:00
Tweet	Potential jobs created by LNG	05:00	13:00
Radio (TBD)	Minister Bell – Trades training supporting LNG	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Resource Saloon	Investment and trade opportunities in BC	Formal	5 minutes

Day 5 – BC and Korea partner to build a cleaner, greener future

Domestic Objective – Emphasize government’s support for the diversification of trade in BC’s wood industry (green buildings; bioenergy).

Message of the Day – BC’s softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.

Key Narrative – Bioenergy MOU: Agreement between UBC and KIST, **Wood First:** MOU signing re 200 unit green (wood) building.

Key Photo Supporting Narrative - Premier plants a tree representing the significance of B.C.’s resources to future energy development in Korea.

Key Human Interest Photo – Fortress Tour: Marching band; and martial arts (pushed to BC’s Korean media)

Key Video – Fortress Tour: Marching band; and martial arts (target morning shows)

Secondary Human Interest photo and video – BC Flag Raising: Celebration of BC Day

Key Media Avail – Full avail at 07:00 (15:00 in BC) to focus on outcomes of Japan trip

Communications Activities

Activity	Details	Korea Time	BC Time
Media avail	Full avail	07:00	15:00
Tweet	Importance of green building	11:00	19:00
Tweet	Congrats to UBC re biofuel MOU	11:30	19:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Focus on BC’s value-added wood	--	--
Tweet	Importance of our relationship with Gyeonggi	17:30	01:30
Tweet	Just planted a BC tree in Korea	18:00	02:00
Photo/Video release	Fortress Tour	22:00	06:00
Day’s News Release w/ FS	Value-added wood (bioenergy; green building)	23:00	07:00
Radio (TBD)	Minister Thompson re FSS (TBD)	--	Morning
Tweet infographics	Bioenergy?	04:00	12:00
Radio (TBD)	Minister Bell – Role of FII in creating jobs in BC	--	Afternoon
Radio or Op-Ed	Industry validators re value-added wood	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Forestry Roundtable	Green buildings & diversity of wood products from BC	Remarks	10 minutes
Chamber Lunch	Investment and trade opportunities in BC	Formal	10 minutes
Foreign Language School	Education opportunities in BC	Formal	10 minutes
BC Day	Connection between BC and Gyeonggi	Informal	5 minutes
Pavillion Tour / Dinner	Connection between BC and Gyeonggi	Formal	5 minutes

Day 6 – BC and Korea Partner to Develop Mining Opportunities

Domestic Objective – Highlight the importance of Korea (and other Asian economies) in supporting job growth through the investment in and development of natural resource opportunities.

Message of the Day – The BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both Korea and B.C.

Key Narrative – Premier selling BC goods in Asia

Key Photo Supporting Narrative – Premier speaking at mining roundtable

Key Human Interest Photo – TBD

Key Media Avail – TBD

Communications Activities

Activity	Details	Korea Time	BC Time
Tweet	Importance of mining to BC economy	10:00	18:00
Tweet	Potential for Korea to import LNG	11:30	20:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Focus on mining	--	--
Tweet		17:30	01:30
Tweet		18:00	02:00
Video release	Speaking at Mining Roundtable		
Photo/Video release	Speaking at Mining Roundtable		
Day's News Release	Mining or LNG	23:00	07:00
Speech release (TBD)	Release of speaking notes from mining RT	23:00	07:00
Radio (TBD)	Minister Coleman re Mining Strat (TBD)	--	Morning
Tweet infographics	TBD		
Radio (TBD)	Industry validators	--	Afternoon
Radio and Op-Ed	Minister Bell skills training for mining/LNG jobs	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Mining Roundtable	Mining investment and trade opportunities	Remarks	10 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	5 minutes

Day 7 – Partnering to Meet BC’s Future Labour Needs

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.

Key Narrative – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo Supporting Narrative - Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Human Interest Photo – Meeting with the President (TBC), Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – Sean Leslie, The World Today. Pre-packaged translated statement to ribbon cutting photo and send to Filipino media.

Communications Activities

Activity	Details	Manila Time	BC Time
Tweet	Good-bye to Korea; productive meetings	08:00	16:00
Op-ed (TBD)	Minister Bell – Filling the labour gap	08:00	16:00
Tweet	Hello Philippines	11:30	20:30
Pre-packaged statement	Ribbon-cutting statement to BC Filipino press	TBD	TBD
Tweet	Thanks to Minister Baldoz for meeting	13:00	22:00
Day’s News Release	Labour Market Mobility cooperation	23:00	07:00
Photo release	Ribbon-cutting	23:00	07:00
Photo release (TBC)	Meeting with President or Foreign Affairs	23:00	07:00
Radio (TBD)	Minister of State Yap re ITF (TBD)	--	Morning

Speaking Activities

Event	Details	Format	Time
Jobs Fair	Importance of TFW to BC	Informal	5 minutes
Friends of BC Dinner	Importance of labour mobility	Remarks	5 minutes

Event Proposal (Trade Mission Support)

Event Title: B.C. has world class tech talent

Date: May 14, 9:30 am	Media Market: Lower Mainland/Tech sector
Location: Centre for Digital Media 577 Great Northern Way Vancouver, BC	English Media Spokesperson: Minister Bell, Minister Yamamoto
	Multicultural Media Spokesperson: Minister Bell, Minister Yamamoto

THE EVENT

PROACTIVE EVENT OR INVITATION

- Proactive

EVENT

- The Centre for Digital Media is approximately 70 per cent complete and offers good opportunity for a preliminary tour. The Centre is operated jointly by the University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and the B.C. Institute of Technology.

WHO'S ORGANIZING?

- GCPE, JTI Staff

STRATEGIC CONSIDERATIONS

- Vancouver's talent pool for digital media is consistently noted as a key advantage to private sector expansion or relocation to the Lower Mainland. The Centre for Digital Media will strengthen B.C.'s already strong competitive advantage.
- Timing is consistent with the Premier's Trade Mission and the Tech focus of the day.

VENUE DESCRIPTION

- The 51,000-sq. ft. building combines social, learning and student residential space for the Masters of Digital Media (MDM) Program. Located adjacent to the existing Centre on the False Creek Flats, adjacent to Great Northern Way, the mixed-use facility will provide ground floor classrooms and studios, along with three floors (76 units) of student designated rental housing.
- Key features include a substantial usage of BC wood, a green roof, solar panels and geothermal heating, as well as recycled materials, which will be used in much of its construction.

KEY VALIDATORS / STAKEHOLDERS / PARTICIPANTS

- Dennis Chenard, Director of Industry Relations, Centre for Digital Media.
- UBC Representatives.
- Local media companies.

TARGET AUDIENCE

- Local business and digital media industry community, tech sector reporter and industry magazines.

VISUAL MESSAGE(S)

DESIRED PICTURE (STILL)

- Tour includes shots of state-of-the-art facility with the Minister in a hard hat.

DESIRED PICTURE (VIDEO)

- Tour includes shots of state-of-the-art facility with the Minister in a hard hat.

ACTUAL SPEAKING BACKDROP

- No speaking role for Centre Tour, however media invited to attend tour.

WRITTEN MESSAGE(S)

DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- British Columbia has the local talent due to first rate educational programs to, not only bring international digital media companies to the province, but to also help them grow.

KEY MESSAGES

As part of the BC Jobs Plan, the B.C. Technology Strategy supports sustainable job creation by building on the competitive advantages and investments in our technology sub-sectors, including clean technology, information and communication technology and wireless, digital and screen-based media, and health and life sciences, to:

- Accelerate technology commercialization and adoption.

- Build on regional strengths to create new opportunities.
- Develop talent for a knowledge-based economy.
- Expand markets for British Columbia technology.

COMMUNICATIONS PRODUCTS

- ☒ Media Advisory
- ☐ Speech
- ☒ New Release for the trade mission focus on Tech
- ☐ Backgrounder(s)
- ☐ Fact Sheet
- ☐ Biographies
- ☒ Talking Points

- ☐ Q&A
- ☐ Props (Participant should be prepared to engage with mobile gaming)
- ☒ Web Content – Videographer requested.
- ☐ Photo Release
- ☐ Other (describe)

Day 1 (May 13) – Expanding the Connection

Domestic Objective – Communicate BC’s transportation linkages with Japan.

Message of the Day – This mission is about building on relationships. Our partnership with Japan Airlines is an ongoing relationship, one that is growing today.

Key Narrative – Japan Airline’s announces plans to expand their services to YVR.

Key Photo Supporting Narrative – Premier meeting with Japan Airline workers in Narita Airport

Key Human Interest Photo – N/A

Key Video – N/A

Key Media Avail – N/A

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	BC seafood on JAP	08:05	16:05
Tweet	TBD	12:20	20:20
Day’s News Release	JAL expansion of service	23:00	07:00
Photo posting	JAL agreement	23:00	07:00

Day 2 (May 14) – Helping Friends Rebuild

Domestic Objective – Communicate BC's efforts to help Japan recover from the social and economic effects of the tsunami.

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key Narrative – MOU signing for Public Market

Key Photo Supporting Narrative – Premier lays bouquet at shrine commemorating those lost in the Japan tsunami.

Key Human Interest Photo – Premier meets with second year students from Miyagi Junior Secondary School who would be candidates to go to Victoria in March 2013. Leaves First Nations gift with memorial plaque commemorating visit.

Key Video – As above

Key Media Avail – N/A (general media avail the next day)

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Premier's thoughts	11:05	19:05
Tweet	Comment on meeting with students	12:20	20:20
Day's News Release	Re-building of Public Market	22:00	06:00
Photo and video posting	Wreath laying; audience with students	22:00	06:00
Op-ed	BC industry support for recovery	TBD	TBD
Tweet	Photo and thoughts on devastation	00:00	08:00
Tweet	Acknowledge Natori/Sooke sister city (informal)	02:00	10:00
Tweet	Mention of Natori/Sooke student exchange	06:00	14:00

Speaking Activities

Event	Details	Format	Time
Wreath / MOU	Thoughts on devastation	Formal	5 minutes
Natori HS	Connections with Sooke school	Remarks	5 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	10 minutes

Day 3 (May 15) – BC is a Safe Harbour for Investment

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's economy and trading relationship.

Message of the Day – We know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Key Narrative – When Japanese companies look for talent to develop video games, they look to British Columbia

Key Photo Supporting Narrative – Premier Clark viewing a DeNA video game on big screen

Key Human Interest Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 07:00 (Japan Time) with focus on stories from Sendai

Communications Activities

Activity	Details	Japan Time	BC Time
Media avail / call back	Open domestic media availability	07:00	15:00
Photo posting	Premier and Princess Takamado	10:00	18:00
Tweet	Acknowledge DeNA's investments in BC	11:00	19:00
Tweet	Thanks to Canada COC in Japan – great lunch	13:30	21:30
Web	Focus on Tech industry in BC	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day's News Release	Focus on Vancouver as a talent hub for Japanese video game companies	23:00	07:00
Fact sheet	Technology's contribution to BC economy	23:00	07:00
Radio (TBD)	Minister Bell re tech in BC	--	Morning
Op-ed (MNY)	Training as a competitive adv in tech industry	--	--
MPB/MNY Tour	Vancouver's Digital Media Centre	--	09:00

Speaking Activities

Event	Details	Format	Time
Corporate Lunch	Investment and trade opportunities in BC	Formal	10 minutes
Investors Dinner	Investment and trade opportunities in BC	Formal	5 minutes

Day 4 (May 16) – BC Seeks Partnerships with World’s Largest Importer of LNG

Domestic Objective – Highlight the diversity of BC’s economic relationship with Japan; jobs in BC’s the mining and natural gas sectors will be linked to trade with and economic activity in Japan.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the green energy opportunities available to them in British Columbia.

Key Narrative – BC’s relationship with Japan has led to ongoing investments in mining, and it will aid us in the race to supply LNG to Asia

Note – likely need to incorporate a major LNG announcement into this day

Key Photo Supporting Narrative – Visit to LNG receiving facility outside Tokyo (Cancelled)

Key Human Interest Photo – Fish market tour

Key Video – Premier’s tour of the Tokyo fish market

Key Media Avail – Brian Hutchinson (with advance on NR), National Post

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Acknowledge Takeda’s investments in BC	11:00	19:00
Tweet	Thanks to participants in NR lunch	13:30	21:30
Media avail	Call to Brian Hutchinson re LNG	13:30	21:30
Web	Focus on LNG	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day’s News Release	Focus on LNG	23:00	07:00
Fact sheet	LNG – Korea/Japan Demand	23:00	07:00
Radio (TBD)	Minister Coleman - LNG opportunities	--	Morning
Radio (TBD)	Industry validators	--	Morning
Editorial Board (Vancouver Sun)	MRC and MPB on LNG opportunities and associated trades training	02:00	10:00
Tweet infographics	LNG deposits; proximity to market	04:00	12:00
Tweet	Potential jobs created by LNG	05:00	13:00
Radio (TBD)	Minister Bell – Trades training supporting LNG	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Resource Saloon	Investment and trade opportunities in BC	Formal	5 minutes

Day 5 (May 17) – BC and Korea partner to build a cleaner, greener future

Domestic Objective – Emphasize government’s support for the diversification of trade in BC’s wood industry (green buildings; bioenergy).

Message of the Day – BC’s softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.

Key Narrative – Bioenergy MOU: Agreement between UBC and KIST, Wood First: MOU signing re 200 unit green (wood) building.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – Fortress Tour: Marching band; and martial arts (pushed to BC’s Korean media)

Key Video – Fortress Tour: Marching band; and martial arts (target morning shows)

Secondary Human Interest photo and video – BC Flag Raising: Celebration of BC Day

Key Media Avail – Full avail at 07:00 (15:00 in BC) to focus on outcomes of Japan trip

Communications Activities

Activity	Details	Korea Time	BC Time
Media avail	Full avail	07:00	15:00
Tweet	Importance of green building	11:00	19:00
Tweet	Congrats to UBC re biofuel MOU	11:30	19:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Focus on BC’s value-added wood	--	--
Tweet	Importance of our relationship with Gyeonggi	17:30	01:30
Tweet	Just planted a BC tree in Korea	18:00	02:00
Photo/Video release	Fortress Tour	22:00	06:00
Day’s News Release w/ FS	Cleaner, greener future (bioenergy; green building)	23:00	07:00
Radio (TBD)	Minister Thompson re FSS (TBD)	--	Morning
Tweet infographics	Bioenergy	04:00	12:00
Radio (TBD)	Minister Bell – Role of FII in creating jobs in BC	--	Afternoon
Radio or Op-Ed	Industry validators re value-added wood	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Forestry Roundtable	Green buildings & diversity of wood products from BC	Remarks	10 minutes
Chamber Lunch	Investment and trade opportunities in BC	Formal	20 minutes
Foreign Language School	Education opportunities in BC	Formal	10 minutes
BC Day	Connection between BC and Gyeonggi	Informal	5 minutes
Pavillion Tour / Dinner	Connection between BC and Gyeonggi	Formal	5 minutes

Day 6 (May 18) – Seoul w/ focus Pacific Gateway

Domestic Objective – Highlight the importance of the infrastructure investments being made in BC in getting products to market in Asia

Message of the Day – B.C. is the fastest and most efficient gateway to North America.

Key Narrative –Korea and Japan are investing in B.C. because we can deliver the product they need to support economic growth.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – TBD

Key Media Avail – TBD

Communications Activities

Activity	Details	Korea Time	BC Time
Tweet	The average wage in the mining sector is over \$100k. We're seeking investment to create more of those jobs!	10:00	18:00
Tweet	Did you know that Korea is the 2nd largest importer of LNG in the world?	11:30	20:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Gateway	--	--
Tweet	1 yr ago, Hanjin Shipping	17:30	01:30
Video release	TBD		
Photo/Video release	TBD		
Day's News Release	Importance of Gateway to Economy/Jobs	23:00	07:00
Tweet infographics	TBD		
Radio (TBD)	Industry validators – Vancouver Port Authority?	--	Afternoon
Radio and Op-Ed	Minister Lekstrom on Gateway	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Mining Roundtable	Mining investment and trade opportunities	Remarks	10 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	5 minutes

Day 7 (May 19) – Partnering early with an up and coming economy

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.

Key Narrative – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo Supporting Narrative - Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Human Interest Photo – Meeting with the President (TBC), Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – Sean Leslie, The World Today. Pre-packaged translated statement to ribbon cutting photo and send to Filipino media.

Communications Activities

Activity	Details	Manila Time	BC Time
Tweet	Good-bye to Korea; productive meetings	08:00	16:00
Op-ed (TBD)	Minister Bell – Filling the labour gap	08:00	16:00
Tweet	Hello Philippines	11:30	20:30
Pre-packaged statement	Ribbon-cutting statement to BC Filipino press	TBD	TBD
Tweet	Thanks to Minister Baldoz for meeting	13:00	22:00
Day's News Release	Labour Market Mobility cooperation	23:00	07:00
Photo release	Ribbon-cutting	23:00	07:00
Photo release (TBC)	Meeting with President or Foreign Affairs	23:00	07:00
Radio (TBD)	Minister of State Yap re ITF (TBD)	--	Morning

Speaking Activities

Event	Details	Format	Time
Jobs Fair	Importance of TFW to BC	Informal	5 minutes
Friends of BC Dinner	Importance of labour mobility	Remarks	5 minutes

BC Jobs & Trade Mission – Japan, Korea & Philippines

Key Messages

May 7, 2012

Trade Mission

- We need to keep the BC Jobs Plan momentum going.
- We are taking the B.C. advantage to Japan, Korea and the Philippines.
- One of the keys to doing business is building relationships – this mission is about building on our existing relationships and solidifying new ones.
- Japan and Korea are two of our strongest, longest-standing trading partners – both economies rely heavily on imports of energy, raw materials and other commodities and they are pivotal to B.C. achieving top 2 GDP growth by 2015.
- Both Japan and Korea are moving towards greater use of clean energy.
- Not only is Japan B.C.'s second largest export market, they are also the largest importer of liquefied natural gas in the world – followed by Korea.
- By acting now, British Columbia is building partnerships with these markets to maximize the potential of B.C.'s vast natural gas reserves and planned LNG facilities.
- BC's softwood and biomass resources are also a perfect match to assist in clean energy and green building development in Korea and Japan.
- We know that by creating new opportunities in Asia, we create more jobs for B.C. families.
- As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Japan

On Earthquake Recovery

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences.

- We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- We hope our contribution to their reconstruction effort can help this process.

On Economic opportunity

- BC is an attractive, stable and welcoming jurisdiction for investment from Japan.
- We are the fastest and most efficient gateway to Asia markets from North America.
- Part of Japan's rebuilding process will include diversifying its energy mix – B.C. can help by supplying clean energy sources such as natural gas and bio-energy.
- Japan is the largest importer of Liquefied natural gas in the world – we are encouraging Japan to consider the BC investment opportunities available to them.

Korea

- BC is an attractive, stable and welcoming jurisdiction for investment from Korea.
- We are the fastest and most efficient gateway to Asia markets from North America.
- We share Korea's interest in the green economy and green technology.
- BC's softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.
- Korea is the world's second largest importer of Liquefied natural gas – we are encouraging Korea to consider the BC investment opportunities available to them.

Philippines

Philippines economy

- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.
- We think there is an opportunity for the Philippines and B.C. to grow both our economies through increased trade.
- In doing so, we will create jobs for families here and in the Philippines.

Temporary Foreign Workers

- The Philippines has consistently been one of the top four source countries for temporary foreign workers in B.C.
- BC is facing a looming skilled labour shortage – with over one million job openings expected in the next 10 years.
- We want to ensure that those living in the Philippines know about the great economic opportunities we have, and will continue to have, over the coming years.

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Questions and Answers

Ministry of Jobs, Tourism and Innovation

Jobs and Trade Mission - Japan, Korea, Philippines

Last Update: May 7, 2012

Q 1. What is this mission going to cost?

- We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth it.
- B.C. businesses and organizations continue to participate because they know the value of attending.
- A full accounting of costs will be reported out just like last time.

Q 2. Will the government be using any of its Jobs Plan advertising budget to promote the trip?

- There will be no additional advertising dollars attributed to the trade mission.
- A full accounting of costs will be reported out just like last time.

Q 3. Aren't many of the deals signed on these missions already made and its therefore wasted money on travel?

- Building business and investment opportunities is about building relationships, particularly in Asia.
- In many countries it is expected that government's have a good relationship before the private sector is prepared to work together.
- With the government's lead on the mission many future doors can be opened for continued investment attraction.
- For example, finding buyers for our natural gas is about building relationships in Tokyo and Seoul.

Q 4. At a time when budgets are constrained across the board, how can B.C. justify spending money on excessive travel?

- If we are to create jobs for British Columbians, we need to attract

Strictly Confidential

Page 1 of 5

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Questions and Answers

investment to the province.

- Building business and investment opportunities is about building relationships, particularly in Asia. It's incumbent upon us, as government, to visit these countries and make sure they're aware of the tremendous opportunities available through trade and investment in B.C.
- B.C. has long successful trading relationships with these countries and we plan to build on that relationship.
- We know trade missions are worthy investments because B.C. has been involved in them decades.
- We have a tight delegation and a packed agenda that is focused on bringing more investment to B.C. and more jobs for British Columbians, is worth it.

Q 5. Why is B.C. going on another trade mission?

- The purpose of the Premier's mission to Japan, Korea and the Philippines is to reinforce B.C.'s strong economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan.
- We will promote those BC Jobs Plan sectors of most interest to Japan and Korea and highlight B.C.'s position as the fastest and most efficient gateway to Asian markets.
- Japan and Korea are looking to diversify their energy mix and it's vital they know about our vast supply of LNG and bioenergy and the infrastructure to get it to them quickly.

Q 6. Why are B.C. businesses accompanying you on this mission?

- The success of these missions is based largely on government's and business's ability to work together to promote our interests abroad.

Q 7. Why is Japan one of the stops?

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Page 2 of 5

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spelling)

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Questions and Answers

- Japan is B.C.'s third-largest export market, worth \$4.7 billion last year.
- Japan is the largest importer of LNG in the world.
- Japan is a long-standing investor in the B.C. economy, ranging from lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Japan will focus on Natural Gas, Mining, Clean Technology, Forestry, Agrifoods and Transportation.

Q 8. Japan already has well established partners for LNG resources. Why would they want to use B.C. LNG?

- Japan's last nuclear reactor recently shut down after the devastating earthquake and Fukushima disaster in 2011. Now, more than ever, Japan is relying on energy alternatives to fill the void left by nuclear power.
- Japan has already recognized that B.C. LNG can be a major supplier for their energy future and our position as the fastest and most efficient gateway to Asian markets.
- Japan's Mitsubishi Corporation recent \$2.9-billion investment in B.C. LNG is estimated to create 10,000 jobs in B.C. over the next 20 years.

Q 9. Why is Korea one of the stops?

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion last year.
- Korea is the second largest importer of LNG in the world.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Korea will focus on Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

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Questions and Answers

Q 10. Japan and Korea are obviously important trade relationships for B.C.? Why are you visiting the Philippines?

- B.C. has a very close relationship with the Philippines.
- They have also been recently recognized as one of the possible emerging markets in Asia.
- In fact, they are expected to climb to become the 16th largest economy in the world by 2050. (HSBC)
- The Philippines has been one of the top four source countries of temporary foreign workers in B.C. since 2000.
- Since 2010, the Philippines has been B.C.'s second-largest source country for permanent residents.
- The Philippines is our number one source of Provincial Nominees - 432 in 2011.
- Since 2001 the Provincial Nominee Program has assisted 1,960 skilled and semi-skilled workers obtain permanent resident visas.
- The total Filipino community in B.C. is estimated at 125,000.

Q 11. Why is the government recruiting workers from abroad for jobs that could be done by British Columbians?

- First and foremost, the BC Jobs Plan is intended to provide good-paying jobs that support families in, ~~family-supporting jobs for~~ British Columbians
- However, with an estimated one million job openings coming in the next decade, we know that new immigrants will be key to maintaining the growth of our economy.
- Having sufficient numbers of workers to fill jobs in B.C. is a major concern for employers, and immigration is one of the most-important avenues to attract workers.
- The BC Jobs Plan commits to promoting economic development in key sectors and attracting more workers.
- Filling existing job vacancies faster will enable employers to operate more efficiently, and allow them to create more jobs for B.C.

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Questions and Answers

families.

Q 12. The last trade mission was announced as the largest in the history of the province? This one seems a lot smaller – why is that?

- This trade mission is focused on maintaining existing relationships with established partners.
- We are focusing on priority sectors in order to enhance trade and bring greater investment to the province.
- In Japan and Korea alone we are visiting two of our largest exports markets - combined over \$7 billion in exports last year. It's simply good relations and good business to be visiting these markets.

Q 13. Who will be going on the mission?

- There is a list of approx. 55 business representatives that will be attending the mission from sectors such as LNG, mining, bioenergy, international education, etc.
- Each participant is looking to develop positive business relationships that will have a positive effect on the economy of British Columbia.

Q 14. Why are you going to Sendai? Is this merely a photo-op?

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences. We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- I will have more to say about this while in Japan.

Q 15. Why have you chosen not to invite media on the trip?

- We will be doing significant outreach to domestic media throughout the duration of the trip.

Johnson, Sheldon GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Monday, May 14, 2012 3:51 PM
To: Chant, Jon GCPE:EX; Chalmers, Jennifer PREM:EX
Cc: Stagg, Linda R GCPE:EX; Robinson, Patricia C GCPE:EX; Perzoff, Lara GCPE:EX; Johnson, Sheldon GCPE:EX; Safarik, Melissa GCPE:EX; Hagerman, Shannon GCPE:EX
Subject: RE: For review: V5s - 7 a.m. May 15 Jobs, Trade Mission release

Approved from here but defer to PO. Jen?

From: Chant, Jon GCPE:EX
Sent: Monday, May 14, 2012 3:48 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX; Safarik, Melissa GCPE:EX; Hagerman, Shannon GCPE:EX
Cc: Stagg, Linda R GCPE:EX; Robinson, Patricia C GCPE:EX; Perzoff, Lara GCPE:EX
Subject: For review: V5s - 7 a.m. May 15 Jobs, Trade Mission release
Importance: High

Hi Hayden et al,
Let us know if this is good to go, and we'll tee it up for 7 a.m.
If you need time to get this confirmed/approved, you can reach me after hours at 250 888-0072.
Thx,
Jon

NEWS RELEASE
For Immediate Release
2012PREM0059-000673
May 15, 2012 Office of the Premier
Ministry of Jobs, Tourism and Innovation

Premier Sells the B.C. Advantage

TOKYO - On her first full day in Tokyo as part of the second Jobs and Trade Mission, Premier Christy Clark sold the benefits of investment in British Columbia to both emerging and established industries.

Premier Clark met with representatives from DeNA, just one of a number of Japanese digital media companies that have set their sights on B.C.'s world-class technology talent. She also met with officials from Mitsubishi, a significant player in the development of B.C.'s burgeoning LNG sector.

"Recent investments show that countries like Japan are taking advantage of the tremendous natural and intellectual capital found in B.C.," said Premier Clark. "These emerging sectors provide jobs to thousands of British Columbians, jobs that support families across the province."

DeNA recently opened a Vancouver subsidiary, DeNA Studios Canada Ltd., creating between 35 and 40 new jobs in B.C. They join a number of other internationally recognized video game companies that have chosen to locate offices in Vancouver due to its highly qualified talent pool, including Electronic Arts (EA), Nintendo, Sony Studios and Microsoft, contributing almost 4,000 jobs in Vancouver.

At her meeting with Mitsubishi Corporation, Premier Clark recognized the company's significant investments in B.C. LNG resource development and infrastructure, including the recent \$2.9-billion shared investment with

Penn West Exploration in the Cutbank Ridge property. This project will create an estimated 10,000 jobs in B.C. over the next 20 years. The meeting precedes Premier Clark's meeting with Japan Oil, Gas and Metals National Corporation, Japan's Crown corporation responsible for securing stable supplies of natural gas, at which the Premier will stress the advantages of purchasing LNG from B.C.

The advantages of investment in B.C. were highlighted again at a B.C.-Japan Corporate Lunch when Xstrata Coal and JX Nippon announced a \$35-million investment in pre-feasibility activities related to the Suska Coal Project. Imperial Metals announced a three-year extension of its copper concentrate agreement with Sumitomo Metal Mining Co. worth approximately \$50 million annually.

"Mining creates great family-supporting jobs for B.C., and our industry does this by ensuring we have customers for our products - including Asian markets," said Mark McManus, executive general manager, Xstrata Coal Canada. "Premier Clark's trade mission allows us to demonstrate B.C.'s commitment to delivering high quality resources."

At the Corporate Lunch, Premier Clark highlighted B.C.'s strong cultural and economic relationship with Japan as well as the province's competitive tax rates and wealth of human and natural resources. In 2011, B.C. exported \$4.7 billion worth of goods to Japan, the third-highest export market for B.C.

Premier Clark also met with Her Imperial Highness Princess Takamado, to reaffirm the B.C. - Japan relationship and discuss mutual interests, such as education and the arts. The Premier expressed her pleasure at the fact that so many Japanese students have chosen to study in B.C. and encouraged Princess Takamado to visit B.C. again some time in the future.

Finally, Premier Clark had meetings with the Minister of Foreign Affairs, Mr. Koichiro Gamba and the Minister of Economy, Trade and Industry Yukio Edano to affirm and strengthen B.C.'s bilateral relations with Japan and present B.C.'s economic priorities as outlined in the BC Jobs Plan.

Quick facts:

- * B.C.'s high-tech industry provided 84,000 jobs for British Columbians in 2009, with a record payroll of \$5.3 billion, despite the global economic downturn.
- * The average high-tech wage in B.C. was \$63,440 - more than 52 per cent above the average for all B.C. jobs.
- * GDP for the high-tech industry was \$9.3 billion in 2009.
- * B.C.'s high-tech sector has been one of the province's top revenue performers for many years, nearly doubling between 1997 and 2009, when revenues were \$18.9 billion (the most recent data available).
- * In 2006, the provincial government provided a \$40.5 million operating endowment to the Great Northern Way Trust (Emily Carr, UBC, SFU, BCIT) to get the masters of digital media program started at Great Northern Way Campus - Canada's first graduate program in digital media.

A backgrounder follows.

BACKGROUND

Trade Mission Key Announcements for Tuesday, May 15

- * Nippon Access agreed with Natural Glacier Waters to retail 1,000 containers of water per year through one of Japan's largest grocery chains.
- * Powertech and Tomoe Shokai signed a Letter of Intent (LOI) for the sale of Powertech's hydrogen filling station in Japan. This LOI is worth \$10 million.
- * JX Nippon and Xstrata Coal announced a \$35 million pre-feasibility study of the Suska Coal Project, located between Tumbler Ridge and Chetwynd.
- * Sumitomo Metal Mining Co. and Imperial Metals Corporation revealed a three-year extension of an existing copper concentrate agreement between the two companies worth a total of \$150 million.
- * British Columbia's Ministry of Jobs, Tourism, and Innovation and Japan Oil, Gas and Metals National Corporation signed a Memorandum of Understanding covering cooperation and information sharing on natural gas activities in B.C.

Contact:
Media Relations
Government Communications and Public Engagement
Ministry of Jobs, Tourism and Innovation
250 356-7104

Connect with the Province of B.C. at www.gov.bc.ca/connect

Johnson, Sheldon GCPE:EX

From: Watson, Andy GCPE:EX
Sent: Tuesday, May 15, 2012 2:30 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: MEDIA ADVISORY

10-4

Andy Watson | Public Affairs Officer
Ministry of Jobs, Tourism and Innovation
Government Communications & Public Engagement
Government of British Columbia
5th Floor, 800 Johnson St. / Victoria, B.C.
W: (250) 356-7104 / C: (778) 679-5667
Email: andy.watson@gov.bc.ca

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, May 15, 2012 2:29 PM
To: Watson, Andy GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: MEDIA ADVISORY

Please let them know that the Premier will be discussing mission and LNG announcement.

And yes, we can suggest the CAPP rep given how much of the trip is LNG focused. Andy, feel free to call him.

From: Watson, Andy GCPE:EX
Sent: Tuesday, May 15, 2012 1:41 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: RE: MEDIA ADVISORY

Sheldon,

Am I OK to call Markus or would you prefer to do so to see if he would be available?

AW

Andy Watson | Public Affairs Officer
Ministry of Jobs, Tourism and Innovation
Government Communications & Public Engagement
Government of British Columbia
5th Floor, 800 Johnson St. / Victoria, B.C.
W: (250) 356-7104 / C: (778) 679-5667
Email: andy.watson@gov.bc.ca

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, May 15, 2012 1:41 PM
To: Johnson, Sheldon GCPE:EX; Watson, Andy GCPE:EX
Subject: RE: MEDIA ADVISORY

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From: Johnson, Sheldon GCPE:EX
Sent: Tuesday, May 15, 2012 1:40 PM
To: Watson, Andy GCPE:EX; Lansdell, Hayden GCPE:EX
Subject: RE: MEDIA ADVISORY

Hayden,

Let's tell them the Premier is unavailable do to time change, but she will be making a visit to an LNG facility during the day- plus Shell's recent announcement – we recommend speaking with Markus Ermisch here, CAPP media relations to lay out the importance of the sector, gov't support and the extensive impact of Shell's announcemnt.

Contact info is 403-776-1401, or markus.ermisch@capp.ca.

From: Watson, Andy GCPE:EX
Sent: Tuesday, May 15, 2012 1:06 PM
To: Lansdell, Hayden GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: FW: MEDIA ADVISORY

CKNW wants to know if Premier is available tomorrow morning at 8:45 a.m. – with 16-hour time difference and a busy schedule, I assume no. Just want to confirm that this call at 4:10 pm is only time to reach her on this?

If I'm wrong, what alternative options would they have?

Andy

Andy Watson | Public Affairs Officer
Ministry of Jobs, Tourism and Innovation
Government Communications & Public Engagement
Government of British Columbia
5th Floor, 800 Johnson St. / Victoria, B.C.
W: (250) 356-7104 / C: (778) 679-5667
Email: andy.watson@gov.bc.ca

From: Government of British Columbia [<mailto:GCPE.News@gov.bc.ca>]
Sent: Tuesday, May 15, 2012 1:00 PM
To: GCPE Minis
Subject: MEDIA ADVISORY

May 15, 2012

Office of the Premier
Ministry of Jobs, Tourism and Innovation

MEDIA ADVISORY

TOKYO, Japan - Premier Christy Clark will be available to discuss the progress of the Jobs and Trade mission.

May 15, 2012

Time: 4:10 p.m. PDT

Special Instructions:

Toll-free Dial-in:

S15, S17 Vancouver
from Canada and USA

Participant Pass Code: S15, S17

Contact:

Media Relations
Government Communications and Public Engagement
Ministry of Jobs, Tourism and Innovation
250 356-7104

Trade Mission - Philippines

Key Messages

May 7, 2012

Philippines Economy

- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.
- We think there is an opportunity for the Philippines and B.C. to grow both our economies through increased trade.
- In doing so, we will create jobs for families here and in the Philippines.

TFWs

- The Philippines has consistently been one of the top four source countries for temporary foreign workers in B.C.
- BC is facing a looming skilled labour shortage – with over one million job openings expected in the next 10 years.
- So we want to ensure that those living in the Philippines know about the great economic opportunities we have, and will continue to have, over the coming years.

BC Jobs & Trade Mission – Japan, Korea & Philippines

Wrap-up

Key Messages

May 23, 2012

Trade Mission

- It's clear that this trade mission is keeping the BC Jobs Plan momentum going.
- We know that by creating new opportunities in Asia, we create more jobs for B.C. families.
- Just last month, B.C created over 20,000 new jobs – and we think we can continue to build on that.
- During the second BC Jobs and Trade Mission, 25 business deals and partnership agreements were signed or announced, while I attended approximately 40 events and meetings with business and political leaders.
- Every deal signed, every new investment dollar and every meeting I took has the potential to create new jobs.
- One of the keys to doing business is building relationships – this mission was about building on our existing relationships and solidifying new ones – especially in the clean energy sector.
- Japan and Korea are two of our strongest, longest-standing trading partners – both economies rely heavily on imports of energy, raw materials and other commodities and they are pivotal to B.C. achieving top 2 GDP growth by 2015.
- Both Japan and Korea are moving towards greater use of clean energy and they are hungry for our natural gas.
- Not only is Japan B.C.'s second largest export market, they are also the largest importer of liquefied natural gas in the world – followed by Korea.
- By acting now, British Columbia is building partnerships with these markets to maximize the potential of B.C.'s vast natural gas reserves and planned LNG facilities.

- BC's softwood and biomass resources are also a perfect match to assist in clean energy and green building development in Korea and Japan.

Japan

On Earthquake Recovery

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- We wanted to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- We are honoured to be able to build the new Yuragi market, which is a really important part of the local community.
- It's a fish cooperative and open-air market to be built with BC wood and it will be paid for in partnership with BC government, federal government and our local wood industry as a gift to the people here
- We hope our contribution to their reconstruction effort can help this process.

On Economic opportunity

- We have a really strong and mature trading relationship with Japan that's been underway for over 150 years now.
- BC is an attractive, stable and welcoming jurisdiction for investment from Japan.
- We are the fastest and most efficient gateway to Asia markets from North America.
- Part of Japan's rebuilding process will include diversifying its energy mix – and they are hungry for B.C.'s clean energy sources such as natural gas and bio-energy.
- Japan is the largest importer of Liquefied natural gas in the world.
- In Japan, we met with Mitsubishi, who along with Shell, Petro China and KOGAS will build a Kitimat LNG project that will create thousands of jobs for BC families.

Korea

- BC has a close relationship with Korea - I was honoured to be made a honorary citizen on the first BC Day Gyeonggi Province.
- BC is an attractive, stable and welcoming jurisdiction for investment from Korea.
- We are the fastest and most efficient gateway to Asia markets from North America.
- Korea has set very aggressive targets for cleaner power generation.
- Korea moved towards achieving their targets with an agreement on the first shipment of B.C. wood pellets.
- Korea is the world's second largest importer of Liquefied natural gas.

- In Korea, we met with KOGAS, who along with Mitsubishi, Shell, and Petro China will build a Kitimat LNG project that will create thousands of jobs for BC families.

Philippines

Philippines economy

- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.
- We think there is an opportunity for the Philippines and B.C. to grow both our economies through increased trade.
- In doing so, we will create jobs for families here and in the Philippines.
- And it's already started with the Aquilini Renewable Energy project to build, operate and manage a \$15-million waste-to-energy gasification plant in the City of Mactan in Cebu Province that will create 40 BC jobs. .

Temporary Foreign Workers

- The Philippines has consistently been one of the top four source countries for temporary foreign workers in B.C.
- BC is facing a looming skilled labour shortage – with over one million job openings expected in the next 10 years.
- We want to ensure that those living in the Philippines know about the great economic opportunities we have, and will continue to have, over the coming years.

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Questions and Answers

Ministry of Jobs, Tourism and Innovation

Jobs and Trade Mission - Japan, Korea, Philippines

Last Update: May 22, 2012

Q 1. What is this mission going to cost? (see validator quotes)

- We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth it.
- B.C. businesses and organizations continue to participate because they know the value of attending.
- As I have noted in the past, a full accounting of costs will be reported as soon as we have all that information.

Q 2. Will the government be using any of its Jobs Plan advertising budget to promote the trip?

- There will be no additional advertising dollars attributed to the trade mission.
- As I have noted in the past, a full accounting of costs will be reported as soon as we have all that information.

Q 3. Aren't many of the deals signed on these missions already made and its therefore wasted money on travel?

- Building business and investment opportunities is about building relationships, particularly in Asia.
- In many countries it is expected that governments have a good relationship before the private sector is prepared to work together.
- With the government's lead on the mission many future doors can be opened for continued investment attraction.
- Finding buyers for our natural gas and our bioenergy, for example, is about building relationships in Tokyo and Seoul.

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Questions and Answers

Q 4. At a time when budgets are constrained across the board, how can B.C. justify spending money on excessive travel?

- If we are to create jobs for British Columbians, we need to attract investment to the province.
- Building business and investment opportunities is about building relationships, particularly in Asia. It's incumbent upon us, as government, to visit these countries and make sure they're aware of the tremendous opportunities available through trade and investment in B.C.
- B.C. has long successful trading relationships with these countries and we plan to build on that relationship.
- We know trade missions are worthy investments because B.C. has been involved in them decades.
- We have a tight delegation and a packed agenda that is focused on bringing more investment to B.C. and more jobs for British Columbians, is worth it.

Q 5. Why is B.C. going on another trade mission?

- The purpose of the Premier's mission to Japan, Korea and the Philippines is to reinforce B.C.'s strong economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan.
- We will promote those BC Jobs Plan sectors of most interest to Japan and Korea and highlight B.C.'s position as the fastest and most efficient gateway to Asian markets.
- Japan and Korea are looking to diversify their energy mix and it's vital they know about our vast supply of LNG and bioenergy and the infrastructure to get it to them quickly.

Q 6. Why are B.C. businesses accompanying you on this mission?

- The success of these missions is based largely on government's and

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Questions and Answers

business's ability to work together to promote our interests abroad.

Q 7. Why was Japan one of the stops?

- Japan is B.C.'s third-largest export market, worth \$4.7 billion last year.
- Japan is the largest importer of LNG in the world.
- Japan is a long-standing investor in the B.C. economy, ranging from lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Japan focused on Natural Gas, Mining, Clean Technology, Forestry, Agrifoods and Transportation.

Q 8. Japan already has well established partners for LNG resources. Why would they want to use B.C. LNG?

- Japan's last nuclear reactor recently shut down after the devastating earthquake and Fukushima disaster in 2011. Now, more than ever, Japan is relying on energy alternatives to fill the void left by nuclear power.
- Japan has already recognized that B.C. LNG can be a major supplier for their energy future and our position as the fastest and most efficient gateway to Asian markets.
- Japan's Mitsubishi Corporation recent \$2.9-billion investment in B.C. LNG is estimated to create 10,000 jobs in B.C. over the next 20 years.

Q 9. Why was Korea one of the stops?

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion last year.
- Korea is the second largest importer of LNG in the world.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Korea focused on

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Questions and Answers

Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

Q 10. Japan and Korea are obviously important trade relationships for B.C. Why did you visiting the Philippines?

- B.C. has a very close relationship with the Philippines.
- They have also been recently recognized as one of the possible emerging markets in Asia.
- In fact, they are expected to climb to become the 16th largest economy in the world by 2050. (HSBC)
- The Philippines has been one of the top four source countries of temporary foreign workers in B.C. since 2000.
- Since 2010, the Philippines has been B.C.'s second-largest source country for permanent residents.
- The Philippines is our number one source of Provincial Nominees - 432 in 2011.
- Since 2001 the Provincial Nominee Program has assisted 1,960 skilled and semi-skilled workers obtain permanent resident visas.
- The total Filipino community in B.C. is estimated at 125,000.

Q 11. Why is the government recruiting workers from abroad for jobs that could be done by British Columbians?

- First and foremost, the BC Jobs Plan is intended to provide good-paying jobs that support families in British Columbia
- However, with an estimated one million job openings coming in the next decade, we know that new immigrants will be key to maintaining the growth of our economy.
- Having sufficient numbers of workers to fill jobs in B.C. is a major concern for employers, and immigration is one of the most-important avenues to attract workers.
- The BC Jobs Plan commits to promoting economic development in key sectors and attracting more workers.
- Filling existing job vacancies faster will enable employers to operate

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Questions and Answers

more efficiently, and allow them to create more jobs for B.C. families.

Q 12. The trade mission to China and India was announced as the largest in the history of the province? This one seems a lot smaller – why is that?

- This trade mission is focused on maintaining existing relationships with established partners.
- We are focusing on priority sectors in order to enhance trade and bring greater investment to the province.
- In Japan and Korea alone we visited two of our largest exports markets - combined over \$7 billion in exports last year. It's simply good relations and good business to be visiting these markets.

Q 13. Who will be going on the mission?

- Approximately 104 delegates representing 75 companies, organizations and community groups accompanied the Premier on the BC Jobs and Trade Mission.
- Various sectors were represented including LNG, mining, bioenergy, international education, etc.
- Each participant was looking to develop positive business relationships that will have a positive effect on the economy of British Columbia.

Q 14. Why did you go to Sendai? Is this merely a photo-op?

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences. We wanted to show our support for Japan's reconstruction and help them and move past this tragedy and emerge even stronger.

Q 15. Why have you chosen not to invite media on the trip?

- We did significant outreach through call-backs, news releases and social

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Questions and Answers

media updates throughout the duration of the trip.

Q 16. On the previous mission, there were requests for flowers and chardonnay to be left in your room? Were there any similar requests for this mission?

- . These requests were made by program staff.
- . No direction was provided by the Premier's office.
- . The request was only that these items be made available and no costs were incurred.
- . By the time I get to my room I'm exhausted from working to drive investment and create jobs in B.C. If there was anything in my room, I didn't notice.

Expense Report ER1511000

☑ **TIP** Hint: Print in landscape format to include all displayed information. Use your browser Back button to exit the printable page view.

General Information

Name **CRAIG. DON**
S22
Expense Dates **08-MAY-2012**
- 22-MAY-
2012
Responsibility Centre **32348**
Reason for Travel **Asia Trade**
Mission -
videographer
Approver **STEWART,**
DAWN M
Receipts Status **Required**




Report Submit Date **28-**
MAY-
2012
Attachments **View**
Is a SMARTTEC confirmation report (PDF) required for this claim? **Yes**
Yes
Report Total **3,995.53** / **3991.89**
CAD

Expense Lines Expense Allocations Weekly Summary Approval Notes [3]

Business Expenses

Cash Expenses

Date	Receipt Amount	Expense Type	Justification	Receipt Required	Receipt Missing	Reimbursable Amount (CAD)	Details
08-May-2012	52.00 CAD	Miscellaneous	Travel insurance	✓		52.00	
08-May-2012	14.00 CAD	Miscellaneous	VISA for Japan - receipt lost, not previously claimed.	✓		14.00	
12-May-2012	13.50 CAD	Mileage	Was driven to airport from home, 27 kms			13.50	
12-May-2012	22.00 CAD	Meal/Per Diem	Left home 6:30 am for flight to Vancouver, L & D on plane to Tokyo			22.00	
13-May-2012	245.50 CAD	Foreign Travel	1 night S15 please see VISA cc statement attached	✓		245.50	
13-May-2012	657.44 CAD	Foreign Travel	May 13/14/15/16/ - 4 full days meals in Tokyo, 11,135.00 yen per day from FED Travel Directive Appendix D x 20% = 13362.00 per day - x exchange rate of .0123 = 164.35 Cndn x 3 days = 657.44	✓		657.44	
15-May-2012	670.15 CAD	Foreign Travel	2 nights S15 see cc statement attached, 670.15 cndn charged, including laundry	✓		670.15	
17-May-2012	334.80 CAD	Foreign Travel	2 full meal days in Seoul Korea - Fed rate is 155000.00 won x 20% = 186000.00 x exchange rate of .0009 = 167.40 per day x 2 = 334.80 cndn	✓		334.80	
19-May-2012	47.52 CAD	Foreign Travel	B only in Seoul, 44000.00 won x 20% = 52800.00 x .0009 = 47.52 Cndn	✓		47.52	
18-May-2012	1,200.53 CAD	Foreign Travel	3 nights S15 Seoul - charged 1200.53 cndn as per cc statement includes laundry	✓		1,200.53	
19-May-2012	199.58	Foreign	L&D Manila 3 days -2400.00	✓		199.58	

	CAD Travel	from FED Travel Directive - x 20% = 2880.00 x exchange rate of .0231 = 66.53 Cndn x 3 days = 199.58			
21-May-2012	513.41 Foreign CAD Travel	S15 2 nights Manila - 513.41 CNDN from Visa statement	✓	513.41	
22-May-2012	13.50 Mileage CAD	S22 up at the airport and drove home - 27 kms		13.50	
22-May-2012	11.60 Foreign CAD Travel	cab to airport in Manila, 500 pesos x .0232 <i>RECEIPT LOST</i> ✓ <i>NOT PREVIOUSLY CLAIMED</i>		11.60	
Total				3,995.53	

Expense Lines Expense Allocations Weekly Summary Approval Notes [3]

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TRAVEL AUTHORIZATION

This form must be used for all out-of-province travel requests.
It may, at the discretion of ministries, be used for in-province travel requests.

☐ Out-of-Province ☒ Out-of-Canada ☐ In-Province

MINISTRY / ENTITY / CORPORATE NAME (IF CONTRACTOR)

Labour & Citizens Services/Government Communications & Public Engagement

VOTE

EMPLOYEE NAME

Don Craig

EMPLOYEE ID.

POSITION

Graphic Designer

BARGAINING UNIT / GROUP NO.

BRANCH / LOCATION / REGION

HQ/Victoria

DATE DEPARTING

YYYY / MM / DD

2012/05/12

DATE RETURNING

YYYY / MM / DD

2012/05/23

NO. OF WORKDAYS AWAY

8

ESTIMATED OVERTIME CLAIM

HOURS

IDENTITY OF ORGANIZATION (OTHER THAN PROV. OF B.C.) PAYING ANY OF THE COSTS

☐ N/A, OR:

DESTINATIONS

Japan, S. Korea, Philippines

METHOD OF TRAVEL

Air - various

PURPOSE OF TRAVEL

Give details of event to be attended, project name / number, program involved, benefits to Ministry, etc.

Accompanying Premier & Ministers on Asia Trade Mission

SIGNATURES

Refer to CPPM 10.3.4 Policy 1 and 10.4.4 for approval authorities.
PLEASE SIGN ONE BOX ONLY

DIRECTOR

APPROVED

NOT APPROVED

DATE SIGNED
YYYY / MM / DD

ASSISTANT DEPUTY MINISTER

APPROVED

NOT APPROVED

DATE SIGNED
YYYY / MM / DD

DEPUTY MINISTER

APPROVED

NOT APPROVED

DATE SIGNED
YYYY / MM / DD

MINISTER

APPROVED

NOT APPROVED

DATE SIGNED
YYYY / MM / DD

EMPLOYEE'S SIGNATURE

DATE SIGNED
YYYY / MM / DD

ESTIMATED COSTS (IN CAN. \$)	
Transportation	6,000
Meals	1,300
Lodging	2,700
Overtime	
Fees	
Other	
Visa/Japan	15
Medical Ins	52
SUB TOTAL	10,067
Less Costs paid by others	
TOTAL COSTS	10,067

D. CRAIG.

Bata, Alex I GCPE:EX

From: Stewart, Dawn M GCPE:EX
Sent: Thursday, May 10, 2012 1:38 PM
To: Bata, Alex I GCPE:EX
Subject: FW: REVISED E-TICKETS/INVOICES: CRAIG/DONALD CHARLES MR 12MAY YYJ
Attachments: 267201.rtf; 267202.rtf

Fyi.

Thanks
Dawn

From: Noel Ramirez [mailto:noel@hume-travel.com]
Sent: Thursday, May 10, 2012 1:35 PM
To: Jordan, Annette JTI:EX
Cc: Stewart, Dawn M GCPE:EX
Subject: REVISED E-TICKETS/INVOICES: CRAIG/DONALD CHARLES MR 12MAY YYJ



HUMETRAVEL.com

500-1525 Robson Street, Vancouver, BC V6G 1C3
Tel: 604.682.7581/1.800.663.9787 Fax: 604.488.1138
<http://www.hume-travel.com>

CRAIG/DONALD CHARLES MR 12MAY YYJ

DATE 10MAY12
AGENT NR/NR BOOKING REF S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

AIR CANADA	12MAY VICTORIA BC	VANCOUVER BC	0900	0923
AC 8058	SATURDAY VICTORIA INTL	VANCOUVER INTL		
B ECONOMY		TERMINAL M		

RESERVATION CONFIRMED NON STOP ✓
0:23 DURATION
FLIGHT OPERATED BY AIR CANADA EXPRESS - J
AIRCRAFT: DE HAVILLAND DHC-8 100 SERIES
SEAT 08D NO SMOKING CONFIRMED

JAPAN AIRLINES	12MAY VANCOUVER BC	TOKYO	1205	1430
JL 17	SATURDAY VANCOUVER INTL	NARITA		13MAY
X BUSINESS	TERMINAL M	TERMINAL 2		
NON SMOKING	MEAL/SNACK		NON STOP	
	RESERVATION CONFIRMED		10:25 DURATION	
AIRCRAFT OWNER:	JL JAPAN AIRLINES			
COCKPIT CREW:	JL JAPAN AIRLINES			
CABIN CREW:	JL JAPAN AIRLINES			

AIRCRAFT: BOEING 767
SEAT 04K NO SMOKING CONFIRMED

ALL NIPPON AIRWAYS 13MAY TOKYO SENDAI 1825 1925
NH 3235 SUNDAY NARITA SENDAI
Y ECONOMY TERMINAL 1
NON SMOKING NON STOP
RESERVATION CONFIRMED 1:00 DURATION
AIRCRAFT: BOEING 737 ALL SERIES PASSENGER
SEAT 22H NO SMOKING CONFIRMED

JAPAN AIRLINES 16MAY TOKYO SEOUL 1945 2205 ✓
JL 95 WEDNESDAY HANEDA GIMPO INTERNAT
D BUSINESS TERMINAL INTL TERMINAL INTL
NON SMOKING MEAL NON STOP
RESERVATION CONFIRMED 2:20 DURATION
AIRCRAFT OWNER: JL JAPAN AIRLINES
COCKPIT CREW: JL JAPAN AIRLINES
CABIN CREW: JL JAPAN AIRLINES
AIRCRAFT: BOEING 767
SEAT 01C NO SMOKING CONFIRMED

ASIANA AIRLINES 19MAY SEOUL MANILA 0815 1105
OZ 701 SATURDAY INCHEON INTERN NINYO AQUINO I
C BUSINESS TERMINAL 1
NON SMOKING NON STOP
RESERVATION CONFIRMED 3:50 DURATION
AIRCRAFT: BOEING 767
SEAT 03G NO SMOKING CONFIRMED

JAPAN AIRLINES 22MAY MANILA TOKYO 0900 1430
JL 746 TUESDAY NINYO AQUINO I NARITA
D BUSINESS TERMINAL 1 TERMINAL 2
NON SMOKING MEAL NON STOP
RESERVATION CONFIRMED 4:30 DURATION
AIRCRAFT OWNER: JL JAPAN AIRLINES
COCKPIT CREW: JL JAPAN AIRLINES
CABIN CREW: JL JAPAN AIRLINES
AIRCRAFT: BOEING 767
SEAT 01D NO SMOKING CONFIRMED

JAPAN AIRLINES 22MAY TOKYO VANCOUVER BC 1735 1030
JL 18 TUESDAY NARITA VANCOUVER INTL
X BUSINESS TERMINAL 2 TERMINAL M
NON SMOKING MEAL/SNACK NON STOP
RESERVATION CONFIRMED 8:55 DURATION
AIRCRAFT OWNER: JL JAPAN AIRLINES
COCKPIT CREW: JL JAPAN AIRLINES
CABIN CREW: JL JAPAN AIRLINES
AIRCRAFT: BOEING 767
SEAT 03G NO SMOKING CONFIRMED

AIR CANADA 22MAY VANCOUVER BC VICTORIA BC 1230 1253
AC 8085 TUESDAY VANCOUVER INTL VICTORIA INTL
W ECONOMY TERMINAL M
NON STOP

RESERVATION CONFIRMED 0:23 DURATION
FLIGHT OPERATED BY AIR CANADA EXPRESS - J
AIRCRAFT: DE HAVILLAND DHC-8 SERIES 300
SEAT 12D NO SMOKING CONFIRMED

RESERVATION NUMBER(S) :

<u>AIR CANADA</u>	:	
<u>JAPAN AIRLINES</u>	:	
<u>ALL NIPPON AIRWAYS</u>	:	S17
<u>ASIANA AIRWAYS</u>	:	

<u>ETKT:AC</u>	- <u>AIR CANADA</u>
<u>ETKT:JL</u>	- <u>JAPAN AIRLINES</u>
<u>ETKT:JL</u>	- <u>ALL NIPPON AIRWAYS</u>
<u>ETKT:OZ</u>	- <u>ASIANA AIRWAYS</u>

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1800 6639787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
PLEASE QUOTE MEMBERSHIP CODE YVRC42121
PLEASE NOTE ADDITIONAL CHARGES MAY APPLY

CLICK THE FOLLOWING LINK TO ACCESS YOUR ONLINE ITINERARY:
S17

BAGGAGE POLICY - FOR TRAVEL TO/FROM, WITHIN THE US, PLEASE VISIT:
[HTTPS://BAGS.AMADEUS.COM?R=ZGN2DH&N=CRAIG](https://bags.amadeus.com?R=ZGN2DH&N=CRAIG)



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Last statement		S22	<input type="button" value="OK"/>
Statement Balance was:			Balance Date:
Minimum Payment was:		S22	Payment due date:

Save on interest with a special 2.9% rate!
Transfer your balances to your TD Canada Trust Credit Card today.

Bottom

<u>Posted Date</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
--------------------	--------------------	--------------	---------------	----------------

S22

May 16, 2012		245.50	✓	
May 18, 2012	S15	670.15	✓	
Total:			S22	
<u>Posted Date</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>

[Top](#) [About This Statement - May 24, 2012](#)

to:

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Information about supported versions of software for downloads.

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Since Last Statement	S22	0.00
		S22

Save on interest with a special 2.9% rate!
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Bottom

<u>Posted Date</u>	<u>Description</u>	<u>Debit</u>	<u>Credit</u>	<u>Balance</u>
	S22		S22	
May 23, 2012		513.41 ✓		
May 23, 2012	S15	1,200.53 ✓		S22
Total:		S22		

[Top](#)
[About This Statement](#) - May 24, 2012

to:

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(Printed: 05/24/2012 23:01:05 ET)



Travel Insurance Certificate

Policy Holder:

Donald Craig

S22

Certificate Number: S22

Distributor: PUBL

Status: Paid

Premium:

Discount:

Amount Paid:

Form of Payment:

Purchase Date: S22

Beneficiary:

Phone:

Group Number:

Discount Applied:

Plan Purchased: Package Plus without cancellation/without interruption

Effective Date: 5/12/2012

Expiry Date: 5/22/2012

Number of days: 11

Coverage Type: Single

Trip Cost Per Person: \$0.00

Covered Persons

First Name	Last Name	Date of Birth	Gender	SIN	PHN
Donald	Craig	S22	M		

Benefits Included	Coverage Amount
Emergency Medical Care Benefit	up to \$5,000,000
Emergency Dental Care (up to \$2,000)	included
Transportation to visit a covered person	included
Return of the deceased (up to \$10,000)	included
Subsistence Allowance (up to \$3,000)	included
Medical Follow-up in Canada following repatriation	included
Travel assistance included	included
Public Transportation accident	up to \$200,000
Accidental Death and Dismemberment Benefit	up to \$100,000
Air Flight Accident	up to \$300,000
Baggage - lost or stolen	up to \$1,500
Baggage - delay	up to \$500

1. For your convenience, your travel policy is valid even if you do not have the contract in hand.
2. Please note that **All exclusions apply as stipulated** under the heading "Exclusions and reductions in coverage" of your travel insurance contract.
3. Any incomplete, erroneous or inaccurate statements shall render the travel insurance contract **null and void**.
4. In the event of hospitalization or **medical consultation**, you must contact MEDI-ASSIST IMMEDIATELY. Failure to do so may result in REFUSAL of your claims.

MEDI-ASSIST Emergency phone number: 1-888-699-9333 for Canada/US OR (1)-604-419-4487 for elsewhere in the world (collect)



National Joint Council

Travel Directive, Appendix D - Allowances - Module 4 - Effective April 1, 2012

Appendix D - Allowances - Module 4

Country: _____ or City: _____

[Return to alphabetical list](#)[Get Rates](#)**Archives**

Current - April 1, 2012

Table Legend

C = Commercial Accommodation

P = Non-commercial Accommodation

* = Reasonable and justifiable expenses. Receipts required.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Jamaica - Currency: Canadian Dollar (CAD) NOTE: One Rate for Country

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Kingston	14.90	22.80	35.40	73.10	23.39	96.49
C-75%	Kingston	11.18	17.10	26.55	54.83	17.54	72.37
P	Kingston	14.90	22.80	35.40	73.10	14.62	87.72
P-75%	Kingston	11.18	17.10	26.55	54.83	10.97	65.79

Japan - Currency: Yen (JPY)

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Nagoya	2,600.00	3,300.00	5,550.00	11,450.00	3,664.00	15,114.00
C-75%	Nagoya	1,950.00	2,475.00	4,162.50	8,587.50	2,748.00	11,335.50
P	Nagoya	2,600.00	3,300.00	5,550.00	11,450.00	2,290.00	13,740.00
P-75%	Nagoya	1,950.00	2,475.00	4,162.50	8,587.50	1,717.50	10,305.00
C	Tokyo	2,650.00	3,525.00	4,960.00	11,135.00	3,563.20	14,698.20
C-75%	Tokyo	1,987.50	2,643.75	3,720.00	8,351.25	2,672.40	11,023.65
P	Tokyo	2,650.00	3,525.00	4,960.00	11,135.00	2,227.00	13,362.00
P-75%	Tokyo	1,987.50	2,643.75	3,720.00	8,351.25	1,670.25	10,021.50
C	Other	2,120.00	2,820.00	3,968.00	8,908.00	2,850.56	11,758.56



Historical Exchange Rates

Daily BID rates @ +/- 2% (Typical ATM rate)

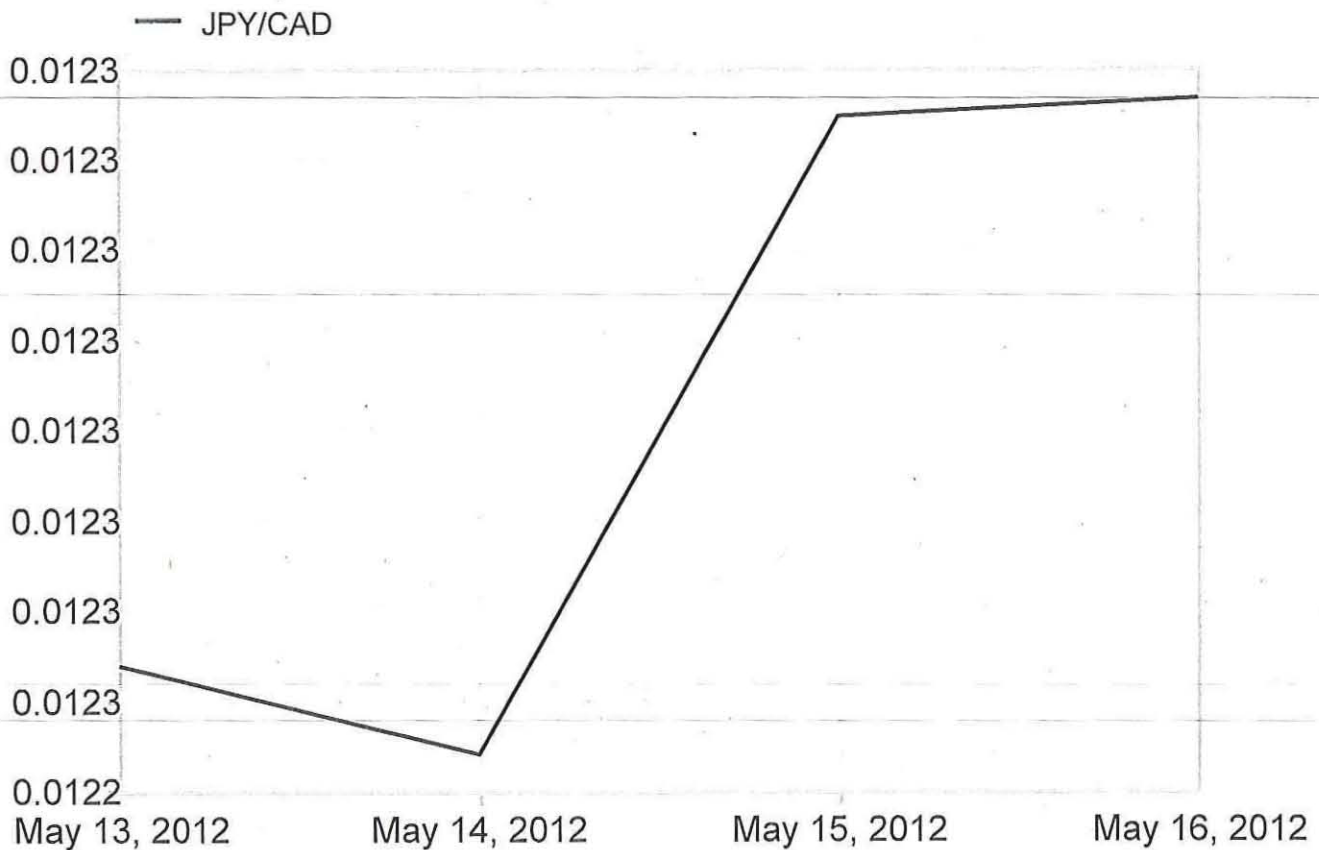
DATE: May 13, 2012 > May 16, 2012

INTERBANK: +/- 2% (Typical ATM rate)

PRICE: Bid

VALUES: Rate

FREQUENCY: Daily



> www.oanda.com/currency/historical-rates/

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S15

INVOICE

name
お名前Mr. Donald Craig
Canada Embassy

Japan

room no.	お部屋番号	S15
rate	料金	18000 jpy
persons	ご人数	1 / 0
folio no.	請求番号	58184
pages	ページ番号	1 of 1
agent	会計担当者	KIGARASHI
arrival	ご到着日	05/13/12
departure	ご出発日	05/14/12

date 日付	ref # 請求番号	description 請求内容	amount 金額
05/13/12		Internet Fee -Guest Room	1,000
		1Day S15	
05/13/12		Package Charge	18,000
05/14/12		UC	19,000
total/ 合計			19,000
balance / 残高			0

*\$245.50 charged
to cc -
see statement
attached*

S15

receipt
領収書signature
ご署名Page 130
GCP-2012-00116

お勘定書

STATEMENT

S15

お名前
Name MR. Donald Craig

お部屋番号
Room No S15

ご到着
Arrival 2012/05/14

ご出発
Departure 2012/05/16

S15

月 日 DATE	摘 要 EXPLANATION	部屋番号 ROOM NO	料 金		備 考 REMARKS
			CHARGE	CREDIT	
05/14	PACKAGE	S15	23,000		
05/15	PACKAGE		23,000		
	LAUNDRY		4,831		* 158428
<div>670.15 AUD Charged to cc see attached Statement</div>					
			S15		
ご請求金額 BALANCE DUE			50,831		

○料金のほかに10%のサービス料と5%の消費税および東京都条例に定められた宿泊税が加算されております。
 ○領収印のある明細書は領収証を兼ねております。
 A 10% service charge, 5% consumption tax and local tax* are added to your bill.
 This is your stamped hotel account bill combined with receipts.

印紙税申告納
付につき芝
税務署承認済

(LOCAL TAX: 400)

SIGNATURE





Historical Exchange Rates

Daily BID rates @ +/- 2% (Typical ATM rate)

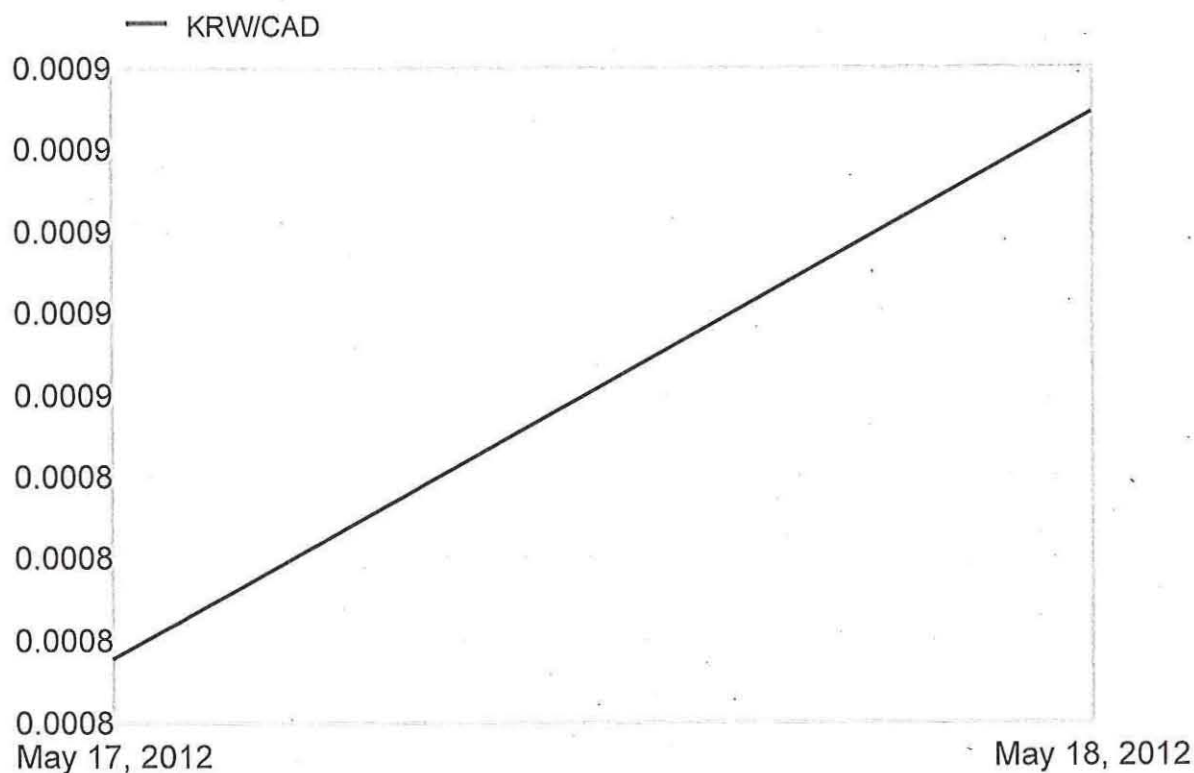
DATE: May 17, 2012 ▶ May 18, 2012

INTERBANK: +/- 2% (Typical ATM rate)

PRICE: Bid

VALUES: Rate

FREQUENCY: Daily



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S15

Name: Mr. Donald, Craig

C8E
INFORMATION INVOICE

Room Number 객실번호: S15
 Persons 인원 수: 1
 Page No. 페이지: 1 of 1
 Arrival Date 도착일: 05-16-12
 Departure Date 출발일: 05-19-12
 Cashier 출납원: FDJHKWON / 1121
 Room Rate 객실료:

120-81-01336
 서울 강남구 테헤란로 521 파르나호텔(주)
 대표이사 송 홍 섭

Date 일자	Descriptions 내용	Amount 금액	Credit 결제
05-16-12	Internet/inter-touch 162336 162336 000:42 Line# 1607 : 162336 162336 000:42	25,000	
05-16-12	Room Charge - Accommodation	285,000	
05-16-12	SVC Charge	28,500	
05-16-12	Room VAT	31,350	
05-17-12	Internet/inter-touch 172340 172340 000:42 Line# 1607 : 172340 172340 000:42	25,000	
05-17-12	Room Charge - Accommodation	285,000	
05-17-12	SVC Charge	28,500	
05-17-12	Room VAT	31,350	
05-18-12	Laundry-Other Line# 1607 : CHECK# 442624	181,500	
05-18-12	Room Charge - Accommodation	285,000	
05-18-12	SVC Charge	28,500	
05-18-12	Room VAT	31,350	

FOR GUEST

VISA OVERSEAS

S22
 Card No :
 Rev. Center : FRONT_DESK
 Merchant No : 0908600448
 Guest No : 2234063
 Status : M
 Expire Date : XXXX
 Trans Date : 12/05/19
 Approval No :
 TIME:05:24
 S22

AMOUNT : 1,266,050
 USD(\$) : 1144.69

S15

proved by

Bala

1,266,050

Company Embassy Of Canada

Street

City

Page 133
 GCP-2012-00116

Postal Code

P	Nairobi	2,100.00	2,800.00	3,600.00	8,500.00	1,700.00	10,200.00
P-75%	Nairobi	1,575.00	2,100.00	2,700.00	6,375.00	1,275.00	7,650.00
C	Other	1,680.00	2,240.00	2,880.00	6,800.00	2,176.00	8,976.00
C-75%	Other	1,260.00	1,680.00	2,160.00	5,100.00	1,632.00	6,732.00
P	Other	1,680.00	2,240.00	2,880.00	6,800.00	1,360.00	8,160.00
P-75%	Other	1,260.00	1,680.00	2,160.00	5,100.00	1,020.00	6,120.00

Kiribati - Currency: Australian Dollar (AUD) NOTE: One Rate for Country

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Tarawa	*	*	*	*	17.30 CAD	*
C-75%	Tarawa	*	*	*	*	13.00 CAD	*
P	Tarawa	*	*	*	*	17.30 CAD	*
P-75%	Tarawa	*	*	*	*	13.00 CAD	*

Korea (Dem. People's Republic of) - Currency: North Korean Won (KPW) NOTE: One Rate for Country

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Pyongyang	*	*	*	*	17.30 CAD	*
C-75%	Pyongyang	*	*	*	*	13.00 CAD	*
P	Pyongyang	*	*	*	*	17.30 CAD	*
P-75%	Pyongyang	*	*	*	*	13.00 CAD	*

Korea (Republic of) - Currency: Won (KRW)

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Seoul	44,000.00	49,000.00	62,000.00	155,000.00	49,600.00	204,600.00
C-75%	Seoul	33,000.00	36,750.00	46,500.00	116,250.00	37,200.00	153,450.00
P	Seoul	44,000.00	49,000.00	62,000.00	155,000.00	31,000.00	186,000.00
P-75%	Seoul	33,000.00	36,750.00	46,500.00	116,250.00	23,250.00	139,500.00
C	Other	35,200.00	39,200.00	49,600.00	124,000.00	39,680.00	163,680.00
C-75%	Other	26,400.00	29,400.00	37,200.00	93,000.00	29,760.00	122,760.00
P	Other	35,200.00	39,200.00	49,600.00	124,000.00	24,800.00	148,800.00
P-75%	Other	26,400.00	29,400.00	37,200.00	93,000.00	18,600.00	111,600.00

Kosovo - Currency: Euro (EUR) NOTE: One Rate for Country

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Pristina	*	10.70	14.85	25.55	10.22	35.77
C-75%	Pristina	*	8.03	11.14	19.16	7.67	26.83

Peru - Currency: Peruvian Nuevo Sol (PEN)

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Lima	40.50	85.50	107.00	233.00	74.56	307.56
C-75%	Lima	30.38	64.13	80.25	174.75	55.92	230.67
P	Lima	40.50	85.50	107.00	233.00	46.60	279.60
P-75%	Lima	30.38	64.13	80.25	174.75	34.95	209.70
C	Other	32.40	68.40	85.60	186.40	59.65	246.05
C-75%	Other	24.30	51.30	64.20	139.80	44.74	184.54
P	Other	32.40	68.40	85.60	186.40	37.28	223.68
P-75%	Other	24.30	51.30	64.20	139.80	27.96	167.76

Philippines - Currency: Philippine Peso (PHP)

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Manila	*	1,000.00	1,400.00	2,400.00	960.00	3,360.00
C-75%	Manila	*	750.00	1,050.00	1,800.00	720.00	2,520.00
P	Manila	*	1,000.00	1,400.00	2,400.00	600.00	3,000.00
P-75%	Manila	*	750.00	1,050.00	1,800.00	450.00	2,250.00
C	Other	*	800.00	1,120.00	1,920.00	768.00	2,688.00
C-75%	Other	*	600.00	840.00	1,440.00	576.00	2,016.00
P	Other	*	800.00	1,120.00	1,920.00	480.00	2,400.00
P-75%	Other	*	600.00	840.00	1,440.00	360.00	1,800.00

Pitcairn Islands - Currency: New Zealand Dollar (NZD) NOTE: One Rate for Country

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Adamstown	*	*	*	*	17.30 CAD	*
C-75%	Adamstown	*	*	*	*	13.00 CAD	*
P	Adamstown	*	*	*	*	17.30 CAD	*
P-75%	Adamstown	*	*	*	*	13.00 CAD	*

Poland - Currency: US Dollar (USD)

Type of Accommodation	City	Meal Rate				Incidental Amount	Grand Total (Taxes Included)
		Breakfast	Lunch	Dinner	Meal Total		
C	Warsaw	12.95	28.10	37.80	78.85	25.23	104.08
C-75%	Warsaw	9.71	21.08	28.35	59.14	18.92	78.06
P	Warsaw	12.95	28.10	37.80	78.85	15.77	94.62
P-75%	Warsaw	9.71	21.08	28.35	59.14	11.83	70.97
C	Other	10.36	22.48	30.24	63.08	20.19	83.27
C-75%	Other	7.77	16.86	22.68	47.31	15.14	62.45



Historical Exchange Rates

Daily BID rates @ +/- 2% (Typical ATM rate)

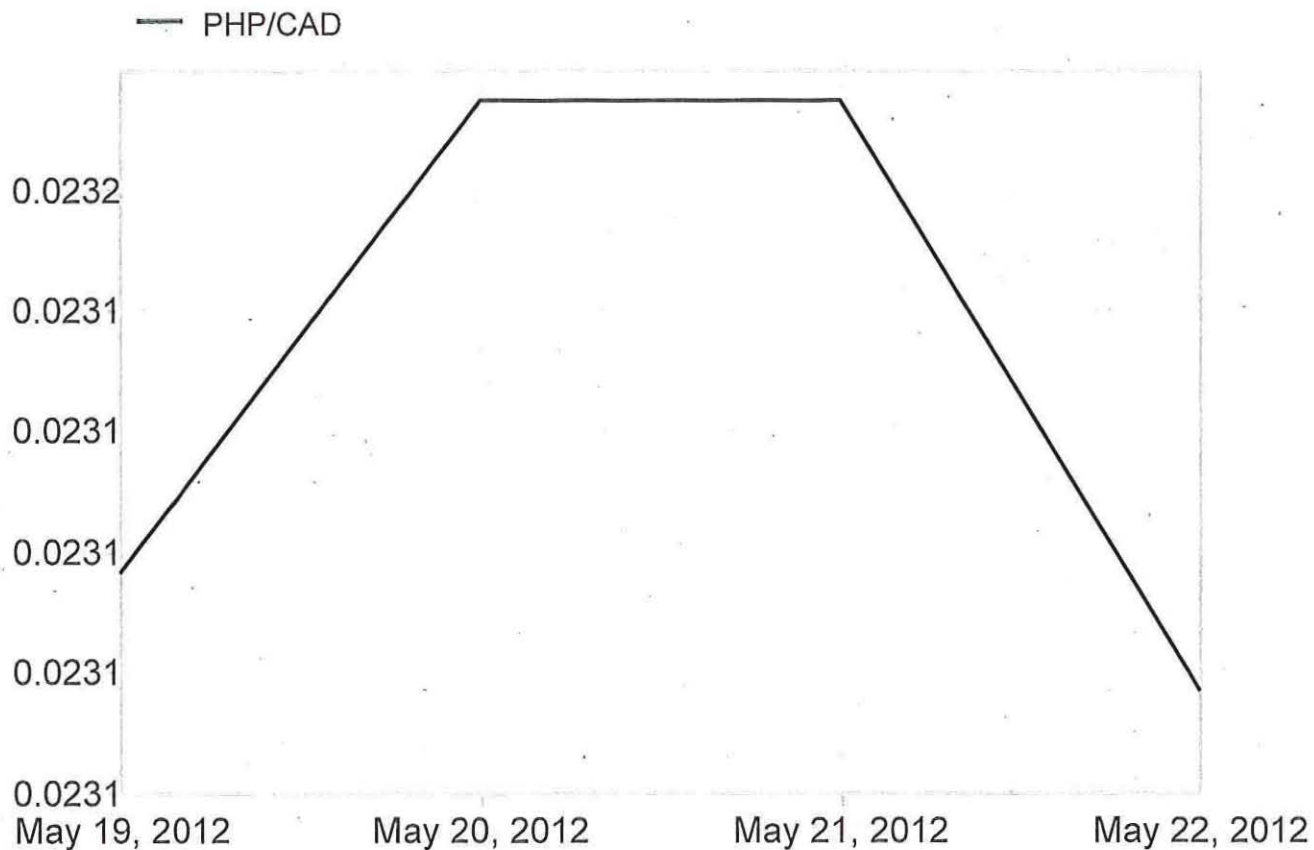
DATE: May 19, 2012 ▶ May 22, 2012

INTERBANK: +/- 2% (Typical ATM rate)

PRICE: Bid

VALUES: Rate

FREQUENCY: Daily



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S15

PAYMENT RECEIPT

Reservation Name Craig Donald Room Number : S15
Date / Time : 21.05.12 10:11
Confirmation : S17

PAYMENT RECEIPT (Customer Copy)

Date	Description	App.Code	Exp.Date	Amount
20.05.12 22:11	SALE VISA S22	S22	XX/XX	PHP 20877.00

Trans Type:	SALE	Card Type:	VISA
Approval Code:	076271	Card Number:	S22
Merchant ID:	777701101818	Capture Method:	MANUAL
Terminal ID:	90000007	Trace No.:	S22
RRN:	214010000560	FX Rate:	PHP / CAD 0.0245920

Please select [X] the Transaction Currency
to charge your card account :

[] PHP 20877.00 CAD 513.41 [X]

*The currency conversion service is offered by the merchant's service provider.I was offered a choice of currencies, incl. PHP, and agree to pay in the currency indicated above.The above amount is inclusive of a three pt. six percent mark-up over the VISA FX rate.

I agree to remain personally liable for the payment of this account if the corporation or the third party billed fails to pay part or all of these charges.

No Signature Required

S15

VAT NO. 321-000-662-632

Mr Donald Craig

INVOICE

S22

Folio No. : 316596
 Room No. : S15
 Person(s) : 1
 Arrival : 19/05/12 12:09
 Departure : 21/05/12 10:13
 Cashier No. : FOHAPSARIT / 52
 Page No. : 1 of 1

Makati Shangri-La, Manila 21/05/12 10:13

DATE	TEXT	REF#	TIME	DEBITS	CREDITS
19/05/12	Room Charge			8,500.00	
19/05/12	Service Charge			850.00	
19/05/12	Government Tax			51.00	
19/05/12	Value Added Tax			1,020.00	
20/05/12	Room Charge			8,500.00	
20/05/12	Service Charge			850.00	
20/05/12	Government Tax			51.00	
20/05/12	Value Added Tax			1,020.00	
21/05/12	Telephone Charge			35.00	
21/05/12	CC-Visa				20,877.00
Total				20,877.00	20,877.00
Balance				0.00	PHP

513.41 Cnd
 See Statement

Regardless of charge instruction, I acknowledge that I am personally liable for the payment of the above statement.

Guest's
 Signature _____

Note: Please make sure you have cleared your Safety Deposit Box.

**HUMETRAVEL™****Hume Travel Corporation**

#500-1525 Robson Street, Vancouver, BC V6G 1C3

Tel: 604.682.7581 Fax: 604.488.1138 Toll-free: 1.800.663.9787

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 27 2012

20490

ASIANA AIRLINES 19MAY SEOUL MANILA 0815 1105
OZ 701 SATURDAY INCHEON INTERN NINYO AQUINO I
C-BUSINESS TERMINAL 1
NON SMOKING
RESERVATION CONFIRMED NON STOP
AIRCRAFT: BOEING 767 3:50 DURATION
SEAT 03G NO SMOKING CONFIRMED

AIR FARE: CAD 610.00
OTHER TAXES: 95.74
TOTAL CAD 64.96
SERVICE FEE: 58.00
TAX DETAILS: GST/HST: 6.96
SERVICE FEE DETAILS:
PAID BY MASTER CARD/THANKS CAD -64.96 ✓
PAID BY MASTER CARD/THANKS CAD -705.74
INVOICE TOTAL CAD 0.00

TICKET PAYMENT: CA
SVC FEE PAYMENT: CA S22

RESERVATION NUMBER(S) AC/LJALAI JL/2BNDL7 NH/BNIMHZ OZ/CFNUNX

TKT:
SVC: S17

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1-800-663-9787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
PLEASE QUOTE MEMBERSHIP CODE YVRC42121
PLEASE NOTE ADDITIONAL CHARGES MAY APPLY

BAGGAGE POLICY - FOR TRAVEL TO/FROM, WITHIN THE US, PLEASE VISIT:
[HTTPS://BAGS.AMADEUS.COM?R=ZGN2DH&N=CRAIG](https://bags.amadeus.com?R=ZGN2DH&N=CRAIG)

INVOICE NUMBER 0000266699

1/ 1

**HUMETRAVEL™****Hume Travel Corporation**

#500-1525 Robson Street, Vancouver, BC V6G 1C3

Tel: 604.682.7581 Fax: 604.488.1138 Toll-free: 1.800.663.9787

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR.

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 27 2012

20490

ALL NIPPON AIRWAYS 13MAY TOKYO SENDAI 1825 1925
NH 3235 SUNDAY NARITA SENDAI
Y ECONOMY TERMINAL 1
NON SMOKING
RESERVATION CONFIRMED NON STOP
1:00 DURATION
AIRCRAFT: BOEING 737 ALL SERIES PASSENGER

AIR FARE:CAD 215.00
OTHER TAXES: 10.75
PAID BY MASTER CARD/THANKS CAD -225.75
INVOICE TOTAL CAD 0.00

PAYMENT: CA S22

RESERVATION NUMBER(S) S17

TKT: S17

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1800 6639787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
PLEASE QUOTE MEMBERSHIP CODE YVRC42121
PLEASE NOTE ADDITIONAL CHARGES MAY APPLY

BAGGAGE POLICY - FOR TRAVEL TO/FROM, WITHIN THE US, PLEASE VISIT:
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INVOICE NUMBER 0000266707

1/ 1

**HUMETRAVEL™****Hume Travel Corporation**#500-1525 Robson Street, Vancouver, BC V6G 1C3
Tel: 604.682.7581 Fax: 604.488.1138 Toll-free: 1.800.663.9787

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 27 2012

20490

AIR CANADA	12MAY VICTORIA BC	VANCOUVER BC	0900	0923
AC 8058	SATURDAY VICTORIA INTL	VANCOUVER INTL		
B ECONOMY		TERMINAL M		

	NON STOP
RESERVATION CONFIRMED	0:23 DURATION
FLIGHT OPERATED BY AIR CANADA	EXPRESS - J
AIRCRAFT: DE HAVILLAND DHC-8 100 SERIES	
SEAT 08D NO SMOKING CONFIRMED	

AIR CANADA	21MAY VANCOUVER BC	VICTORIA BC	1230	1253
AC 8085	MONDAY VANCOUVER INTL	VICTORIA INTL		
S ECONOMY		TERMINAL M		

	NON STOP
RESERVATION CONFIRMED	0:23 DURATION
FLIGHT OPERATED BY AIR CANADA	EXPRESS - J
AIRCRAFT: DE HAVILLAND DHC-8 SERIES 300	
SEAT 12D NO SMOKING CONFIRMED	

AIR FARE:CAD	654.00
OTHER TAXES:	29.25
GST/HST:	81.99
PAID BY MASTER CARD/THANKS CAD	-765.24
INVOICE TOTAL CAD	0.00

PAYMENT: CA

S22

RESERVATION NUMBER(S) AC/LJALAI JL/2BNDL7 NH/BNIMHZ OZ/CFNUNX

TKT: S17

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1800 6639787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
PLEASE QUOTE MEMBERSHIP CODE YVRC42121
INVOICE NUMBER 0000266698

1/ 2



Hume Travel Corporation

#500-1525 Robson Street, Vancouver, BC V6G 1C3
Tel: 604.682.7581 Fax: 604.488.1138 Toll-free: 1.800.663.9787

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNEY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 27 2012

20490.

PLEASE NOTE ADDITIONAL CHARGES MAY APPLY

BAGGAGE POLICY - FOR TRAVEL TO/FROM, WITHIN THE US, PLEASE VISIT:
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INVOICE NUMBER 0000266698

2/ 2

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 26 2012

20490

AIR FARE:CAD	3275.00
OTHER TAXES:	369.31
GST/HST:	1.80
PAID BY MASTER CARD CAD	-3646.11
INVOICE TOTAL CAD	0.00

PAYMENT: CA S22

RESERVATION NUMBER(S)

S17

ETKT:JL 131 9531232294-95

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1800 6639787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
PLEASE QUOTE MEMBERSHIP CODE YVRC42121
PLEASE NOTE ADDITIONAL CHARGES MAY APPLY

BAGGAGE POLICY - FOR TRAVEL TO/FROM, WITHIN THE US, PLEASE VISIT:
[HTTPS://BAGS.AMADEUS.COM?R=ZGN2DH&N=CRAIG](https://bags.amadeus.com?R=ZGN2DH&N=CRAIG)

INVOICE NUMBER 0000266666

2/ 2

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: APR 26 2012

20490

JAPAN AIRLINES	12MAY	VANCOUVER BC	TOKYO	1205	1430
JL 17	SATURDAY	VANCOUVER INTL	NARITA		13MAY
X BUSINESS		TERMINAL M	TERMINAL 2		
NON SMOKING		MEAL/SNACK		NON STOP	
		RESERVATION CONFIRMED		10:25 DURATION	
AIRCRAFT OWNER:	JL	JAPAN AIRLINES			
COCKPIT CREW:	JL	JAPAN AIRLINES			
CABIN CREW:	JL	JAPAN AIRLINES			
AIRCRAFT:	BOEING	767			

JAPAN AIRLINES	16MAY	TOKYO	SEOUL	1535	1755
JL 93	WEDNESDAY	HANEDA	GIMPO INTERNAT		
D BUSINESS		TERMINAL INTL	TERMINAL INTL		
NON SMOKING		MEAL		NON STOP	
		RESERVATION CONFIRMED		2:20 DURATION	
AIRCRAFT OWNER:	JL	JAPAN AIRLINES			
COCKPIT CREW:	JL	JAPAN AIRLINES			
CABIN CREW:	JL	JAPAN AIRLINES			
AIRCRAFT:	BOEING	767			

JAPAN AIRLINES	21MAY	MANILA	TOKYO	0900	1430
JL 746	MONDAY	NINYOY AQUINO I	NARITA		
D BUSINESS		TERMINAL 1	TERMINAL 2		
NON SMOKING		MEAL		NON STOP	
		RESERVATION CONFIRMED		4:30 DURATION	
AIRCRAFT OWNER:	JL	JAPAN AIRLINES			
COCKPIT CREW:	JL	JAPAN AIRLINES			
CABIN CREW:	JL	JAPAN AIRLINES			
AIRCRAFT:	BOEING	767			

JAPAN AIRLINES	21MAY	TOKYO	VANCOUVER BC	1735	1030
JL 18	MONDAY	NARITA	VANCOUVER INTL		
X BUSINESS		TERMINAL 2	TERMINAL M		
NON SMOKING		MEAL/SNACK		NON STOP	
		RESERVATION CONFIRMED		8:55 DURATION	
AIRCRAFT OWNER:	JL	JAPAN AIRLINES			
COCKPIT CREW:	JL	JAPAN AIRLINES			
CABIN CREW:	JL	JAPAN AIRLINES			
AIRCRAFT:	BOEING	767			

INVOICE NUMBER 0000266666

1/ 2

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: MAY 10 2012

20490

JAPAN AIRLINES	12MAY	VANCOUVER BC	TOKYO	1205	1430
JL 17	SATURDAY	VANCOUVER INTL	NARITA		13MAY
X BUSINESS		TERMINAL M	TERMINAL 2		
	NON SMOKING	MEAL/SNACK		NON STOP	
		RESERVATION CONFIRMED		10:25 DURATION	
	AIRCRAFT OWNER:	JL JAPAN AIRLINES			
	COCKPIT CREW:	JL JAPAN AIRLINES			
	CABIN CREW:	JL JAPAN AIRLINES			
	AIRCRAFT:	BOEING 767			
		SEAT 04K NO SMOKING CONFIRMED			

JAPAN AIRLINES	16MAY	TOKYO	SEOUL	1945	2205
JL 95	WEDNESDAY	HANEDA	GIMPO INTERNAT		
D BUSINESS		TERMINAL INTL	TERMINAL INTL		
	NON SMOKING	MEAL		NON STOP	
		RESERVATION CONFIRMED		2:20 DURATION	
	AIRCRAFT OWNER:	JL JAPAN AIRLINES			
	COCKPIT CREW:	JL JAPAN AIRLINES			
	CABIN CREW:	JL JAPAN AIRLINES			
	AIRCRAFT:	BOEING 767			
		SEAT 01C NO SMOKING CONFIRMED			

JAPAN AIRLINES	22MAY	MANILA	TOKYO	0900	1430
JL 746	TUESDAY	NINYO AQUINO I	NARITA		
D BUSINESS		TERMINAL 1	TERMINAL 2		
	NON SMOKING	MEAL		NON STOP	
		RESERVATION CONFIRMED		4:30 DURATION	
	AIRCRAFT OWNER:	JL JAPAN AIRLINES			
	COCKPIT CREW:	JL JAPAN AIRLINES			
	CABIN CREW:	JL JAPAN AIRLINES			
	AIRCRAFT:	BOEING 767			
		SEAT 01D NO SMOKING CONFIRMED			

INVOICE NUMBER 0000267202

1/ 3

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: MAY 10 2012

20490

JAPAN AIRLINES	22MAY TOKYO	VANCOUVER BC	1735	1030
JL 18	TUESDAY NARITA	VANCOUVER INTL		
X BUSINESS	TERMINAL 2	TERMINAL M		
NON SMOKING		MEAL/SNACK	NON STOP	
		RESERVATION CONFIRMED	8:55 DURATION	
AIRCRAFT OWNER: JL JAPAN AIRLINES				
COCKPIT CREW: JL JAPAN AIRLINES				
CABIN CREW: JL JAPAN AIRLINES				
AIRCRAFT: BOEING 767				
SEAT 03G NO SMOKING CONFIRMED				

	AIR FARE: CAD 3275.00
	OTHER TAXES: 369.31
	GST/HST: 1.80
SERVICE FEE: 200.00	TOTAL CAD 200.00
TAX DETAILS:	
SERVICE FEE DETAILS:	
PAID BY MASTER CARD/THANKS CAD	-200.00 ✓
EXCHANGED E-TICKET 131-9531232294-295 CAD	-3646.11
AIRLINE CHANGE FEE CAD	100.00
ADDITIONAL FARE/PAID BY MASTER CARD/THANKS CAD	-100.00 ✓
INVOICE TOTAL CAD	0.00

TICKET PAYMENT:

SVC FEE PAYMENT:

S22

RESERVATION NUMBER(S)

S17

ETKT:

SVC:

S17

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

..

DURING BUSINESS HOURS CALL US ON 1800 6639787
AFTER HOURS CALL HUME TRAVEL EMERGENCY SERVICE
INVOICE NUMBER 0000267202

2/ 3

AGENT NR/NR BOOKING REF

S17

CRAIG/DONALD CHARLES MR

MINISTRY OF JOBS
TOURISM AND INNOVATION
SUITE 288 - 800 HORNBY STREET
VANCOUVER BC V6Z 2C5
ATTN: ANNETTE JORDAN

DATE: MAY 10 2012

20490

AIR CANADA	12MAY VICTORIA BC	VANCOUVER BC	0900	0923
AC 8058	SATURDAY VICTORIA INTL	VANCOUVER INTL		
B ECONOMY		TERMINAL M		

NON STOP

RESERVATION CONFIRMED 0:23 DURATION

FLIGHT OPERATED BY AIR CANADA EXPRESS - J

AIRCRAFT: DE HAVILLAND DHC-8 100 SERIES
SEAT 08D NO SMOKING CONFIRMED

AIR CANADA	22MAY VANCOUVER BC	VICTORIA BC	1230	1253
AC 8085	TUESDAY VANCOUVER INTL	VICTORIA INTL		
W ECONOMY		TERMINAL M		

NON STOP

RESERVATION CONFIRMED 0:23 DURATION

FLIGHT OPERATED BY AIR CANADA EXPRESS - J

AIRCRAFT: DE HAVILLAND DHC-8 SERIES 300
SEAT 12D NO SMOKING CONFIRMED

AIR FARE: CAD	694.00
OTHER TAXES:	29.25
GST/HST:	86.79
EXCHANGED E-TKT S17 CAD	-765.24
AIRLINE CHANGE FEE CAD	56.00
ADDITIONAL FARE/PAID BY MASTER CARD/THANKS CAD	-100.80 ✓
INVOICE TOTAL CAD	0.00

PAYMENT: CCCA+/CA

S22

RESERVATION NUMBER(S)

S17

ETKT: S17

PLEASE CHECK IN AT LEAST 3 HOURS PRIOR TO
DEPARTURE. PASSPORT VALIDITY MUST BE AT LEAST
6 MONTHS AFTER YOUR SCHEDULED RETURN DATE.
ENSURE YOU HAVE PROPER ENTRY VISA REQUIREMENT

DURING BUSINESS HOURS CALL US ON 1800 6639787

INVOICE NUMBER 0000267201

1/ 2

LAUNDRY SERVICE

세탁물 서비스

For collection, please touch the icon button. (Instant Service)

세탁물 요청시 전화기의 ICON 버튼을 사용하여 주십시오.

Open 7:00 a.m ~ Close 10:00 p.m

NAME 성명 <i>Mr. Craig</i>	DATE 날짜 <i>10/10</i>	ROOM NO. 객실번호 S15
TO BE RETURNED 배달 희망일		
TODAY 금일	TOMORROW 내일	EXPRESS (+100%) 지급 서비스(+100%)
		HOLD FOR RETURN 요청시까지 배달중지

ITEMS		GUEST COUNT	CONTROL	PRICE	TOTAL
GENTLEMEN	신사용				
Pants / Trousers	바지		3	18,000	60,000
Raincoat	레인코트			33,000	BCJCE) BC36004)
Jacket	상의			19,000	
Sweater	스웨터			19,000	BCJCE)
Normal Shirt	면셔츠		3	17,000	WHEM) e(chaggar)
Normal Shirt(Starched)	면셔츠(풀먹임)			17,000	
Silk Shirt	견셔츠			22,000	
Sport Shirt	스포츠 셔츠			13,000	
Pajamas(Set)	파자마			18,000	
Under Shirts	내의		4	6,000	(W LOGG) X2 WCOLD)
Under Shorts	속옷		3	6,000	(W LOGG) X2 WCOLD)
Socks(Pair)	양말		3	6,000	(W LOGG) X2 WCOLD)
Handkerchief	손수건			3,000	
Shorts	반바지			15,000	
T-Shirts	T-셔츠			13,000	
Jogging Suit	조깅복(상하)			19,000	
LADIES	숙녀용				
	바지			18,000	
				19,000	
				17,000	
				19,000	
				33,000	
				18,000	
				6,000	
				6,000	
				6,000	
				3,000	
				6,000	
				10,000	

搭乗口へお進み下さい
Please proceed to the boarding gate

名 (Name)
/MS CRAIG/DONALDCHARLES

名 (Flight) 行先 (Destination) 座席 (Seat)
L 0095 GMP S15

乗予定時刻 (Boarding Time) 搭乗口 (Gate)
112

最新の運航情報をご確認下さい
Please check the latest flight status

* SHIRTS ON HANGER ☐

* 옷걸이에 배달 ☐

Garments received by 10:00 will be returned the same day by 18:00. Express service is available on request from 07:00 to 18:00, returned within 3 hours.

상기 가격에 10%의 세금이 가산됩니다. 휴일도 봉사합니다.
세탁 의뢰서를 작성 하시거나 객실에 놓아 두시기 바랍니다.

All prices are subject to 10% VAT.

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Service 7 days, Please complete the valet form or leave it to the hotel to fill accordingly.

Day 2 – Helping Friends Rebuild

Domestic Objective – Communicate BC's efforts to help Japan recover from the social and economic effects of the tsunami.

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key Narrative – MOU signing for Public Market

Key Photo Supporting Narrative – Premier lays bouquet at shrine commemorating those lost in the Japan tsunami.

Key Human Interest Photo – Premier meets with second year students from Miyagi Junior Secondary School who would be candidates to go to Victoria in March 2013. Leaves First Nations gift with memorial plaque commemorating visit.

Key Video – As above

Key Media Avail – N/A (general media avail the next day)

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Premier's thoughts	11:05	19:05
Tweet	Comment on meeting with students	12:20	20:20
Day's News Release	Re-building of Public Market	22:00	06:00
Photo and video posting	Wreath laying; audience with students	22:00	06:00
Op-ed	BC industry support for recovery	TBD	TBD
Tweet	Photo and thoughts on devastation	00:00	08:00
Tweet	Acknowledge Natori/Sooke sister city (informal)	02:00	10:00
Tweet	Mention of Natori/Sooke student exchange	06:00	14:00

Speaking Activities

Event	Details	Format	Time
Wreath / MOU	Thoughts on devastation	Formal	5 minutes
Natori HS	Connections with Sooke school	Remarks	5 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	10 minutes

Day 3 – BC is a Safe Harbour for Investment

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's economy and trading relationship.

Message of the Day – We know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Key Narrative – When Japanese companies look for talent to develop video games, they look to British Columbia

Key Photo Supporting Narrative – Premier Clark viewing a DeNA video game on big screen

Key Human Interest Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 07:00 (Japan Time) with focus on stories from Sendai

Communications Activities

Activity	Details	Japan Time	BC Time
Media avail / call back	Open domestic media availability	07:00	15:00
Photo posting	Premier and Princess Takamado	10:00	18:00
Tweet	Acknowledge DeNA's investments in BC	11:00	19:00
Tweet	Thanks to Canada COC in Japan – great lunch	13:30	21:30
Web	Focus on Tech industry in BC	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day's News Release	Focus on Vancouver as a talent hub for Japanese video game companies	23:00	07:00
Fact sheet	Technology's contribution to BC economy	23:00	07:00
Radio (TBD)	Minister Bell re tech in BC	--	Morning
Op-ed (MNY)	Training as a competitive adv in tech industry	--	--
MPB/MNY Tour	Vancouver's Digital Media Centre	--	09:00

Speaking Activities

Event	Details	Format	Time
Corporate Lunch	Investment and trade opportunities in BC	Formal	10 minutes
Investors Dinner	Investment and trade opportunities in BC	Formal	5 minutes

Day 4 – BC Seeks Partnerships with World’s Largest Importer of LNG

Domestic Objective – Highlight the diversity of BC’s economic relationship with Japan; jobs in BC’s the mining and natural gas sectors will be linked to trade with and economic activity in Japan.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the green energy opportunities available to them in British Columbia.

Key Narrative – BC’s relationship with Japan has led to ongoing investments in mining, and it will aid us in the race to supply LNG to Asia

Key Photo Supporting Narrative – Visit to LNG receiving facility outside Tokyo (Cancelled)

Key Human Interest Photo – Fish market tour

Key Video – Premier’s tour of the Tokyo fish market

Key Media Avail – Brian Hutchinson (with advance on NR), National Post

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Acknowledge Takeda’s investments in BC	11:00	19:00
Tweet	Thanks to participants in NR lunch	13:30	21:30
Media avail	Call to Brian Hutchinson re LNG	13:30	21:30
Web	Focus on LNG	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day’s News Release	Focus on LNG	23:00	07:00
Fact sheet	LNG – Korea/Japan Demand	23:00	07:00
Radio (TBD)	Minister Coleman - LNG opportunities	--	Morning
Radio (TBD)	Industry validators	--	Morning
Editorial Board (Vancouver Sun)	MRC and MPB on LNG opportunities and associated trades training	02:00	10:00
Tweet infographics	LNG deposits; proximity to market	04:00	12:00
Tweet	Potential jobs created by LNG	05:00	13:00
Radio (TBD)	Minister Bell – Trades training supporting LNG	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Resource Saloon	Investment and trade opportunities in BC	Formal	5 minutes

Day 5 – BC and Korea partner to build a cleaner, greener future

Domestic Objective – Emphasize government’s support for the diversification of trade in BC’s wood industry (green buildings; bioenergy).

Message of the Day – BC’s softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.

Key Narrative – Bioenergy MOU: Agreement between UBC and KIST, Wood First: MOU signing re 200 unit green (wood) building.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – Fortress Tour: Marching band; and martial arts (pushed to BC’s Korean media)

Key Video – Fortress Tour: Marching band; and martial arts (target morning shows)

Secondary Human Interest photo and video – BC Flag Raising: Celebration of BC Day

Key Media Avail – Full avail at 07:00 (15:00 in BC) to focus on outcomes of Japan trip

Communications Activities

Activity	Details	Korea Time	BC Time
Media avail	Full avail	07:00	15:00
Tweet	Importance of green building	11:00	19:00
Tweet	Congrats to UBC re biofuel MOU	11:30	19:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Focus on BC’s value-added wood	--	--
Tweet	Importance of our relationship with Gyeonggi	17:30	01:30
Tweet	Just planted a BC tree in Korea	18:00	02:00
Photo/Video release	Fortress Tour	22:00	06:00
Day’s News Release w/ FS	Cleaner, greener future (bioenergy; green building)	23:00	07:00
Radio (TBD)	Minister Thompson re FSS (TBD)	--	Morning
Tweet infographics	Bioenergy	04:00	12:00
Radio (TBD)	Minister Bell – Role of FII in creating jobs in BC	--	Afternoon
Radio or Op-Ed	Industry validators re value-added wood	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Forestry Roundtable	Green buildings & diversity of wood products from BC	Remarks	10 minutes
Chamber Lunch	Investment and trade opportunities in BC	Formal	20 minutes
Foreign Language School	Education opportunities in BC	Formal	10 minutes
BC Day	Connection between BC and Gyeonggi	Informal	5 minutes
Pavillion Tour / Dinner	Connection between BC and Gyeonggi	Formal	5 minutes

May 18 - Day 6 – Seoul w/ focus Pacific Gateway

Domestic Objective – Highlight the importance of the infrastructure investments being made in BC in getting products to market in Asia

Message of the Day – B.C. is the fastest and most efficient gateway to North America.

Key Narrative –Korea and Japan are investing in B.C. because we can deliver the product they need to support economic growth.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – TBD

Key Media Avail – TBD

Communications Activities

Activity	Details	Korea Time	BC Time
Tweet	The average wage in the mining sector is over \$100k. We're seeking investment to create more of those jobs!	10:00	18:00
Tweet	Did you know that Korea is the 2nd largest importer of LNG in the world?	11:30	20:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web		--	--
Tweet	1 yr ago, Hanjin Shipping	17:30	01:30
Tweet		18:00	02:00
Video release	TBD		
Photo/Video release	TBD		
Day's News Release	Importance of Gateway to Economy/Jobs	23:00	07:00
Tweet infographics	TBD		
Radio (TBD)	Industry validators – Vancouver Port Authority?	--	Afternoon
Radio and Op-Ed	Minister Lekstrom on Gateway	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Mining Roundtable	Mining investment and trade opportunities	Remarks	10 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	5 minutes

Day 7 – Partnering early with an up and coming economy

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.

Key Narrative – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo Supporting Narrative - Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Human Interest Photo – Meeting with the President (TBC), Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – Sean Leslie, The World Today. Pre-packaged translated statement to ribbon cutting photo and send to Filipino media.

Communications Activities

Activity	Details	Manila Time	BC Time
Tweet	Good-bye to Korea; productive meetings	08:00	16:00
Op-ed (TBD)	Minister Bell – Filling the labour gap	08:00	16:00
Tweet	Hello Philippines	11:30	20:30
Pre-packaged statement	Ribbon-cutting statement to BC Filipino press	TBD	TBD
Tweet	Thanks to Minister Baldoz for meeting	13:00	22:00
Day's News Release	Labour Market Mobility cooperation	23:00	07:00
Photo release	Ribbon-cutting	23:00	07:00
Photo release (TBC)	Meeting with President or Foreign Affairs	23:00	07:00
Radio (TBD)	Minister of State Yap re ITF (TBD)	--	Morning

Speaking Activities

Event	Details	Format	Time
Jobs Fair	Importance of TFW to BC	Informal	5 minutes
Friends of BC Dinner	Importance of labour mobility	Remarks	5 minutes

DELEGATION PARTICIPANTS IN KOREA

	# Companies	# Individual Participants
Mining	10	17
Forestry	5	5
Education	4	5
LNG	5	9
Transportation	4	4
Green Building	8	11
Clean Tech	4	5
Agri-Food	1	1
CKBA	11	11
Korean Community	2	2
<u>TOTAL</u>	<u>54</u>	<u>70</u>

Mining Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Compliance Energy Corp.	John Tapics Jim Defer Patrick Tsuen	President & CEO CFO Senior Business & Project Developer
2. Deloitte & Touche Corporate Finance Canada Inc.	Douglas Beaton	Vice President Vice-President & Director Corporate Finance Advisory
3. Borden Ladner Gervais	Jay Shin Fred Pletcher	Partner Partner
4. Yellowhead Mining	Ian Smith Ron Handford	President & CEO Executive Vice President
5. Getty Copper Inc.	John Lepinski	Managing Director
6. Imperial Metals Corporation	Sheila Colwill Brian Kynoch	Concentrate Manager President & CEO
7. Canadian Kailuan Dehua Mines Co., Ltd.	Judy Matkaluk Zhiping Zhang Chris Tian	Vice General Manager CFO Account Manager
8. Kivalliq Energy Corporation	Jim Paterson	CEO
9. Xstrata Coal British Columbia	Doug Smith	General Manager
10. Teck Resources Limited	Ralph Lutes	Vice President Asian Affairs & Chief Representative China

Forestry Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. FII	Ken Baker	CEO

Organization/Company Name	Participant Name	Participant Title
1. Canada Wood Group	Paul Newman	Chair
2. Coast Forest Products Association	Rick Jeffery	CEO
3. BC Wood Specialties Group	Brian Hawrysh	President
4. Canada Wood Group, Seoul	Tai Jeong	Managing Director

Education Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. BC Council for International Education	Dr. Randall Martin	Executive Director

Organization/Company Name	Participant Name	Participant Title
1. University of British Columbia	Dr. John Hepburn	Vice President – Research and International
2. China Maple Leaf Education Systems	Mr. Sherman Jen Dawn Sutherland	President & CEO Vice President, Marketing
3. Royal Road University	Cyndi McLeod	Royal Road University

LNG Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Progress Energy	Michael Culbert	CEO
2. Nexen Inc.	Tom Evans Dave Hollenzer	Vice President VP, Asset Management & Business Development, Canada
3. Spectra Energy Transmission	Gary Weilinger Rob Whitwham Sarah McCullough	Vice President, Strategic Development & External Affairs Vice President, Pipeline Director, Government Relations
4. Shell Canada Ltd.	Krista Edwards Victor Ojeda	Government Affairs Advisor General Manager British Columbia LNG Export Project
5. Petronas	Datuk Mohd Sabarudin Mohd Amin	Managing Director/CEO

Transportation Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. Ministry of Transportation & Infrastructure	Dave Byng	Chief Operating Officer,
2. Vancouver Fraser Port Authority – Port Metro Vancouver	Duncan Wilson	Director
3. YVR Vancouver Airport Authority	John Korenic	Director

Organization/Company Name	Participant Name	Participant Title
1. Fibre Co Inc.	Grant Watkins	President & CEO

Green Building Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. CMHC	Glen Webb Don Renaud	

Organization/Company Name	Participant Name	Participant Title
1. Structurlam	Bill Downing	President
2. Equilibrium Consulting Inc.	Robert Malczyk	Principal
3. Cannon Design-Vancouver	Rob Johnston Yong Kang	Principal Associate Principal
4. Fast+EPP/StructureCraft Builders	Gerry Epp	Owner
5. Super E Housing Office/ Energy Efficient Exporters Alliance (EEEA)	Jeff Culp	General Manager
6. Sinclair International Projects Inc.	David Sinclair	Freelance Journalist Owner
7. Deltalok Group & Companies	Hun Su Kim Won Ki Kim	Group Chairman & CEO President

Clean Tech Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. BC Bioenergy Network	Michael Weedon	Executive Director

Organization/Company Name	Participant Name	Participant Title
1. Paradigm Environmental Technologies, Inc.	Gordon Skene Jeff Plato	CEO Director of Sales
2. Enkore Consulting Inc.	Theodore Lee	Director
3. Western Lithium	Jay Chmelauskas	President

Agri-Food Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Natural Glacial Waters Inc.	Alan Lai	Vice President

Canada Korea Business Association

Organization/Company Name	Participant Name	Participant Title
1. Montreux Capital Corp	David Thomas	President of CKBA, Lawyer and CEO of Montreux Capital Corp
2. Englobe Enterprises Limited	Richard Hall	Director of CKBA, President of Curtainwall Systems Inc.
3. KPMG	Don G. Cowan	Treasurer of CKBA, Partner, Asia Pacific Taxation, KPMG
4. Transpac Fibre	Charles Kim	Chairman of CKBA, President of Transpac Fibre Inc.
5. Chung Properties	Won Chung	Director of CKBA, Principal of Chung Properties
6. Barbeau, Evans and Goldstein	Garth Evans	Lawyer
7.	Lotus Chung	
8. CKBA	Dara McKenzie	Director of CKBA and Business Consultant
9. UBC Political Science Undergraduate Group	Jim Young Park	President
10. Moore Sales Co., Ltd.	Jong Han Lee	Senior Vice President
11. New East Consulting	Ken Beck Lee	President

Community Delegation - Korea

Organization/Company Name	Participant Name
1. Kiu Shun Trading Company	Albert Fok
2. CoBee Enterprise Ltd.	James Hwang

Day 1 – Expanding the Connection

Domestic Objective – Communicate BC's transportation linkages with Japan.

Message of the Day – This mission is about building on relationships. Our partnership with Japan Airlines is an ongoing relationship, one that is growing today.

Key Narrative – Japan Airline's announces plans to expand their services to YVR.

Key Photo Supporting Narrative – Premier meeting with Japan Airline workers in Narita Airport

Key Human Interest Photo – N/A

Key Video – N/A

Key Media Avail – N/A

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	BC seafood on JAP	08:05	16:05
Tweet	TBD	12:20	20:20
Day's News Release	JAL expansion of service	23:00	07:00
Photo posting	JAL agreement	23:00	07:00

Day 2 – Helping Friends Rebuild

Domestic Objective – Communicate BC's efforts to help Japan recover from the social and economic effects of the tsunami.

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key Narrative – MOU signing for Public Market

Key Photo Supporting Narrative – Premier lays bouquet at shrine commemorating those lost in the Japan tsunami.

Key Human Interest Photo – Premier meets with second year students from Miyagi Junior Secondary School who would be candidates to go to Victoria in March 2013. Leaves First Nations gift with memorial plaque commemorating visit.

Key Video – As above

Key Media Avail – N/A (general media avail the next day)

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Premier's thoughts	11:05	19:05
Tweet	Comment on meeting with students	12:20	20:20
Day's News Release	Re-building of Public Market	22:00	06:00
Photo and video posting	Wreath laying; audience with students	22:00	06:00
Op-ed	BC industry support for recovery	TBD	TBD
Tweet	Photo and thoughts on devastation	00:00	08:00
Tweet	Acknowledge Natori/Sooke sister city (informal)	02:00	10:00
Tweet	Mention of Natori/Sooke student exchange	06:00	14:00

Speaking Activities

Event	Details	Format	Time
Wreath / MOU	Thoughts on devastation	Formal	5 minutes
Natori HS	Connections with Sooke school	Remarks	5 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	10 minutes

Day 3 – BC is a Safe Harbour for Investment

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's economy and trading relationship.

Message of the Day – We know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Key Narrative – When Japanese companies look for talent to develop video games, they look to British Columbia

Key Photo Supporting Narrative – Premier Clark viewing a DeNA video game on big screen

Key Human Interest Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 07:00 (Japan Time) with focus on stories from Sendai

Communications Activities

Activity	Details	Japan Time	BC Time
Media avail / call back	Open domestic media availability	07:00	15:00
Photo posting	Premier and Princess Takamado	10:00	18:00
Tweet	Acknowledge DeNA's investments in BC	11:00	19:00
Tweet	Thanks to Canada COC in Japan – great lunch	13:30	21:30
Web	Focus on Tech industry in BC	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day's News Release	Focus on Vancouver as a talent hub for Japanese video game companies	23:00	07:00
Fact sheet	Technology's contribution to BC economy	23:00	07:00
Radio (TBD)	Minister Bell re tech in BC	--	Morning
Op-ed (MNY)	Training as a competitive adv in tech industry	--	--
MPB/MNY Tour	Vancouver's Digital Media Centre	--	09:00

Speaking Activities

Event	Details	Format	Time
Corporate Lunch	Investment and trade opportunities in BC	Formal	10 minutes
Investors Dinner	Investment and trade opportunities in BC	Formal	5 minutes

Day 4 – BC Seeks Partnerships with World’s Largest Importer of LNG

Domestic Objective – Highlight the diversity of BC’s economic relationship with Japan; jobs in BC’s the mining and natural gas sectors will be linked to trade with and economic activity in Japan.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the green energy opportunities available to them in British Columbia.

Key Narrative – BC’s relationship with Japan has led to ongoing investments in mining, and it will aid us in the race to supply LNG to Asia

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Key Human Interest Photo – Fish market tour

Key Video – Premier’s tour of the Tokyo fish market

Key Media Avail – Brian Hutchinson (with advance on NR), National Post

Communications Activities

Activity	Details	Japan Time	BC Time
Tweet	Acknowledge Takeda’s investments in BC	11:00	19:00
Tweet	Thanks to participants in NR lunch	13:30	21:30
Media avail	Call to Brian Hutchinson re LNG	13:30	21:30
Web	Focus on LNG	--	--
Tweet	Thanks to Japan Investors Dinner	20:00	04:00
Day’s News Release	Focus on LNG	23:00	07:00
Fact sheet	LNG – Korea/Japan Demand	23:00	07:00
Radio (TBD)	Minister Coleman - LNG opportunities	--	Morning
Radio (TBD)	Industry validators	--	Morning
Editorial Board (Vancouver Sun)	MRC and MPB on LNG opportunities and associated trades training	02:00	10:00
Tweet infographics	LNG deposits; proximity to market	04:00	12:00
Tweet	Potential jobs created by LNG	05:00	13:00
Radio (TBD)	Minister Bell – Trades training supporting LNG	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Resource Saloon	Investment and trade opportunities in BC	Formal	5 minutes

Day 5 – BC and Korea partner to build a cleaner, greener future

Domestic Objective – Emphasize government’s support for the diversification of trade in BC’s wood industry (green buildings; bioenergy).

Message of the Day – BC’s softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.

Key Narrative – Bioenergy MOU: Agreement between UBC and KIST, Wood First: MOU signing re 200 unit green (wood) building.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – Fortress Tour: Marching band; and martial arts (pushed to BC’s Korean media)

Key Video – Fortress Tour: Marching band; and martial arts (target morning shows)

Secondary Human Interest photo and video – BC Flag Raising: Celebration of BC Day

Key Media Avail – Full avail at 07:00 (15:00 in BC) to focus on outcomes of Japan trip

Communications Activities

Activity	Details	Korea Time	BC Time
Media avail	Full avail	07:00	15:00
Tweet	Importance of green building	11:00	19:00
Tweet	Congrats to UBC re biofuel MOU	11:30	19:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Focus on BC’s value-added wood	--	--
Tweet	Importance of our relationship with Gyeonggi	17:30	01:30
Tweet	Just planted a BC tree in Korea	18:00	02:00
Photo/Video release	Fortress Tour	22:00	06:00
Day’s News Release w/ FS	Cleaner, greener future (bioenergy; green building)	23:00	07:00
Radio (TBD)	Minister Thompson re FSS (TBD)	--	Morning
Tweet infographics	Bioenergy	04:00	12:00
Radio (TBD)	Minister Bell – Role of FII in creating jobs in BC	--	Afternoon
Radio or Op-Ed	Industry validators re value-added wood	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Forestry Roundtable	Green buildings & diversity of wood products from BC	Remarks	10 minutes
Chamber Lunch	Investment and trade opportunities in BC	Formal	20 minutes
Foreign Language School	Education opportunities in BC	Formal	10 minutes
BC Day	Connection between BC and Gyeonggi	Informal	5 minutes
Pavillion Tour / Dinner	Connection between BC and Gyeonggi	Formal	5 minutes

May 18 - Day 6 – Seoul w/ focus Pacific Gateway

Domestic Objective – Highlight the importance of the infrastructure investments being made in BC in getting products to market in Asia

Message of the Day – B.C. is the fastest and most efficient gateway to North America.

Key Narrative –Korea and Japan are investing in B.C. because we can deliver the product they need to support economic growth.

Key Photo Supporting Narrative - TBD

Key Human Interest Photo – TBD

Key Media Avail – TBD

Communications Activities

Activity	Details	Korea Time	BC Time
Tweet	The average wage in the mining sector is over \$100k. We're seeking investment to create more of those jobs!	10:00	18:00
Tweet	Did you know that Korea is the 2nd largest importer of LNG in the world?	11:30	20:30
Tweet	Thanks to lunch hosts	13:30	21:30
Web	Gateway	--	--
Tweet	1 yr ago, Hanjin Shipping	17:30	01:30
Video release	TBD		
Photo/Video release	TBD		
Day's News Release	Importance of Gateway to Economy/Jobs	23:00	07:00
Tweet infographics	TBD		
Radio (TBD)	Industry validators – Vancouver Port Authority?	--	Afternoon
Radio and Op-Ed	Minister Lekstrom on Gateway	--	Afternoon

Speaking Activities

Event	Details	Format	Time
Mining Roundtable	Mining investment and trade opportunities	Remarks	10 minutes
Friends of BC	Investment and trade opportunities in BC	Informal	5 minutes

Day 7 – Partnering early with an up and coming economy

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.

Key Narrative – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo Supporting Narrative - Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Human Interest Photo – Meeting with the President (TBC), Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – Sean Leslie, The World Today. Pre-packaged translated statement to ribbon cutting photo and send to Filipino media.

Communications Activities

Activity	Details	Manila Time	BC Time
Tweet	Good-bye to Korea; productive meetings	08:00	16:00
Op-ed (TBD)	Minister Bell – Filling the labour gap	08:00	16:00
Tweet	Hello Philippines	11:30	20:30
Pre-packaged statement	Ribbon-cutting statement to BC Filipino press	TBD	TBD
Tweet	Thanks to Minister Baldoz for meeting	13:00	22:00
Day's News Release	Labour Market Mobility cooperation	23:00	07:00
Photo release	Ribbon-cutting	23:00	07:00
Photo release (TBC)	Meeting with President or Foreign Affairs	23:00	07:00
Radio (TBD)	Minister of State Yap re ITF (TBD)	--	Morning

Speaking Activities

Event	Details	Format	Time
Jobs Fair	Importance of TFW to BC	Informal	5 minutes
Friends of BC Dinner	Importance of labour mobility	Remarks	5 minutes

DELEGATION PARTICIPANTS IN JAPAN

	# Companies	# Individual Participants
Mining	8	13
Forestry	13	15
Education	3	5
LNG	6	10
Transportation	3	3
Life Science	1	1
Clean Tech	1	1
Agri-Food	1	1
CKBA	1	1
Community Delegations	4	6
<u>TOTAL</u>	<u>41</u>	<u>56</u>

Mining Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Deloitte & Touche Corporate Finance Canada Inc.	Douglas Beaton	Vice President Vice-President & Director Corporate Finance Advisory
2. Yellowhead Mining	Ian Smith Ron Handford	President & CEO Executive VP, Corp Development
3. Getty Copper Inc.	John Lepinski	Managing Director
4. Imperial Metals Corporation	Sheila Colwill Brian Kynoch	Concentrate Manager President & CEO
5. Canadian Kailuan Dehua Mines Co., Ltd.	Judy Matkaluk Zhiping Zhang Chris Tian	Vice General Manager CFO Account Manager
6. Kivalliq Energy Corporation	Jim Paterson	CEO
7. Xstrata Coal British Columbia	Mark McManus Doug Smith	Executive General Manager General Manager
8. JX Nippon	Shunsaku Miyake	Director, Senior Vice President

Forestry Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. FII	Ken Baker	CEO

Organization/Company Name	Participant Name	Participant Title
1. Canada Wood Group	Paul Newman	Chair
2. Coast Forest Products Association	Rick Jeffery	CEO
3. BC Wood Specialties Group	Brian Hawrysh	President
4. Canada Wood Group, Japan	Shawn Lawlor	Managing Director
5. BC Wood Specialties Group, Japan	Jim Ivanov	Managing Director
6. Ainsworth – Vancouver	Jim Lake	President & CEO
7. Canfor	Wayne Guthrie	VP Marketing & Sales
8. Canfor – Vancouver	Don Kayne	CEO
9. Interfor – Bellingham	Steven Hofer Naohiro Iwami	VP, Sales & Marketing General Manager (Japan)

10. Interex Forest Products Ltd.	Bruce Pollock	Vice President
11. West Forest Timber Co. Ltd.	Chris McIver	Vice President, Lumber
12. West Forest Products – Vancouver	Lee Doney Don Demens	Chair COO

Education Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. BC Council for International Education	Dr. Randall Martin	Executive Director

Organization/Company Name	Participant Name	Participant Title
1. University of Northern British Columbia	Dr. George Iwama Ms. Asuka King Paul Pan	President Program Coordinator Continuing Studies
2. Royal Road University	Cyndi McLeod	Royal Road University

LNG Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Progress Energy	Michael Culbert	CEO
2. Nexen Inc.	Tom Evans Dave Hollenzer	Vice President VP, Asset Management & Business Development, Canada
3. Spectra Energy Transmission	Gary Weillinger Rob Whitwham Sarah McCullough	Vice President, Strategic Development & External Affairs Vice President, Pipeline Director, Government Relations
4. Apache Canada Ltd.	Natalie Poole-Moffatt Greg Veitch	Manager, Public & Government Affairs General Manager, LNG Marketing
5. Shell Canada Ltd.	Krista Edwards Victor Ojeda	Government Affairs Advisor General Manager British Columbia LNG Export Project
6. Petronas	Datuk Mohd Sabarudin Mohd Amin	Managing Director/CEO

Transportation Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. Ministry of Transportation & Infrastructure	Dave Byng	Chief Operating Officer,
2. Vancouver Fraser Port Authority – Port Metro Vancouver	Duncan Wilson	Director
3. YVR Vancouver Airport Authority	John Korenic	Director

Organization/Company Name	Participant Name	Participant Title

Life Science Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. MRM Proteomics Inc.	Andrew Munk	President & CEO

Clean Tech Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Western Lithium	Jay Chmelauskas	President

Agri-Food Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Natural Glacial Waters Inc.	Alan Lai	Vice President

Canada Korea Business Association

Organization/Company Name	Participant Name	Participant Title
1. KPMG	Don Cowan	Director, Asia Pacific Taxation

Community Delegations - Japan

Organization/Company Name	Participant Name
1. Pacific Western Brewing	Kazuko Kamatsu
2. Avcorp Industries	Steven Archer Craig Campbell
3. Kiu Shun Trading Company	Albert Fok
4. LNG Direct Rail Ltd	Stephen Rogers Chris Hilliard

DELEGATION PARTICIPANTS IN THE PHILIPPINES

	# Companies	# Individual Participants
Mining		
Education	1	1
LNG	0	0
Transportation	1	1
Clean Tech		
Philippine Community	3	3
CKBA	6	6
BC Employers Delegation	9	9
<u>TOTAL</u>	<u>20</u>	<u>20</u>

Mining Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title

Education Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. BC Council for International Education	Dr Randall Martin	Executive Director

Organization/Company Name	Participant Name	Participant Title

LNG Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title

Transportation Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. Vancouver Fraser Port Authority – Port Metro Vancouver	Duncan Wilson	Director

Organization/Company Name	Participant Name	Participant Title

Clean Tech Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title

Philippine Community Delegation Participants

Head of Delegation	Participant Name	Participant Title

Organization/Company Name	Participant Name	Participant Title
1. Philippine Airlines	Allan Coo	Country Manager – Canada
2. BC Happy Homes Immigration Services	Natie Sotana Gercis Sotana	Regulated Canada Immigration Consultant President
3. Basilica Software Corporation	Manny Masongsong	Chairman and CEO

Canada Korea Business Association

Organization/Company Name	Participant Name	Participant Title
1. Montreux Capital Corp	David Thomas	President of CKBA, Lawyer and CEO of Montreux Capital Corp
2. Englobe Enterprises Limited	Richard Hall	Director of CKBA, President of Curtainwall Systems Inc.
3. KPMG	Don G. Cowan	Treasurer of CKBA, Partner, Asia Pacific Taxation, KPMG
4. Moore Sales Co., Ltd.	Jong Han Lee	Senior Vice President
5. CB Net Business Consultancy Services	Dr. Peter Pembleton	CEO
6. New East Consulting	Ken Beck Lee	President

BC Employers Delegation Participants

Head of Delegation	Participant Name	Participant Title
1. Applied Science Technologists and Technicians (ASTTBC)	John Leech	Executive Director
2. Asia Pacific Gateway Skills Table (APGST)	Oksana Exell	Executive Director
3. Health Match	John Mabbott	Executive Director

Organization/Company Name	Participant Name	Participant Title
1. A&W Corporate Office	Janice Beer	Director of HR
2. A&W	Gordon Huartson	Multiple-Franchise Owner, Prince George
	Scott Wagner	Area Manager, Prince George
3. Focused Fast Foods Inc.	R. Jonathon McMurray	Partner/Regional Manager
4. Riverside Villa Management	Cherrie Burke	Personnel Manager
5. Wickanninish Inn	Melody McLorie	Manager of HR
6. A&W Northern Food Services Ltd	Chandris Esquivel-Alavata	Area Manager/Franchisee

Lansdell, Hayden GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 2, 2012 10:40 AM
To: Sen, Shom JTI:EX; Hayden, Dana JTI:EX; Pantazopoulos, Dimitri IGRS:EX; Maranda, Pierrette IGRS:EX
Cc: Gordon, Matt GCPE:EX; Yelovatz, Maureen JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX; Little, Christine JTI:EX; Taylor, Nancy JTI:EX
Subject: RE: For approval - Trade mission launch NR
Attachments: 2011PREM0132-001364.pdf

Thanks Shom,

Paul had mentioned this and thus the square brackets – if it is better to just remove, that is fine.

WRT the list, we are working on the fact sheets that will accompany the news release. These will be forwarded to you as soon as they are done. I am attaching the NR from the previous trip; page five of this attachment provides the format in which we are developing the trip highlights.

Hayden

From: Sen, Shom JTI:EX
Sent: Monday, April 2, 2012 10:22 AM
To: Lansdell, Hayden GCPE:EX; Hayden, Dana JTI:EX; Pantazopoulos, Dimitri IGRS:EX; Maranda, Pierrette IGRS:EX
Cc: Gordon, Matt GCPE:EX; Yelovatz, Maureen JTI:EX; Ewert-Johns, Marcus JTI:EX; Irwin, Paul JTI:EX; Little, Christine JTI:EX
Subject: RE: For approval - Trade mission launch NR

Hi Hayden

Thanks for this.

I am always hesitant to mention names until we have final confirmation. Even though both will likely happen, at times meetings may be cancelled at the last minute, so best not to over-promise at the outset.

S13

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What is meant by:

A detailed list of highlights of the 2012 BC Jobs and Trade Mission follows.

Will there be a list of the China/India trip highlights?

Thanks
Shom

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 2, 2012 9:55 AM
To: Hayden, Dana JTI:EX; Sen, Shom JTI:EX; Pantazopoulos, Dimitri IGRS:EX; Maranda, Pierrette IGRS:EX
Cc: Gordon, Matt GCPE:EX; Yelovatz, Maureen JTI:EX
Subject: For approval - Trade mission launch NR

For approval, please find attached the news release announcing the upcoming trade mission. This has been approved by JTI directors and executive directors. We would be grateful if you could review and approve by 2:00 this afternoon.

Please note that we will forward later today a proposed process for sign-offs of communications material for trade mission product. This process will include means of achieving sign offs as efficiently as possible, and, thus, will seek collective approvals in batches (directors and EDs; ADMs and DMs).

Best regards,

Hayden Lansdell
JTI Communications
250 387-2799

Lansdell, Hayden GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 11, 2012 8:53 AM
To: Johnson, Sheldon GCPE:EX
Subject: FW: Summary of Today's Meeting

From: Little, Christine JTI:EX
Sent: Wednesday, April 11, 2012 8:40 AM
To: Lansdell, Hayden GCPE:EX
Subject: FW: Summary of Today's Meeting

Christine Little, BA, MA Econ
Director, Special Projects
International Trade and Investment Attraction
Ministry of Jobs, Tourism and Innovation
3rd Floor, 1803 Douglas Street
Victoria, BC

Phone: 250-953-3479
Mobile: S17

From: Little, Christine JTI:EX
Sent: Tuesday, April 10, 2012 2:58 PM
To: Sen, Shom JTI:EX
Cc: Bubrick, Elaine JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX
Subject: Summary of Today's Meeting

Hi Shom – meeting today went well, below are the highlights/actions. We'll feedback to ITIA team in our meeting tomorrow at 9:30.

Paul/Marcus – note highlight in yellow below, which was raised after we hung up the phone:

1. Mission Launch Event
 - Went smoothly
 - Premier said mission would be smaller and shorter, so less expensive, but gave no cost figure
2. Dimitri debriefed from CG meetings
 - Dimitri summarized each meeting – won't go into it here since you were at each meeting
 - Marc Andre will draft formal letters to CGs. Will run drafts by our Division, Dana and Dimitri

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3. Advance debrief

- Confirming small details and logistics, roles and responsibilities. Unlikely to see any big changes in itinerary
- Avi is in Sendai today taking photos and confirming details
- Audience with Princess is now confirmed
- Suwon/Gyeonggi are very willing to reciprocate for the Governor's visit in April 2011
- POSCO is confirmed
- COGAS/Ministry of Knowledge Economy – expect confirmation shortly

4. Itinerary Review

- Committed to providing a list of potential announceables and major speaking opportunities for next week's meeting – Paul and team to do
- Need to follow up with PNP to see what interest can be generated in the BC business community for the Jobs Fair in Manila, particularly the mining, construction, shipbuilding and health care sectors that were mentioned at the CG meeting. Paul to follow up with Erin Seeley.

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– Paul to follow up

5. Official Delegation

- Dave Byng confirmed
- No other Ministers attending
- Sarah McIntyre likely going
- Still considering a videographer from GCPE
- No GCPE staff are going – Athana committed to having 24/7 support here at home. Dana wants to know roles/responsibilities on the ground in the absence of a GCPE person.
- Dimitri indicated the Premier will want to know who's going soon.

6. Industry Outreach

- Committed to providing a list of delegations by sector for next week's meeting – Paul and team to do
- Will recirculate the industry outreach plan to ensure people are not duplicating outreach activities
- Mission dates conflict with Mining Week in BC – Dimitri suggested there may be an opportunity to re-broadcast PCC's remarks from Japan or Korea at the convention in BC – Paul/Matt to explore

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7. Community Delegation Outreach

- Barinder held meetings last week with Philippines community to advise of dates, themes.
- As people confirm, Barinder will refer them to Paul

8. Communications

- Meeting with Nancy, Matt and GCPE this afternoon to discuss collateral/leave behinds
- Targeting May 4 for all communications products to be approved (including news releases, speeches, etc.). This is one week before mission launch
- Looking for 3 cultural opportunities in BC between May 3 and 12th for potential mission launch announcements (one for each destination)

Christine Little, BA, MA Econ
 Director, Special Projects
 International Trade and Investment Attraction
 Ministry of Jobs, Tourism and Innovation
 3rd Floor, 1803 Douglas Street
 Victoria, BC

Phone: 250-953-3479

Mobile: S17

Lansdell, Hayden GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Monday, April 16, 2012 6:38 PM
To: Ritchie, Leanne GCPE:EX; Watt, Adrienne GCPE:EX
Cc: Mentzelopoulos, Athana GCPE:EX; Gleeson, Kelly T GCPE:EX; Fraser, John Paul GCPE:EX; Dila, Mary GCPE:EX; Johnson, Sheldon GCPE:EX
Subject: Trade mission - operational requirements
Attachments: Trade Mission Operation Communications Plan_April 16.docx; Day-by-Day strategic plan 16 Apr.docx

Leanne, Adrienne,

Can we please meet on Wednesday morning to discuss in further detail the operational communications requirements for the Premier's upcoming trade mission? Sheldon and I can come down to HQ at 9:30 if that works.

I am attaching the two documents we would like to discuss. The first is the operational comms plan that identifies what is required as well as who does what; the second is an outline of the key activities and visuals for each day.

Hayden

Trade Mission Operation Communications Plan

Last updated: 13 April

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Thur Apr 5 12:00	N/A	Cultural and economic ties	Premier announces trip	Fibreco North Vancouver	<ul style="list-style-type: none"> • Photo and captions • Video • Tweet/FB post • Speaking notes • News release • Fact sheet 	JTI
Thur May 3		Cultural and economic ties	Premier announces program and attendees	TBD	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) • News Release (SJ) • Fact Sheet (SJ) • QAs (SJ) 	JTI
Sat May 12 10:00		Cultural and economic ties	Premier speaks to media pre- departure (including Ethnic media). Includes industry representatives traveling with mission.	TBD	<ul style="list-style-type: none"> • Event Plan (SJ) • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) • NR (SJ) • QAs (SJ) 	JTI
Travel to Narita; travel to Sendai – Day 1 – Sunday May 13						

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Day 2: Monday, May 14						
Mon May 14 17:15	Mon May 14 09:15 - 09:45	Goodwill	Greeted by Mayor of Natori Brief Press Announcement	Sendai TBD	•	JTI/HQ social media FII
Mon May 14 17:55	Mon May 14 09:55 – 11:00	Goodwill	Main Photo/video opp of day Premier lays wreath at shrine for tsunami victims Media availability	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) • NR (SJ w/ FII) 	JTI/HQ social media
Mon May 14 19:15	Mon May 14 11:15 – 12:15	Goodwill	Lunch with Natori JHS kids and Natori staff	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (AVED) 	JTI/HQ social media AVED
Mon May 14 21:15	Mon May 14 13:15 – 14:45	Cultural ties	Meeting with Vice-Governor of Miyagi	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) 	IGRS/JTI/ HQ
Travel to Tokyo						
Mon May 14 02:30	Mon May 14 18:30	Cultural ties	Friends of BC Reception	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) 	JTI/HQ

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Day 3: Tuesday, May 15						
Tues May 15 17:00	Tues May 15 09:00	Cultural ties	Main Photo/video opp of day Audience with Princess Takamado	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) 	IGRS/JTI/ HQ
Tues May 15 20:00	Tues May 15 12:00	Economic ties and Trade	Corporate Luncheon with Canada Chamber of Commerce in Japan	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) 	JTI/HQ
Tues May 15 21:30	Tues May 15 13:30- 14:30	TBD	Media Availability	Tokyo	<ul style="list-style-type: none"> • Media advisory (SJ) • Key messages (SJ) 	JTI/HQ
Tues May 15 23:00	Tues May 15 15:00	Jobs Plan NG Sector	Mitsubishi Corporation Corporate Call	Tokyo	<ul style="list-style-type: none"> • News Release (MEM) • Tweets/FB post (MEM) 	JTI/HQ MEM
Tues May 15 0:00	Tues May 15 16:00	Economic ties and Trade	Japanese Ministries of Foreign Affairs and Economy, Trade, and Industry	Tokyo	<ul style="list-style-type: none"> • TBD 	JTI/HQ
Tues May 15 02:30	Tues May 15 18:30	Economic ties and Trade	Japan Investors Dinner	Tokyo	<ul style="list-style-type: none"> • Speaking points (HQ) • Photo and captions (HQ) • Tweet/FB post (SJ) 	JTI/HQ
Day 4: Wednesday, May 16						

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Wed May 16 17:30	Wed May 16 09:30- 10:15	Jobs Plan Technology Sector	DeNA corporate call	Tokyo	<ul style="list-style-type: none"> NR celebrating jobs in Vancouver (SJ) Tweet/FB post (SJ) 	JTI/HQ
Wed May 16 18:20	Wed May 15 10:20 – 11:00	Jobs Plan Technology Sector	Takeda Corporate Call	Tokyo	TBD	JTI/HQ
Wed May 16 18:30	Wed May 16 10:30 - 12:30	Jobs Plan NG Sector	Main Photo/video opp of day BC Natural Gas / LNG Seminar	Tokyo	<ul style="list-style-type: none"> Speaking points (HQ) Photo and captions (HQ) Tweet/FB post (MEM) 	JTI/HQ MEM
Wed May 16 19:30	Wed May 16 11:30- 12:00	Jobs Plan NG Sector Mining Sector	Japan Oil, Gas, and Metals National Corporation	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
Wed May 16 20:00	Wed May 16 12:00- 13:30	Jobs Plan NG Sector Mining Sector Forestry Sector	Canada Resource Saloon (at Embassy)	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
Wed May 16 21:00	Wed May 16 13:00- 13:30	Jobs Plan	Aeon Bilateral	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (AVED) 	JTI/HQ AVED
Travel to Seoul						
Day 5: Thursday, May 17						

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Thur May 17 18:00	Thur May 17 10:00	Cultural ties	Meeting with Korean Organizing Committee for 2018 Pyeongchang Olympics BC Forest Products Roundtable MOU signing re 200 unit wood housing unit	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) • News release (SJ w/ FII) • Video (HQ) • Photos and captions (HQ) • Tweets/FB post (SJ) 	JTI/HQ FII
Thur May 17 19:30	Thur May 17 11:30	Jobs Plan Technology and Forest Sectors	MOU signing between UBC and KIST re bioenergy MEDIA AVAILABILITY	Seoul	<ul style="list-style-type: none"> • News release (SJ) • Tweets/FB (SJ) • Key messages (SJ) • Media advisory (SJ) 	JTI/HQ AVED
Thur May 17 20:00	Thur May 17 12:00	Economic ties Jobs Plan	Korea-Canada Chamber of Commerce (luncheon)	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Travel to Suwon						
Thur May 17 22:05	Thur May 17 14:05	Jobs Plan Int'l Education Sector	Address at Suwon Foreign Language School	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ AVED
Thur May 17 23:00	Thur May 17 15:00	Cultural ties	Main Photo/video opp of day Hwaseong Fortress Tour <ul style="list-style-type: none"> - Traditional clothing - Marching band - Martial arts 	Suwon	<ul style="list-style-type: none"> • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Thur May 17 01:00	Thur May 17 17:00	Cultural and economic ties Forest sector	Meeting with Governor Moon-soo Kim Announcement of BC Day in Gyeonggi Province	Suwon	<ul style="list-style-type: none"> • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Thur May 17 01:30	Thur May 17 17:30	Cultural and economic ties	BC Day Event Flag raising and tree planting	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Thur May 17 02:30	Thur May 17 18:30	Jobs Plan Technology Sector	Techno Pavilion tour <ul style="list-style-type: none"> - Digital media focus - ICT focus Sister Province Dinner	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Travel to Seoul						
Day 6: Friday, May 18						
Fri May 18 18:00	Fri May 18 10:00	Jobs Plan Mining Sector	Main Photo/video opp of day BC Mining Roundtable	Seoul	<ul style="list-style-type: none"> • TBD 	JTI/HQ MEM
Fri May 18 19:30	Fri May 18 11:30	Jobs Plan NG Sector	Meeting with KOGAS re investment in BC LNG development Lunch with KOGAS	Seoul / Bundang	<ul style="list-style-type: none"> • TBD 	JTI/HQ MEM

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	Lead
Fri May 18 22:30	Fri May 18 14:30	Jobs Plan Tech and Forest Sectors	Meeting with Korea's Ministry of Knowledge Economy Focus on bio-energy	Seoul	<ul style="list-style-type: none"> TBD 	JTI/HQ AVED MEM
Fri May 18 00:00	Fri May 18 16:00	Jobs Plan Mining and NG Sectors	Meeting with POSCO Korea's largest investor in BC	Seoul	<ul style="list-style-type: none"> 	JTI/HQ MEM
Fri May 18 02:30	Fri May 18 18:30	Cultural and economic ties	Friends of BC Reception	Seoul	<ul style="list-style-type: none"> Speaking notes (HQ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ
Day 7: Saturday, May 19						
Travel to Manila						
Sat May 19 22:00	Sat May 19 13:00	Jobs Plan Labour	Meeting with Secretary of Labour and Employment Lunch	Manila	<ul style="list-style-type: none"> News release (SJ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ/ IGRS
Sat May 19	Sat May 19 15:00	Jobs Plan Labour	Main Photo/video opp of day Ribbon Cutting BC Jobs Recruitment Fair	Manila	<ul style="list-style-type: none"> Speaking notes (HQ) Video (HQ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ
Sat May 19	Sat May 19 19:00	Cultural ties	Friends of BC Dinner	Manila	<ul style="list-style-type: none"> Speaking notes (HQ) Video (HQ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ

Day-by-Day Communications – 2012 Mission

Last updated: 16 April

Day 1 – N/A due to travel

Day 2 – Sendai w/ Focus on Tsunami Relief

Domestic Objective – TBD

Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.

Key News Release – Wreath lying: Premier lays wreath at shrine for tsunami victims

Key Photo – As above

Key Video – As above

Key Media Avail – TBD

Day 3 – Tokyo w/ Focus on Cultural and Economic Ties

Domestic Objective – Stress the importance of sustained engagement with Japan in order to grow province's natural gas sector and associated job market.

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the BC investment opportunities available to them.

Key News Release – Mitsubishi: Final plan for LNG export terminal in Kitimat (possible)

Key Photo – Audience with Princess Takamado

Key Video – Audience with Princess Takamado

Key Media Avail – 13:30 in Japan; 21:30 in British Columbia

Day 4 – Tokyo w/ Focus on Economic Ties

Domestic Objective – Highlight the diversity of BC's economic relationship with Japan; jobs in BC's technology and natural resource sectors will be linked to trade with and economic activity in Japan.

Message of the Day – As the world's economy continues its recovery, we plan to be front-and-centre in Asia – promoting further investment into, and shipping more exports out of BC. We know that by creating new opportunities in Asia we create more jobs for BC Families.

Key News Release – DeNA Corporate call: Celebrating DeNA's expansion in Vancouver

Key Photo – Premier's participation in BC Natural Gas / LNG Seminar

Key Video – Premier's participation in BC Natural Gas / LNG Seminar

Key Media Avail – TBD

Day 5 – Seoul and Suwon w/ BC Day Events

Domestic Objective – Emphasize government's support for the diversification of trade in BC's wood industry (green buildings; bioenergy).

Message of the Day – BC shares interest in the green economy and green technology. As Korea diversifies its energy mix, BC can help by providing products such as bio-energy and wood pellets.

Key News Release – Wood First: MOU signing re 200 unit green (wood) building

Key Photo – Fortress Tour: Traditional dress; marching band; and martial arts

Key Video – Fortress Tour: Traditional dress; marching band; and martial arts

Key Media Avail – Bioenergy MOU: Agreement between UBC and KIST

Secondary photo and video – BC Flag Raising: Celebration of BC Day; tree planting

Day 6 – Seoul w/ focus on Natural Resources

Domestic Objective – Highlight the importance of Korea (and other Asian economies) in supporting job growth through the investment in and development of natural resource opportunities.

Message of the Day – We are meeting with Korean investors and reminding them about our commitment to have 8 new mines in operation by 2015 – a commitment that presents great opportunity for both Korea and BC.

Key News Release – Likely something from KOGAS or POSCO

Key Photo – TBD

Key Video – TBD

Key Media Avail – TBD

Day 7 – Manila w/ Focus on Labour Mobility

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day - We want to ensure that when immigrants are considering Canada – they are aware of the opportunity that exists in BC.

Key News Release – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo – Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – TBD

Lansdell, Hayden GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, April 18, 2012 8:16 PM
To: Woolley, Paul GCPE:EX; Beaupre, Darren GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: Update re trade mission

Just a quick note to say that our direction wrt NRs during the mission is that we only send out one a day that is focused on the main message for that day but includes other deals and such.

Easier, really, for us all as it will mean seven NRs total.

Hayden

Lansdell, Hayden GCPE:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Tuesday, May 8, 2012 9:17 AM
To: MacIntyre, Sara PREM:EX; Lansdell, Hayden GCPE:EX; Haakstad, Kim PREM:EX; Byng, Dave A TRAN:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: RE: LNG site decision

I agree.
dp

From: MacIntyre, Sara PREM:EX
Sent: Monday, May 7, 2012 9:00 PM
To: Lansdell, Hayden GCPE:EX; Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Byng, Dave A TRAN:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: RE: LNG site decision

The iconic LNG picture is the one with the cargo ship unloading and if we can get that shot and some broll with no additional cost I would say it is worth it. We had already agreed to a long day.

From: Lansdell, Hayden GCPE:EX
Sent: Monday, May 7, 2012 8:42 PM
To: MacIntyre, Sara PREM:EX; Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Byng, Dave A TRAN:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: LNG site decision

Hi all,

Final considerations are as follow:

1. The tour of the facility will be conducted only in the bus. Tokyo Gas is quite rigid on this.
2. That said, a tour of the facility would provide the Premier with extraordinary insight into the LNG sector and the visuals from the bus are better than you would expect. First four photos are bus photos.
3. Moreover, the Premier could then view the facility and the LNG vessels from across the (very narrow) bay and from a hilltop. The former spot would provide good visual understanding (and images) of how the offloading works; the latter would provide a visual of the enormity of the facility (see pasted photo).
4. From a cost perspective, we would propose that the entire delegation do the tour. In so doing, everyone would then take the later JAL flight, meaning no additional costs.

Recommendation

We recommend taking the later JAL flight and that the delegation tour the site. This would ensure we are not into contingency funds while at the same time providing the Premier an opportunity to see firsthand a LNG facility. Moreover, this visit would support the broader narrative regarding why we are on this trip – to increase interest in and expand the market for BC's clean energy options.

Would greatly appreciate a response as soon as possible as our colleagues in Tokyo would like to confirm with Tokyo Gas.



貴賓館3階より撮影(2011年6月)。第一即CG処理を施しています。眺望は将来にわたって保証されるものではありません。

ベイエリア方面

眼下に一瞥する横浜港。晴れた日には房総半島も
身近に感じられます。川崎駅・王子駅・大森駅から見えるものと
ほぼ同じ眺望を望むことができます。

Lansdell, Hayden GCPE:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Wednesday, May 9, 2012 11:42 AM
To: MacIntyre, Sara PREM:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX
Cc: Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Ewert-Johns, Marcus JTI:EX; Haney, Donald IGRS:EX; Garfinkel, Gabe PREM:EX
Subject: Philippines Red Cross...

Folks, it was just suggested to me that the Premier may wish to meet the head of the Philippine Red Cross – perhaps at the community event.

The head of the RC will want to thank the Premier and the people of BC for our generosity in contributing \$25k for their disaster relief earlier this year.

I know we got a lot of positive feedback when we did it and it may be worthwhile, particularly given the community nature of the event.

I am told that the CG can set this up for us.

Any objections??

dp

Dimitri Pantazopoulos
Assistant Deputy Minister, Trade and Federal Provincial Relations
Intergovernmental Relations Secretariat, Office of the Premier

dimitri.pantazopoulos@gov.bc.ca

(d) S17

Lansdell, Hayden GCPE:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Friday, May 11, 2012 6:09 PM
To: Garfinkel, Gabe PREM:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; MacRaild, Fiona TRAN:EX; Irwin, Paul JTI:EX; XT:Salsberg, Avrom JTI:IN
Cc: Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX; Johnson, Sheldon GCPE:EX
Subject: Re: METI background and Fish Market Roll Out

I will update you shortly. This is not what it is cracked up to be.

DP

From: Garfinkel, Gabe PREM:EX
Sent: Friday, May 11, 2012 05:53 PM
To: Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; MacRaild, Fiona TRAN:EX; Irwin, Paul JTI:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX; Johnson, Sheldon GCPE:EX
Subject: Re: METI background and Fish Market Roll Out

Agreed

From: Lansdell, Hayden GCPE:EX
Sent: Friday, May 11, 2012 05:46 PM
To: Garfinkel, Gabe PREM:EX; Byng, Dave A TRAN:EX; MacRaild, Fiona TRAN:EX; Irwin, Paul JTI:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX; Johnson, Sheldon GCPE:EX
Subject: RE: METI background and Fish Market Roll Out

Our recommendation remains that she do the fish market tour – it is a more iconic event in which to link BC's seafood industry to the market in which it is sold.

From: Garfinkel, Gabe PREM:EX
Sent: Friday, May 11, 2012 5:35 PM
To: Byng, Dave A TRAN:EX; MacRaild, Fiona TRAN:EX; Irwin, Paul JTI:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX; Lansdell, Hayden GCPE:EX
Subject: RE: METI background and Fish Market Roll Out

Added Hayden.

So we're on the same page and sorry – I'm just getting involved on the tail end of this:

There is no tangible announcement re: Japanese seafood for the entire trip now? The fish market photo and video, if it goes ahead, is being used as a cultural comm component only?

If we find the BC seafood that is at the market, then the managers/owners of the market can show PCC all the fish during the tour, get that on camera and therefore tell a bit more of a story (which I don't think a high-end store does as well)?

The JOGMED meeting has an MOU and adds to our LNG story. The METI meeting doesn't have a specific outcome and is more general/widespread than just LNG(I assume we're working on one) and is to show we're talking to foreign dignitaries and building relations.

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 5:12 PM
To: MacRaid, Fiona TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Paul-can we leave it to you and Avi to sort that out?

Dave

From: MacRaid, Fiona TRAN:EX
Sent: Friday, May 11, 2012 5:09 PM
To: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Any seafood importer in Tokyo would be bringing in some BC seafood products, or know of importers who do. The in-country staff should be able to help you with a couple of phone calls if you're not picky on the type of seafood.

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 5:06 PM
To: MacRaid, Fiona TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Ok, other products would work well too, fish, clams, etc...

From: MacRaid, Fiona TRAN:EX
Sent: Friday, May 11, 2012 5:01 PM
To: Irwin, Paul JTI:EX; Byng, Dave A TRAN:EX; Garfinkel, Gabe PREM:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

I've put out a call to Mike Featherstone to ask him if there is anyone in the urchin world who can help us with this. I'll forward any info as soon as I get it.

From: Irwin, Paul JTI:EX
Sent: Friday, May 11, 2012 4:59 PM
To: MacRaid, Fiona TRAN:EX; Byng, Dave A TRAN:EX; Garfinkel, Gabe PREM:EX; XT:Salsberg, Avrom JTI:IN
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: Re: METI background and Fish Market Roll Out

Another option would be a high end grocery store in Tokyo where BC products are shipped and sold.

From: MacRaid, Fiona TRAN:EX
Sent: Friday, May 11, 2012 04:54 PM
To: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; XT:Salsberg, Avrom JTI:IN; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Because TOHTO SUISAN (parent company of Aero Trading here in Vancouver) has such a "monopoly" on the BC products in this particular fish market, you would have to contact them for that information. In Tokyo that is Mr Hiro Akahoshi (Work phone is 011 81 3541 5264), akahoshi@tohsui.co.jp

Hope that helps.

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 4:11 PM
To: MacRaild, Fiona TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; XT:Salsberg, Avrom JTI:IN; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Hi Fiona,

The real ask here is can you assist with tracking down bc products that are being marketed through the Tokyo Fish Market? The primary reason for the Premiers visit there is to showcase bc products being sold in a foreign market.

Thanks,

Dave

From: MacRaild, Fiona TRAN:EX
Sent: Friday, May 11, 2012 4:05 PM
To: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; XT:Salsberg, Avrom JTI:IN; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Hi Paul – Fiona here. Use this page on urchin info if you need to for background.

www.puha.org

Mike Featherstone, President, great guy, will give you all the info you may need. 604-230-1686

As an aside, Tim Joys, 604-241-7815 is another good guys to talk to.

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 3:57 PM
To: Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX; MacRaild, Fiona TRAN:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; XT:Salsberg, Avrom JTI:IN; Gow, Lisa A TRAN:EX; Fanning, Lindsey TRAN:EX
Subject: RE: METI background and Fish Market Roll Out

Great...thanks Paul.

Dave

From: Irwin, Paul JTI:EX
Sent: Friday, May 11, 2012 3:57 PM
To: Byng, Dave A TRAN:EX; Garfinkel, Gabe PREM:EX; MacRaild, Fiona TRAN:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX; XT:Salsberg, Avrom JTI:IN
Subject: Re: METI background and Fish Market Roll Out

We'll do what we can on this end. And will check w Fiona on your side also.

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 03:51 PM
To: Irwin, Paul JTI:EX; Garfinkel, Gabe PREM:EX
Cc: Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX

Subject: RE: METI background and Fish Market Roll Out

Are there other bc exporters whose products are sold through the Tokyo fish market? Where are the urchins on our plane sold?

This is such a good opportunity we should try to make it work! Can the staff there make a few calls and see who else sells their products there?

Dave

From: Irwin, Paul JTI:EX

Sent: Friday, May 11, 2012 3:43 PM

To: Garfinkel, Gabe PREM:EX

Cc: Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX

Subject: Re: METI background and Fish Market Roll Out

Very difficult for us to cancel any meetings at this point. And JOGMEC, although reporting through the METI Ministry is a large distinct organization.

Yes, the METI offices are close to the hotel - the 30 minutes includes ensures about 10-15 drive time, walk time to the actual meeting and a small buffer in case.

I would propose to Dimitri that he and I take a trip to the fish market this morning so we are clear on what's involved and what the facility looks like

And finally - just want to clarify that the fish market is fresh, local catch.

S13

S13

On 2012-05-11, at 2:42 PM, "Garfinkel, Gabe PREM:EX" <Gabe.Garfinkel@gov.bc.ca> wrote:

I just read the note. If JOGMEC is a subsidiary of METI, could we not juggle the schedule around to remove this meeting in place of the other?

From: Garfinkel, Gabe PREM:EX

Sent: Friday, May 11, 2012 2:10 PM

To: Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Haakstad, Kim PREM:EX

Cc: Irwin, Paul JTI:EX

Subject: RE: METI background and Fish Market Roll Out

Hi guys,

S13

S13 Is that the only time that meeting can take place? Or could it go later? If it's a priority meeting should we cancel the jobmec or takeda meeting for it to take its place?

What are the tangible outcomes of this meeting if we confirm it?

Gabe

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 2:03 PM
To: Pantazopoulos, Dimitri IGRS:EX; Garfinkel, Gabe PREM:EX; Haakstad, Kim PREM:EX
Cc: Irwin, Paul JTI:EX
Subject: RE: METI background and Fish Market Roll Out

Thanks Dimitri! Helpful info.

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Friday, May 11, 2012 2:02 PM
To: Byng, Dave A TRAN:EX; Garfinkel, Gabe PREM:EX; Haakstad, Kim PREM:EX
Cc: Irwin, Paul JTI:EX
Subject: Re: METI background and Fish Market Roll Out

Meti is less than a ten min walk from the hotel btw.
Also looping in Kim

From: Byng, Dave A TRAN:EX
Sent: Friday, May 11, 2012 01:59 PM
To: Garfinkel, Gabe PREM:EX
Cc: Irwin, Paul JTI:EX; Pantazopoulos, Dimitri IGRS:EX
Subject: FW: METI background and Fish Market Roll Out

Hi Gabe,

I have been informed that an opportunity to meet with the Minister of Economy, Trade, and Industry has opened up for the morning of May 16th. The timing of the bi-lateral (9:00 a.m. - 10:00 a.m.) would conflict with the current time proposed for the tour of the Tsukji Fish Market.

In order to accomplish both items we will depart the hotel at 6:00 a.m. to tour the fish market, returning to the hotel at 8:00 a.m. (allowing the Premier 30 minutes to change from casual clothing to formal) and departing the hotel again at 8:30 a.m. to accommodate the METI meeting at their office.

The meeting with Minister Edano of METI would be significant in terms of strengthening BC's relations with Japan and outlining economic opportunities for BC.

The Premier has stated in previous discussions that the fish market has significant meaning to her as it was a landmark visited by her father on a past trade mission with the Vancouver Board of Trade.

Looking for your advice as to whether the Premier would wish to accomplish both in the current program, (keeping in mind that the time change may work to our advantage in terms of the delegation being alert during the early morning hours.)

Thanks,

Dave

<<18a Tokyo Fish Market Tour.docx>>
<<2012May16_0900_Ministry_of_Economy_Trade_and_Industry_METI_20120511_1152.pdf>>

Lansdell, Hayden GCPE:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Friday, May 11, 2012 8:41 PM
To: MacIntyre, Sara PREM:EX; 'dimitrip@me.com'
Cc: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Garfinkel, Gabe PREM:EX; Lansdell, Hayden GCPE:EX; Haakstad, Kim PREM:EX; Ewert-Johns, Marcus JTI:EX
Subject: Re: Fish market etc...

I think what you are raising now is a separate issue.
My understanding was that the event we were trying to put together was a tour of the fish auction. There is no 1 lb of halibut here.
Going to a fish market and buying a bit of fish can be done easily and does not have to happen at 5 am.
The idea originally was to find some BC fish and see it being sold or butchered. The supplier did not come through. So we are left wandering.
I explained the logistics to Gabe just now. He will explain further.
DP

----- Original Message -----

From: MacIntyre, Sara PREM:EX
Sent: Friday, May 11, 2012 08:25 PM
To: 'dimitrip@me.com' <dimitrip@me.com>; Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Garfinkel, Gabe PREM:EX; Lansdell, Hayden GCPE:EX; Haakstad, Kim PREM:EX; Ewert-Johns, Marcus JTI:EX
Subject: Re: Fish market etc...

Ok, we'll you guys did the itinerary right?

All we need from the market is to go to one vendor buy fish and get photos with owner and said fish.

But I will defer to you guys on the ground.

You pitched to prem and she was keen to do it, how many other opportunities will there be for her to do or see something authentic that has the added factor of a personal connection, ie her Grandfather, fisherman and on a trade mission 65 years ago.

But again I will defer to you.

----- Original Message -----

From: Dimitri Pantazopoulos [mailto:dimitrip@me.com]
Sent: Friday, May 11, 2012 07:59 PM
To: Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX; Sen, Shom JTI:EX; Garfinkel, Gabe PREM:EX; MacIntyre, Sara PREM:EX; Lansdell, Hayden GCPE:EX; Haakstad, Kim PREM:EX; Ewert-Johns, Marcus JTI:EX
Subject: Re: Fish market etc...

Here are some pix of the market. As you can see, crowding and narrow roads will pose some challenge in moving around. That is generally expected.
However, it will slow us down.

Last picture is a high end food market where we MAY be able to find BC products being retailed. Paul is chasing down multiple leads on this.

dp

Lansdell, Hayden GCPE:EX

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Sunday, May 13, 2012 2:25 PM
To: Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX
Subject: Re: Day 3 NR

Great. Tx

----- Original Message -----

From: Lansdell, Hayden GCPE:EX
Sent: Sunday, May 13, 2012 02:21 PM
To: Pantazopoulos, Dimitri IGRS:EX; Byng, Dave A TRAN:EX
Subject: Re: Day 3 NR

They do. Just fixing up.

----- Original Message -----

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Sunday, May 13, 2012 02:20 PM
To: Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX
Subject: Re: Day 3 NR

Good work.

I presume Sara and Jen know?
DP

----- Original Message -----

From: Lansdell, Hayden GCPE:EX
Sent: Sunday, May 13, 2012 02:19 PM
To: Byng, Dave A TRAN:EX
Cc: Pantazopoulos, Dimitri IGRS:EX
Subject: Re: Day 3 NR

Hey Dave. We got the approvals. Phones were definitely used.

Hayden

----- Original Message -----

From: Byng, Dave A TRAN:EX
Sent: Sunday, May 13, 2012 02:15 PM
To: Lansdell, Hayden GCPE:EX
Cc: Pantazopoulos, Dimitri IGRS:EX
Subject: Re: Day 3 NR

Hi Hayden,

What is your strategy to get the Feds approval today? I think phone calls are going to have to be made, especially given that we are dealing with this in the weekend when people might not be monitoring their email and we have time constraints.

Please advise.

Dave

Sent from my iPhone

On 2012-05-14, at 5:48 AM, "Lansdell, Hayden GCPE:EX" <Hayden.Lansdell@gov.bc.ca> wrote:

> Okay, understand. I had raised with her on Wednesday, and we raised with feds on Friday.
 >
 > Maybe I was not clear on governance here.
 >
 >
 > ----- Original Message -----
 > From: Pantazopoulos, Dimitri IGRS:EX
 > Sent: Sunday, May 13, 2012 01:43 PM
 > To: Lansdell, Hayden GCPE:EX
 > Cc: Byng, Dave A TRAN:EX
 > Subject: Re: Day 3 NR
 >
 > My concern is that the first indication I received of this was from Sara last night.
 > DP
 >
 > ----- Original Message -----
 > From: Lansdell, Hayden GCPE:EX
 > Sent: Sunday, May 13, 2012 01:38 PM
 > To: Pantazopoulos, Dimitri IGRS:EX
 > Cc: Byng, Dave A TRAN:EX
 > Subject: Re: Day 3 NR

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> H
 >
 > ----- Original Message -----
 > From: Pantazopoulos, Dimitri IGRS:EX
 > Sent: Sunday, May 13, 2012 01:36 PM
 > To: Lansdell, Hayden GCPE:EX
 > Cc: Byng, Dave A TRAN:EX
 > Subject: Re: Day 3 NR
 >
 > Let me know if I need to do anything.
 > I would like to hear your account at an appropriate time.
 > DP
 >
 > ----- Original Message -----
 > From: Lansdell, Hayden GCPE:EX
 > Sent: Sunday, May 13, 2012 01:35 PM
 > To: Pantazopoulos, Dimitri IGRS:EX
 > Cc: Byng, Dave A TRAN:EX; Sen, Shom JTI:EX; Little, Christine JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX; Johnson, Sheldon GCPE:EX
 > Subject: Re: Day 3 NR
 >
 > Long story that Sara knows well.
 >
 > Just got it and am moving.
 >
 >
 > ----- Original Message -----
 > From: Pantazopoulos, Dimitri IGRS:EX
 > Sent: Sunday, May 13, 2012 01:22 PM
 > To: Lansdell, Hayden GCPE:EX
 > Cc: Byng, Dave A TRAN:EX; Sen, Shom JTI:EX; Little, Christine JTI:EX; Irwin, Paul JTI:EX; Ewert-Johns, Marcus JTI:EX; Johnson, Sheldon GCPE:EX
 > Subject: Re: Day 3 NR
 >
 > Does this mean we have no approval of a release or a quote for the release?

> Please clarify. If it is the absence of a quote, can we go without one?
>
>
>
> On 2012-05-14, at 5:11 AM, "Lansdell, Hayden GCPE:EX" <Hayden.Lansdell@gov.bc.ca> wrote:
>
>> On the fed issue, no. We have an indication that it is approved but have not got it back from them with an approved quote. Have tried multiple channels, bureaucrats and political.
>>
>> Will check back in a bit after we try every other channel possible

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Monday, May 7, 2012 11:58 AM
To: Lansdell, Hayden GCPE:EX; Haakstad, Kim PREM:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: RE: Negishi LNG Terminal

I am a bit confused. I thought we were going to a Mitsubishi terminal? If this does work logistically I would like to do it. I am concerned however that we can only take photos at the gate, what is the point of going if we don't have pics and video. Can someone work on that detail? It is very important. I don't want us to go there and not get any footage.

Thanks,

-----Original Message-----

From: Lansdell, Hayden GCPE:EX
Sent: Monday, May 7, 2012 11:38 AM
To: MacIntyre, Sara PREM:EX; Haakstad, Kim PREM:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: Negishi LNG Terminal
Importance: High

Morning. See below re logistics and restrictions for LNG tour. I am still of the opinion that we do it as the story is very important. Also note that we will be able to get in to Seoul earlier than previously stated.

Can you let me know if you agree? If so, program will book it.

Hayden

-----Original Message-----

From: Irwin, Paul JTI:EX
Sent: Monday, May 7, 2012 10:09 AM
To: Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; Pantazopoulos, Dimitri IGRS:EX; Ewert-Johns, Marcus JTI:EX; Sen, Shom JTI:EX
Subject: FW: Negishi LNG Terminal
Importance: High

Here's what we have been able to come up with, working with Shell and Mitsubishi. Note that there are restrictions on photography while on the site for safety and security reasons - but some photography allowed from the gate, the 'guest house' and on the bus. There is an earlier flight (4:20pm) to Gimpo/Seoul from Haneda/Tokyo - but it's on Asiana, so some additional costs involved in moving from JAL. We're just confirming these costs.

-----Original Message-----

From: Salsberg, Avrom -TOKYO -MD [<mailto:asalsberg@britishcolumbia.ca>]
Sent: Sunday, May 6, 2012 11:06 PM
To: Irwin, Paul JTI:EX
Subject: Negishi LNG Terminal
Importance: High

Paul,

The flow will be as follows:

12:45 PM Depart Embassy for Negishi

1:45 PM Arrive at Negishi Terminal and greeted by Plant GM and PR person from Tokyo Gas

2:00 PM 30-minute bus tour of terminal facilities (we cannot get off the bus at any stage during this tour for security and safety purposes)

2:30 PM Depart Negishi Terminal for Haneda

3:20 PM Arrive at Haneda and check-in for 4:20 PM flight

Note:

*Photos may only be taken outside the gate, in the guest house and on the bus **They will make every attempt to give good views of the facility from the bus to allow good photo opportunities

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Thank you,
Avi

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Wednesday, May 9, 2012 9:38 AM
To: Lansdell, Hayden GCPE:EX; Pantazopoulos, Dimitri IGRS:EX; Irwin, Paul JTI:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Chalmers, Jennifer PREM:EX; Mentzelopoulos, Athana GCPE:EX
Subject: RE: JAL announcement

Adding Athana.

And to be fair to Hayden nothing was confirmed until this week, you can't write NRs on hypotheticals.

From: Lansdell, Hayden GCPE:EX
Sent: Wednesday, May 9, 2012 9:36 AM
To: Pantazopoulos, Dimitri IGRS:EX; MacIntyre, Sara PREM:EX; Irwin, Paul JTI:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: RE: JAL announcement

We are using the process, moving product through GCPE. I have flagged all along that our shells were ready and waiting for announcements; now that we have some we are able to push the products up. We just received the entire package back from our editors and are now forwarding it through.

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Wednesday, May 9, 2012 9:32 AM
To: MacIntyre, Sara PREM:EX; Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: Re: JAL announcement

Hayden,
I am not sure what is happening here.
I thought based on your bried

From: MacIntyre, Sara PREM:EX
Sent: Wednesday, May 09, 2012 09:17 AM
To: Pantazopoulos, Dimitri IGRS:EX; Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: Re: JAL announcement

Before I determine roll out, I would like to see products please. NRs and BGs on deals to be sent through the regular approval process.

I am still waiting and we are T-3. This of course means I will be working on these for the next 48 hours.

Please use the approval process I put in place 3 months ago for Premier's products.

Thank you.

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Wednesday, May 09, 2012 09:10 AM
To: Irwin, Paul JTI:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX; MacIntyre, Sara PREM:EX

Subject: Re: JAL announcement

My sense is that Wed will be too packed with other stuff.

Sun need not be a huge event, just a placeholder so that people know we are there and we don't have radio silence.
DP

From: Irwin, Paul JTI:EX

Sent: Tuesday, May 08, 2012 10:30 PM

To: Pantazopoulos, Dimitri IGRS:EX; Lansdell, Hayden GCPE:EX; Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX

Subject: JAL announcement

I know we had flagged the announcement of the JAL aircraft upgauge as taking place on Sunday at Narita upon arrival. This would be in the form of an announcement only – which is fine.

Another option would be to do this at Haneda airport upon departure from Japan on Wednesday – following the LNG facility tour. There will be some time available prior to the 7:45pm flight – and JAL might be able to organize an event/photo-op for the announcement (or at least a photo in front of a JAL plane.

Just a thought.

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Friday, May 11, 2012 5:59 PM
To: Lansdell, Hayden GCPE:EX; Chalmers, Jennifer PREM:EX
Subject: Re: For approval - PCC quote in Xstrata release

NEVER 'our province'!

Change to our govt and it is approved.

From: Lansdell, Hayden GCPE:EX
Sent: Friday, May 11, 2012 05:44 PM
To: MacIntyre, Sara PREM:EX; Chalmers, Jennifer PREM:EX
Subject: For approval - PCC quote in Xstrata release

For approval, PCC quote. Attached is the NR in which it would run.

Proposed quote:

"Through Canada Starts Here: the BC Jobs Plan, our province is working to grow our economy and this recent investment confirms that we are on the right track," said Premier Christy Clark. "Our industry partners can feel confident about their investments because of British Columbia's low taxes, skilled workforce, and a transportation infrastructure that gets products to Asian markets quickly and efficiently."

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Friday, May 11, 2012 6:01 PM
To: Chalmers, Jennifer PREM:EX
Cc: Lansdell, Hayden GCPE:EX
Subject: Re: Validator quote for YVR NR

Sure..

From: Chalmers, Jennifer PREM:EX
Sent: Friday, May 11, 2012 04:21 PM
To: MacIntyre, Sara PREM:EX
Cc: Lansdell, Hayden GCPE:EX
Subject: FW: Validator quote for YVR NR

Thoughts?

From: Lansdell, Hayden GCPE:EX
Sent: Friday, May 11, 2012 4:15 PM
To: Chalmers, Jennifer PREM:EX
Subject: Validator quote for YVR NR

Just received the below quote from a validator who will be attending the event tomorrow. We could incorporate into the NR or save it for the Xstrata announcement day.

"Mining creates great family-supporting jobs for B.C., and our industry does this by ensuring we have customers for our products – including Asian markets," said Mark McManus, Executive General Manager, Xstrata Coal Canada.
"Premier Clark's trade mission allows us to demonstrate B.C.'s commitment to delivering high quality resources."

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Sunday, May 13, 2012 8:36 PM
To: Lansdell, Hayden GCPE:EX; Irwin, Paul JTI:EX; Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX; Chalmers, Jennifer PREM:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

Agree for Wednesday morning, stand alone NR to issue before media call back (tuesday 4 pm pst - may be earlier because of Fish mkt).

From: Lansdell, Hayden GCPE:EX
Sent: Sunday, May 13, 2012 08:33 PM
To: MacIntyre, Sara PREM:EX; Irwin, Paul JTI:EX; Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

Couple options here:

1. Re-write, expanding focus on natural capital and weave the mining announcements into it as well but drop the dig media angle.
2. Keep existing wrap-up nr as is so that we can highlight tech meetings and deal signings (Xstrata, Imperial Metals, powertech, glacial waters) and then have a separate nr just for lng announcement.
3. Do it Wednesday.

Recommend Wednesday. Allows her to say she met yesterday with Mitsubishi, today with JOGMEC, and later this week with KOGAS - all partners in a major new facility that will bring thousands of jobs to bc. Then have validators here speaking to the size of the commitment. Then, next day, op-ed comes out.

From: MacIntyre, Sara PREM:EX
Sent: Sunday, May 13, 2012 08:06 PM
To: Irwin, Paul JTI:EX; Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; Ewert-Johns, Marcus JTI:EX; Lansdell, Hayden GCPE:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

Can Hayden then please send updated nr for tomorrow to Jenn based on new shell details???

We will need to re-write it to focus on that announcement.

Or would it be better timing wise- to include in Wednesday's nr's?

From: Irwin, Paul JTI:EX
Sent: Sunday, May 13, 2012 08:03 PM
To: Pantazopoulos, Dimitri IGRS:EX
Cc: Byng, Dave A TRAN:EX; MacIntyre, Sara PREM:EX; Ewert-Johns, Marcus JTI:EX; Lansdell, Hayden GCPE:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

No. As discussed previously, the announcement covers:

- new name of the consortium project
- formal public announcement of the partners
- % ownership of each partner
- size of the operation - 2 LNG trains (processing units).

On 2012-05-13, at 7:53 PM, "Pantazopoulos, Dimitri IGRS:EX" <Dimitri.Pantazopoulos@gov.bc.ca> wrote:

Where are the dollar amounts? I thought we were announcing the figure?

On 2012-05-14, at 11:46 AM, "Irwin, Paul JTI:EX" <Paul.Irwin@gov.bc.ca> wrote:

Here are the details on the Shell announcement – scheduled for May 15th morning in Vancouver (so evening here in Tokyo – in time for our LNG focus on May 16th).

From: Krey.Stirland@shell.com [<mailto:Krey.Stirland@shell.com>]

Sent: Friday, May 11, 2012 12:10 PM

Here are the points we will announce.

- Shell Canada Limited, Korea Gas Corporation (KOGAS), Mitsubishi Corporation, and PetroChina Company Limited announce they would jointly develop a proposed liquefied natural gas (LNG) export facility near Kitimat, British Columbia.
- The XX project brings together the four companies' extensive development experience, technical depth, financial strength and access to markets required to be the leading LNG developer in Canada. Project XX would connect the abundant supply of Canadian natural gas to growing markets around the world.
- Shell holds a 40-percent working interest, with KOGAS, Mitsubishi and PetroChina each holding a 20-percent working interest.
- The proposed Project XX would include the design, construction and operation of a gas liquefaction plant, and facilities for the storage and export of LNG, including marine off-loading facilities and shipping.
- Project XX would create significant economic benefit for First Nations, local communities, the region and the province. Such a project could create thousands of jobs during construction and hundreds of full-time, permanent jobs during operations, as well as related economic development opportunities that a significant energy infrastructure project brings to the region.
- The co-venturers decision to move the project into development could be taken around the middle of the decade, with start up around the end of the decade, pending regulatory approvals and investment decisions.
- Project XX will initially consist of two LNG processing units referred to as "trains", each with the capacity to produce six million tonnes of LNG annually, with an option to expand the project in the future.

- The demand for natural gas, the cleanest burning fossil fuel, remains high in Asia and other markets. Project XX would deliver a project that offers a new source of LNG to global markets, while providing benefits to Canada, British Columbia and its coastal region.

From: Pantazopoulos, Dimitri IGRS:EX
Sent: Mon, May 14, 2012 11:15 AM
To: Byng, Dave A TRAN:EX; Irwin, Paul JTI:EX
Cc: Ewert-Johns, Marcus JTI:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

Paul, I believe you have the details?

On 2012-05-14, at 11:05 AM, "MacIntyre, Sara PREM:EX"
<Sara.MacIntyre@gov.bc.ca> wrote:

Can someone brief me on when and what shell announcement may be?

From: Byng, Dave A TRAN:EX
Sent: Sunday, May 13, 2012 06:58 PM
To: Ewert-Johns, Marcus JTI:EX
Cc: MacIntyre, Sara PREM:EX; Pantazopoulos, Dimitri IGRS:EX; Garfinkel, Gabe PREM:EX
Subject: Re: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

Marcus, could I please get a hard copy of both the briefing notes and comma materials as well?

Thanks!

Dave

Sent from my iPhone

On 2012-05-14, at 10:51 AM, "Ewert-Johns, Marcus JTI:EX"
<Marcus.Johns@gov.bc.ca> wrote:

Sure thing

On 2012-05-14, at 10:49 AM, "MacIntyre, Sara PREM:EX" <Sara.MacIntyre@gov.bc.ca> wrote:

Marcus-

If possible, could you print the attachments for Premier to review on train ride to Tokyo?

Thanks,
S

From: Chalmers, Jennifer PREM:EX
Sent: Sunday, May 13, 2012 06:27 PM
To: MacIntyre, Sara PREM:EX
Cc: Garfinkel, Gabe PREM:EX
Subject: products for tomorrow - sans Op Ed. Will forward that when Hayden gets back to me

<<2012 05 15 SN Chamber of
Commerce luncheon FINAL.docx>>
<<2012 05 15_KM_TECH
FINAL.docx>> <<2012 05
15_NR_TECH_FINAL.docx>>
<<2012 05 15 Japan Investors
Diner FINAL.docx>>

Have computer issues, so if
something doesn't look
formatted properly get it back to
me and I'll try and find another
computer on campus to use.

<2012 05 15 SN Chamber of
Commerce luncheon
FINAL.docx>

<2012 05 15_KM_TECH
FINAL.docx>

<2012 05
15_NR_TECH_FINAL.docx>

<2012 05 15 Japan Investors
Diner FINAL.docx>

Lansdell, Hayden GCPE:EX

From: MacIntyre, Sara PREM:EX
Sent: Monday, May 14, 2012 8:17 PM
To: Lansdell, Hayden GCPE:EX
Cc: Chalmers, Jennifer PREM:EX
Subject: Fw: Shell info - confidential
Attachments: BC Premier News Release.docx; LNG Canada News Release Final 5 14 12.docx

Hayden-

Were you getting this info from Bryan? Its not reflected in the first iteration of NR on shell. What is going on here?

I can't stage manage from japan. You guys gotta pick it up. If that means going to a dm or adm, do it.

From: Krista.Edwards@shell.com [<mailto:Krista.Edwards@shell.com>]
Sent: Monday, May 14, 2012 07:16 PM
To: MacIntyre, Sara PREM:EX
Subject: Shell info - confidential

Hi Sara: Here's the final version of the release that will go out tomorrow at 9am Vancouver time. Pls treat as confidential. Below is the back and forth our LNG Director has had w Brian Hansen. Let me know if there's anything else you need,

K

From: Seeley, Rob SCAN-UAS/D
Sent: Monday, May 14, 2012 5:40 PM
To: Brian.Hansen@gov.bc.ca
Cc: Newlands, Sara Jane SCAN-UAS/E/CAON; Covington, Teresa H SHLOIL-CXUA/B
Subject: RE: Updated LNG NR (trade mission)

Brian,
Thx for this ... a few comments.

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From: Hansen, Brian MEM:EX [<mailto:Brian.Hansen@gov.bc.ca>]
Sent: Monday, May 14, 2012 08:43 PM
To: Stirland, Krey MS SCAN-UAX/L/BC; 'sara.jane.newlands@shell.com' <sara.jane.newlands@shell.com>
Subject: FW: Updated LNG NR (trade mission)
Edits from Shell in blue:

This announcement follows a significant announcement yesterday that Shell Canada Limited, Korea Gas Corporation, Mitsubishi Corporation and PetroChina Company Limited will jointly develop an LNG export facility near Kitimat. The project will consist of two LNG processing units, each with the capacity to produce 6,000,000 tonnes of LNG annually, with an option to expand in the future.

S13

Darren Beaupre

**Government Communications and Public Engagement (GCPE)
Ministry of Energy and Mines**

Ph: 250-356-5892

E-mail: darren.beaupre@gov.bc.ca

Lansdell, Hayden GCPE:EX

From: Lansdell, Hayden GCPE:EX
Sent: Tuesday, April 17, 2012 5:41 PM
To: Fraser, John Paul GCPE:EX; Gleeson, Kelly T GCPE:EX; Dila, Mary GCPE:EX; Chant, Jon GCPE:EX; Ritchie, Leanne GCPE:EX; Watt, Adrienne GCPE:EX
Cc: Johnson, Sheldon GCPE:EX
Subject: Material for tomorrow's meeting
Attachments: Trade Mission Operation Communications Plan_April 17 (3).docx; Day-by-Day strategic plan 17 Apr (2).docx

Hi all,

Please find updated material for tomorrow's meeting.

Couple notes

1. We are doing one NR a day highlighting the key story and then providing secondary stories. This is reflected in the op plan.
2. KMs in the day-by-day doc are updated and we are working on a strategy wrt media avails.
3. Have started to identify which speeches are majors and which are not; length of speeches is identified in the op plan and will be validated with program folks.

Hayden

Trade Mission Operation Communications Plan

Last updated: 17 April

Date B.C. Time	Date Time	Theme	Item	Location	Products SJ – Sheldon from JTI HQ – Leanne on speeches; TBD re photos and video	Lead
Thur May 3		Cultural and economic ties	Premier announces program and attendees	TBD	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) • News Release (SJ) • Fact Sheet (SJ) • QAs (SJ) 	JTI
Sat May 12 10:00		Cultural and economic ties	Premier speaks to media pre- departure (including Ethnic media). Includes industry representatives traveling with mission.	TBD	<ul style="list-style-type: none"> • Event Plan (SJ) • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • NR (SJ) • QAs (SJ) 	JTI

Travel to Narita; travel to Sendai – Day 1 – Sunday May 13						
Day 2: Monday, May 14						
Message of the Day – We are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.						
Mon May 14 17:15	Mon May 14 09:15 - 09:45	Goodwill	Greeted by Mayor of Natori Brief Press Announcement	Sendai TBD	•	JTI/HQ social media FII
Mon May 14 17:55	Mon May 14 09:55 – 11:00	Goodwill	Main Photo/video opp of day Premier lays wreath at shrine for tsunami victims Media availability	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video and Intro (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • NR (SJ w/ FII) 	JTI/HQ social media
Mon May 14 19:15	Mon May 14 11:15 – 12:15	Goodwill	Lunch with Natori JHS kids and Natori staff	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (AVED) 	JTI/HQ social media AVED
Mon May 14 21:15	Mon May 14 13:15 – 14:45	Cultural ties	Meeting with Vice-Governor of Miyagi	Sendai	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweets/FB posting (SJ) • Speaking notes (HQ) <ul style="list-style-type: none"> ○ Time TBD 	IGRS/JTI/ HQ
Travel to Tokyo						
Mon May 14 02:30	Mon May 14 18:30	Cultural ties	Friends of BC Reception	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes 	JTI/HQ

Day 3: Tuesday, May 15

Message of the Day – Japan is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the BC investment opportunities available to them.

Tues May 15 17:00	Tues May 15 09:00	Cultural ties	Main Photo/video opp of day Audience with Princess Takamado	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) 	IGRS/JTI/ HQ
Tues May 15 20:00	Tues May 15 12:00	Economic ties and Trade	Corporate Luncheon with Canada Chamber of Commerce in Japan	Tokyo	<ul style="list-style-type: none"> • Photo and captions (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) <ul style="list-style-type: none"> ◦ 10 minutes 	JTI/HQ
Tues May 15 21:30	Tues May 15 13:30-14:30	TBD	Media Availability	Tokyo	<ul style="list-style-type: none"> • Media advisory (SJ) • Key messages (SJ) 	JTI/HQ
Tues May 15 23:00	Tues May 15 15:00	Jobs Plan NG Sector	Mitsubishi Corporation Corporate Call	Tokyo	<ul style="list-style-type: none"> • News Release (MEM) • Tweets/FB post (MEM) 	JTI/HQ MEM
Tues May 15 0:00	Tues May 15 16:00	Economic ties and Trade	Japanese Ministries of Foreign Affairs and Economy, Trade, and Industry	Tokyo	<ul style="list-style-type: none"> • TBD 	JTI/HQ
Tues May 15 02:30	Tues May 15 18:30	Economic ties and Trade	Japan Investors Dinner	Tokyo	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ◦ 20 minutes • Photo and captions (HQ) • Tweet/FB post (SJ) 	JTI/HQ

Day 4: Wednesday, May 16						
Message of the Day – We know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.						
Wed May 16 17:30	Wed May 16 09:30- 10:15	Jobs Plan Technology Sector	DeNA corporate call	Tokyo	<ul style="list-style-type: none"> NR celebrating jobs in Vancouver (SJ) Tweet/FB post (SJ) 	JTI/HQ
Wed May 16 18:20	Wed May 15 10:20 – 11:00	Jobs Plan Technology Sector	Takeda Corporate Call	Tokyo	TBD	JTI/HQ
Wed May 16 18:30	Wed May 16 10:30 - 12:30	Jobs Plan NG Sector	Main Photo/video opp of day BC Natural Gas / LNG Seminar	Tokyo	<ul style="list-style-type: none"> Speaking notes (HQ) <ul style="list-style-type: none"> 10 minutes Photo and captions (HQ) Tweet/FB post (MEM) 	JTI/HQ MEM
Wed May 16 19:30	Wed May 16 11:30- 12:00	Jobs Plan NG Sector Mining Sector	Japan Oil, Gas, and Metals National Corporation	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
Wed May 16 20:00	Wed May 16 12:00- 13:30	Jobs Plan NG Sector Mining Sector Forestry Sector	Canada Resource Saloon (at Embassy)	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
Wed May 16 21:00	Wed May 16 13:00- 13:30	Jobs Plan	Aeon Bilateral	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (AVED) 	JTI/HQ AVED
Travel to Seoul						

Day 5: Thursday, May 17

Message of the Day – As Korea diversifies its energy mix, our province can supply bio-energy and natural gas to assist them in meeting their goals as well as creating job at home in B.C.

Thur May 17 18:00	Thur May 17 10:00	Cultural ties	Meeting with Korean Organizing Committee for 2018 Pyeongchang Olympics BC Forest Products Roundtable MOU signing re 200 unit wood housing unit	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 10 minutes • News release (SJ w/ FII) • Video (HQ) • Photos and captions (HQ) • Tweets/FB post (SJ) 	JTI/HQ FII
Thur May 17 19:30	Thur May 17 11:30	Jobs Plan Technology and Forest Sectors	MOU signing between UBC and KIST re bioenergy MEDIA AVAILABILITY	Seoul	<ul style="list-style-type: none"> • Tweets/FB (SJ) • Key messages (SJ) • Media advisory (SJ) 	JTI/HQ AVED
Thur May 17 20:00	Thur May 17 12:00	Economic ties Jobs Plan	Korea-Canada Chamber of Commerce (luncheon)	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 10 minutes • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Travel to Suwon						
Thur May 17 22:05	Thur May 17 14:05	Jobs Plan Int'l Education Sector	Address at Suwon Foreign Language School	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 15 minutes • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ AVED
Thur May 17 23:00	Thur May 17 15:00	Cultural ties	Main Photo/video opp of day Hwaseong Fortress Tour <ul style="list-style-type: none"> - Traditional clothing - Marching band - Martial arts 	Suwon	<ul style="list-style-type: none"> • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ

Thur May 17 01:00	Thur May 17 17:00	Cultural and economic ties Forest sector	Meeting with Governor Moon-soo Kim Announcement of BC Day in Gyeonggi Province	Suwon	<ul style="list-style-type: none"> • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Thur May 17 01:30	Thur May 17 17:30	Cultural and economic ties	BC Day Event Flag raising and tree planting	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Thur May 17 02:30	Thur May 17 18:30	Jobs Plan Technology Sector	Techno Pavilion tour <ul style="list-style-type: none"> - Digital media focus - ICT focus Sister Province Dinner	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Travel to Seoul						

Day 6: Friday, May 18

Message of the Day – The BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both Korea and B.C.

Fri May 18 18:00	Fri May 18 10:00	Jobs Plan Mining Sector	Main Photo/video opp of day BC Mining Roundtable	Seoul	• TBD	JTI/HQ MEM
Fri May 18 19:30	Fri May 18 11:30	Jobs Plan NG Sector	Meeting with KOGAS re investment in BC LNG development Lunch with KOGAS	Seoul / Bundang	• TBD	JTI/HQ MEM
Fri May 18 22:30	Fri May 18 14:30	Jobs Plan Tech and Forest Sectors	Meeting with Korea's Ministry of Knowledge Economy Focus on bio-energy	Seoul	• TBD	JTI/HQ AVED MEM
Fri May 18 00:00	Fri May 18 16:00	Jobs Plan Mining and NG Sectors	Meeting with POSCO Korea's largest investor in BC	Seoul	•	JTI/HQ MEM
Fri May 18 02:30	Fri May 18 18:30	Cultural and economic ties	Friends of BC Reception	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ

Day 7: Saturday, May 19						
Travel to Manila						
Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.						
Sat May 19 22:00	Sat May 19 13:00	Jobs Plan Labour	Meeting with Secretary of Labour and Employment Lunch	Manila	<ul style="list-style-type: none"> • News release (SJ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ/ IGRS
Sat May 19	Sat May 19 15:00	Jobs Plan Labour	Main Photo/video opp of day Ribbon Cutting BC Jobs Recruitment Fair	Manila	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Sat May 19	Sat May 19 19:00	Cultural ties	Friends of BC Dinner	Manila	<ul style="list-style-type: none"> • Speaking notes (HQ) <ul style="list-style-type: none"> ○ 5 minutes • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ

Focus of News Release – DeNA Corporate call: Celebrating DeNA's expansion in Vancouver

Key Photo – Premier's participation in BC Natural Gas / LNG Seminar

Key Video – Premier's participation in BC Natural Gas / LNG Seminar

Key Media Avail – TBD

Day 5 – Seoul and Suwon w/ BC Day Events

Domestic Objective – Emphasize government's support for the diversification of trade in BC's wood industry (green buildings; bioenergy).

Message of the Day – As Korea diversifies its energy mix, our province can supply bio-energy and natural gas to assist them in meeting their goals as well as creating job at home in B.C.

Focus of News Release – Wood First: MOU signing re 200 unit green (wood) building

Key Photo – Fortress Tour: Traditional dress; marching band; and martial arts

Key Video – Fortress Tour: Traditional dress; marching band; and martial arts

Key Media Avail – Bioenergy MOU (11:00 in Japan; 19:00 in British Columbia): Agreement between UBC and KIST

Secondary photo and video – BC Flag Raising: Celebration of BC Day; tree planting

Day 6 – Seoul w/ focus on Natural Resources

Domestic Objective – Highlight the importance of Korea (and other Asian economies) in supporting job growth through the investment in and development of natural resource opportunities.

Message of the Day – The BC Jobs Plan commits to having eight new mines in operation by 2015; this represents a great opportunity for both Korea and B.C.

Focus of News Release – Likely something from KOGAS or POSCO

Key Photo – Creating investment: Premier meeting with Korean businesses to catalyze investment

Key Video – TBD

Key Media Avail – TBD

Day 7 – Manila w/ Focus on Labour Mobility

Domestic Objective – Emphasize the importance that foreign workers play in the development of the provincial economy.

Message of the Day – We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.

Focus of News Release – Labour Mobility Agreement: Letter of Intent to cooperate on labour mobility

Key Photo – Ribbon Cutting: BC Jobs Recruitment Fair

Key Video – Ribbon Cutting: BC Jobs Recruitment Fair

Key Media Avail – TBD

Premier Christy Clark May 12-20 Jobs and Trade Mission - Communications Plan

Purpose & Objective:

The purpose of the Premier's mission to Japan, Korea & the Philippines is to reinforce BC's trade and cultural ties with these priority Asian markets and promote further investment into the Province and exports from the province to advance *Canada Starts Here: the BC Jobs Plan*.

Background:

From May 12th-20th, Premier Clark will lead a delegation to Japan, Korea and the Philippines to promote trade and investment opportunities with B.C. As part of the BC Government's Jobs Plan, BC has a goal to increase trade and investment with Asia. Trade with Asian markets continues to grow. In 2011, BC's exports to Asia Pacific economies were worth **\$14.2 billion – 43 per cent** of all exports. Since 2001, the value of BC exports to Asia has risen by **115 per cent**. BC exports a higher percentage of its goods to Asia than any other Canadian province.

In the past year, the government has doubled B.C.'s international trade presence, adding six trade and investment representatives in Asia, and recently opening offices in Bombay and Chandigarh. **Over 900,000** residents in BC identify themselves as have having ethnic roots from Asia, including nearly **52,000** Korean-Canadians, **42,000** Japanese-Canadians, and **94,000** Filipino-Canadians

**NOTE: These are from the 2006 Census. Numbers from the 2011 Census will be released later this year. **

Country Specific Export Numbers: In 2011, Exports to Japan rose to **\$4.7 billion, an 11.7% increase**.

**NOTE: In 1995, exports to Japan were worth a record \$6.8 billion. **

Exports to Korea rose to **\$2.7 billion** in 2011, a **45% increase**. Since 2001, the value of exports to Korea has risen **284 per cent**. B.C. exports to the Philippines in 2011 were worth **\$153 million, down 41 per cent** from 2010. Exports in 2010 were worth \$261 million. Since 2001, when exports were worth **\$56 million**, exports have risen by **173 per cent**.

Goals:

- Generate positive media coverage in provincial media - focusing on the economic advantages for BC of increasing investment and trade with Asia.
- Enhance Premier Clark's/Government's reputation as working hard on behalf of British Columbians on international trade policy and development and further establish BC as the most assertive province in boosting ties and trade relationships in Asia.

Audiences:

- BC media (including ethnic), BC public, BC-based businesses, entrepreneurs and exporters

Key Messages:

GENERAL

- We need to keep the BC Jobs Plan momentum going.
- We are taking the B.C. advantage to Japan, Korea and the Philippines.
- Japan and Korea are two of our longest and strongest trading partners.
- More recently, we have been forging a new relationship with the Philippines that will be mutually rewarding.
- This mission is about building on these existing relationships.
- Trade and investment in Asia is critical to ensuring we grow our economy at home in B.C.
- We know that by creating new opportunities in Asia we create more jobs for B.C. families.
- As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

- This mission focuses on specific opportunities and investments in natural gas, forestry, mining, clean technology, agrifoods, international education and labour recruitment.

JAPAN

On Earthquake Recovery

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences.
- We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- We hope our contribution to their reconstruction effort can help this process.

On Economic opportunity

- BC is an attractive, stable and welcoming jurisdiction for investment from Japan and Korea.
- We are the fastest and most efficient gateway to North America.
- Part of Japan's rebuilding process will include diversifying its energy mix – B.C. can help by supplying bio-energy and natural gas.
- We will encourage the use of B.C. wood for their reconstruction efforts and green building development.
- The BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both Japan and B.C.
- Japan is the largest importer of Liquefied natural gas in the world – we are encouraging Japan to consider the BC investment opportunities available to them.

KOREA

- BC is an attractive, stable and welcoming jurisdiction for investment from Japan and Korea.
- We are the fastest and most efficient gateway to North America.
- We share Korea's interest in the green economy and green technology.
- BC's softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.
- The BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both Korea and B.C.
- Korea is the world's second largest importer of Liquefied natural gas – we are encouraging Korea to consider the BC investment opportunities available to them.

PHILIPPINES

- The Philippines are the fourth-largest source of temporary foreign workers and the third-largest source of permanent residents in B.C.
- We want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.
- BC embraces diversity and values the contributions immigrants make to our province and our economy

MORE SPECIFIC KMs TBD

Communications Opportunities:

- Solidify Premier Christy Clark's status as a champion and best salesperson in promoting B.C. overseas
- Pursue earned media before, during and after trade mission.
- Engage stakeholders and solidify validators for the government's overseas activities.
- Increase media's awareness of the Province's efforts to expand relationships and increase trade with Asia.

Communications Challenges:

- Need newsworthy announcements to sustain media interest in the Mission
- Media coverage could be overshadowed should any domestic issues emerge
- With a high profile mission in the fall, media might not be as enthusiastic

Tactics:

- Pre-mission announcement(s) & interviews with targeted media (mainstream, ethnic & business)
- PCC media availability for each country (both agreements and iconic/visual opportunities)
- One off media call backs with specific reporters, ie: Bill Good (CKNW), Stephen Smart (CBC), etc.
- Embedded media – Jonathan Fowlie, Vancouver Sun
- Embedded stakeholder media availability for each country (re-cap)
- Daily calendar dedicated to social media tactics highlighting mission
- Daily upload of digital content including photos and video
- Daily domestic issues tracking and messaging in-hand

Communications Resources:

- **Ministry staff incl. Trade office representatives** – planning/coordination/protocols
- **International Marketing Secretariat** – collateral
 - Signage
 - Brochures
 - Swag
- **GCPE – HQ**
 - Lead on Speeches
- **GCPE – JTI**
 - Responsible for overall Communications plan and strategy
 - Co-ordinates news releases with PO, GCPE HQ, GCPE shops
 - Lead message preparation/coordination for media availability
- **PO - on-the-ground senior communications & issues support**
 - Lead liaison with on location journalists/pr support,
 - Lead domestic issues management co-ordination
 - Manages and moderates media call backs – (PO to set up the calls with Telus/Bell, and does Media Advisories)
 - Manages videographer assignments (videographer to feed back to BC)
 - Lead on issues management: Ensures Premier is briefed on potential issues both at home and in Japan, Korea and Philippines - working with GCPE HQ.
 - Supports “mission operations centre” by being available to do last minute research and fact checking to support the Premier’s remarks and responses to questions
 - Attends all events that have a communications angle
 - Updates/tweaks news releases with information on-the-ground
 - Confirms/coordinates with GCPE that all materials needed for web site updates are sent including video and photos
 - Responsible for feeding photos with cutlines and captions to GCPE HQ
- **Videographer** (contract)
- **Embedded stakeholders** (not confirmed)

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
Cultural and economic ties	Premier announces trip	Fibreco North Vancouver	<ul style="list-style-type: none"> • Photo and captions • Video • Tweet/FB post • Speaking notes • News release • Fact sheet 	JTI
Cultural and economic ties	Premier announces program and attendees	TBD	<ul style="list-style-type: none"> • Photo and captions (HQ) • Video (HQ) • Tweet/FB post (SJ) • Speaking notes (HQ) • News Release (SJ) • Fact Sheet (SJ) • QAs (SJ) 	JTI
Cultural and economic ties	Premier speaks to media at event focused on Japanese community	TBD		JTI Multi-C
Cultural and economic ties	Premier speaks to media at event focused on South Korean community	TBD		JTI Multi-C
Cultural and economic ties	Premier speaks to media at event focused on Philippine community	TBD		JTI Multi-C

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
Cultural and economic ties	Premier speaks to media pre-departure (including Ethnic media). Includes industry representatives traveling with mission.	TBD	<ul style="list-style-type: none"> Event Plan (SJ) Photo and captions (HQ) Video and Intro (HQ) Tweets/FB posting (SJ) Speaking notes (HQ) NR (SJ) QAs (SJ) 	JTI
Travel to Narita; travel to Sendai – Day 1 – Sunday May 13				
Day 2: Monday, May 14				
are here to help our good friends reconstruct and move past this tragedy and emerge even stronger.				
Goodwill	Greeted by Mayor of Natori Brief Press Announcement	Sendai TBD	•	JTI/HQ social media FII
Goodwill	Main Photo/video opp of day Premier lays wreath at shrine for tsunami victims Media availability	Sendai	<ul style="list-style-type: none"> Photo and captions (HQ) Video and Intro (HQ) Tweets/FB posting (SJ) Speaking notes (HQ) NR (SJ w/ FII) 	JTI/HQ social media
Goodwill	Lunch with Natori JHS kids and Natori staff	Sendai	<ul style="list-style-type: none"> Photo and captions (HQ) Tweets/FB posting (AVED) 	JTI/HQ social media AVED

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
Cultural ties	Meeting with Vice-Governor of Miyagi	Sendai	<ul style="list-style-type: none"> Photo and captions (HQ) Tweets/FB posting (SJ) Speaking notes (HQ) 	IGRS/JTI/HQ
Travel to Tokyo				
Cultural ties	Friends of BC Reception	Tokyo	<ul style="list-style-type: none"> Photo and captions (HQ) Video (HQ) Tweet/FB post (SJ) Speaking notes (HQ) 	JTI/HQ
Day 3: Tuesday, May 15				
n is the largest importer of Liquefied natural gas in the world and we are here to encourage Japan to consider the as available to them.				
Cultural ties	Main Photo/video opp of day	Tokyo	<ul style="list-style-type: none"> Photo and captions (HQ) Video (HQ) Tweet/FB post (SJ) 	IGRS/JTI/HQ
	Audience with Princess Takamado			
Economic ties and Trade	Corporate Luncheon with Canada Chamber of Commerce in Japan	Tokyo	<ul style="list-style-type: none"> Photo and captions (HQ) Tweet/FB post (SJ) Speaking notes (HQ) 	JTI/HQ
3D	Media Availability	Tokyo	<ul style="list-style-type: none"> Media advisory (SJ) Key messages (SJ) 	JTI/HQ
Jobs Plan G Sector	Mitsubishi Corporation Corporate Call	Tokyo	<ul style="list-style-type: none"> News Release (MEM) Tweets/FB post (MEM) 	JTI/HQ MEM

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
Economic ties and trade	Japanese Ministries of Foreign Affairs and Economy, Trade, and Industry	Tokyo	<ul style="list-style-type: none"> TBD 	JTI/HQ
Economic ties and trade	Japan Investors Dinner	Tokyo	<ul style="list-style-type: none"> Speaking points (HQ) Photo and captions (HQ) Tweet/FB post (SJ) 	JTI/HQ

Day 4: Wednesday, May 16

know that by creating new opportunities in Asia we create more jobs for B.C. families. As the world's economy falters, B.C. is a safe harbour for investment.

Jobs Plan Technology Sector	DeNA corporate call	Tokyo	<ul style="list-style-type: none"> NR celebrating jobs in Vancouver (SJ) Tweet/FB post (SJ) 	JTI/HQ
Jobs Plan Technology Sector	Takeda Corporate Call	Tokyo	TBD	JTI/HQ
Jobs Plan G Sector	Main Photo/video opp of day BC Natural Gas / LNG Seminar	Tokyo	<ul style="list-style-type: none"> Speaking points (HQ) Photo and captions (HQ) Tweet/FB post (MEM) 	JTI/HQ MEM
Jobs Plan G Sector Mining Sector	Japan Oil, Gas, and Metals National Corporation	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
Jobs Plan G Sector Lining Sector Forestry Sector	Canada Resource Saloon (at Embassy)	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (MEM) 	JTI/HQ MEM
Jobs Plan	Aeon Bilateral	Tokyo	<ul style="list-style-type: none"> Tweets/FB post (AVED) 	JTI/HQ AVED
Travel to Seoul				
Day 5: Thursday, May 17				
area diversifies its energy mix, our province can supply bio-energy and natural gas to assist them in meeting their o at home in B.C.				
Cultural ties	Meeting with Korean Organizing Committee for 2018 Pyeongchang Olympics BC Forest Products Roundtable MOU signing re 200 unit wood housing unit	Seoul	<ul style="list-style-type: none"> Speaking notes (HQ) News release (SJ w/ FII) Video (HQ) Photos and captions (HQ) Tweets/FB post (SJ) 	JTI/HQ FII
Jobs Plan Technology and Forest Sectors	MOU signing between UBC and KIST re bioenergy MEDIA AVAILABILITY	Seoul	<ul style="list-style-type: none"> News release (SJ) Tweets/FB (SJ) Key messages (SJ) Media advisory (SJ) 	JTI/HQ AVED
Economic ties Jobs Plan	Korea-Canada Chamber of Commerce (luncheon)	Seoul	<ul style="list-style-type: none"> Speaking notes (HQ) Photos and captions (HQ) Tweets/FB (SJ) 	JTI/HQ

Theme	Item	Location	Products	Lead
SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply				
Travel to Suwon				
Jobs Plan Int'l Education Sector	Address at Suwon Foreign Language School	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ AVED
Cultural ties	Main Photo/video opp of day Hwaseong Fortress Tour <ul style="list-style-type: none"> - Traditional clothing - Marching band - Martial arts 	Suwon	<ul style="list-style-type: none"> • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Cultural and economic ties Forest sector	Meeting with Governor Moon-soo Kim Announcement of BC Day in Gyeonggi Province	Suwon	<ul style="list-style-type: none"> • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Cultural and economic ties	BC Day Event Flag raising and tree planting	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	IGRS/JTI/ HQ
Jobs Plan Technology Sector	Techno Pavilion tour <ul style="list-style-type: none"> - Digital media focus - ICT focus Sister Province Dinner	Suwon	<ul style="list-style-type: none"> • Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Travel to Seoul				
Day 6: Friday, May 18				

Theme	Item	Location	Products	Lead
			SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply	
BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both				
Jobs Plan Mining Sector	Main Photo/video opp of day	Seoul	• TBD	JTI/HQ
	BC Mining Roundtable			MEM
Jobs Plan G Sector	Meeting with KOGAS re investment in BC LNG development	Seoul / Bundang	• TBD	JTI/HQ
	Lunch with KOGAS			MEM
Jobs Plan Tech and Forest Sectors	Meeting with Korea's Ministry of Knowledge Economy	Seoul	• TBD	JTI/HQ
	Focus on bio-energy			AVED MEM
Jobs Plan Mining and NG Sectors	Meeting with POSCO	Seoul	•	JTI/HQ
	Korea's largest investor in BC			MEM
Cultural and Economic ties	Friends of BC Reception	Seoul	<ul style="list-style-type: none"> • Speaking notes (HQ) • Photos and captions (HQ) • Tweets/FB (SJ) 	JTI/HQ
Day 7: Saturday, May 19				
Travel to Manila				
want to ensure that when immigrants are aware and can easily take advantage of the opportunity that exists in B.C.				

Theme	Item	Location	Products	Lead
	Meeting with Secretary of Labour and Employment Lunch	Manila	SJ – Sheldon from JTI HQ – Leanne from GCPE Other ministry acronyms apply • News release (SJ) • Photos and captions (HQ) • Tweets/FB (SJ)	JTI/HQ/ IGRS
Jobs Plan Labour	Main Photo/video opp of day Ribbon Cutting BC Jobs Recruitment Fair	Manila	• Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ)	JTI/HQ
Cultural ties	Friends of BC Dinner	Manila	• Speaking notes (HQ) • Video (HQ) • Photos and captions (HQ) • Tweets/FB (SJ)	JTI/HQ

Second Jobs & Trade Mission Narrative:

Just over six months ago, we released *Canada Starts Here: the BC Jobs Plan*.

Since then, our province has seen net job growth, lower unemployment and a steady increase in our exports. As the world's economy continues to navigate tumultuous waters, B.C. is attracting new investment to its safe harbour. We are making smart investments in our infrastructure, working hard to ensure British Columbians have the right skills for tomorrow and diversifying our markets and exports like never before.

We need to keep the BC Jobs Plan momentum going. That's why we are taking the B.C. advantage to Japan, Korea and the Philippines.

One of the keys to doing business is building relationships. This mission is about building on our existing relationships and solidifying new ones. Japan and Korea are two of our strongest, longest-standing trading partners. Since both economies rely heavily on imports of energy, raw materials and other commodities - they are pivotal to B.C. achieving top 2 GDP growth by 2015.

Not only is Japan B.C.'s second largest export market, they are also the largest importer of liquefied natural gas in the world – followed by Korea. By acting now, British Columbia is building partnerships with these markets to maximize the potential of B.C.'s vast natural gas reserves and planned LNG facilities.

As well, both countries have indicated their intentions to move to cleaner, greener energy sources. In fact, Korea has recently launched an ambitious plan to invest in their green economy. BC's softwood and biomass resources are a perfect match to assist in clean energy and green building development.

Good friends support each other through good times and bad. In the aftermath of the 2011 earthquake and tsunami, we need to show support to our friends in Japan as they rebuild, while encouraging the use of affordable, renewable B.C. softwood lumber products.

We know that by creating new opportunities in Asia, we create more jobs for B.C. families. Over the next decade, British Columbia is projected to have over one million job openings. This labour supply gap simply cannot be filled without an increased and well-matched supply of new residents. The Philippines is the third-largest source of permanent residents in British Columbia and we want to ensure they're aware of the opportunity that exists in B.C. and that we value the contributions immigrants make to our province and our economy.

In the end, each one of these countries seeks to increase the quality of life for its citizens. Our province's natural advantages, combined with our Asia Pacific Gateway, make B.C. the ideal partner for economic growth. Together we can expand our economies while creating jobs at home for British Columbians.

Trade Mission Communications Work Plan

Last updated: 11 April

Deliverable	Due by	Responsible	Key Contact
• Communications Plan	Draft – 28 Mar Final – 11 Apr	GCPE-JTI	Hayden Lansdell
• Communications Operational Plan (note that this will evolve with changing agenda)	Draft – 30 Mar Final – 11 Apr	GCPE-JTI	Hayden Lansdell/Sheldon Johnson
• Outline of Announcements / Photo-ops	Draft – 05 Apr Final – 18 Apr	GCPE-JTI	Hayden Lansdell/Sheldon Johnson
• Messaging sheet(s) ○ Overarching ○ JP Sector-specific ○ QAs	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE shops	Hayden Lansdell/Sheldon Johnson
• Collateral Plan	Draft – 11 Apr Final – 25 Apr	JTI-GCPE	Nancy Taylor
• Social Media Plan	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Speaking Opportunities Plan	Draft – 11 Apr Final – 25 Apr	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Speaking Points	Draft – 18 Apr Final – 02 May	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ
• Advanced communications material (NRs, MAs, tweets)	Draft – 18 Apr Final – 02 May	GCPE-JTI GCPE-HQ	Sheldon Johnson/GCPE HQ/Matt Gordon
• Stakeholder Participants Media Relations Plan	Draft – 11 Apr Final – 25 Apr		Sheldon Johnson
• Media Relation Plan • Ethnic Media Plan appendix	Draft – 18 Apr Final – 02 May	GCPE -JTI	Sheldon Johnson
• Thank you notes	Draft – 25 Apr Final – 02 May	GCPE-JTI	Sheldon Johnson
• Trip Report	Draft – 04 May	GCPE-JTI	Sheldon Johnson/Hayden Lansdell

Event Proposal – For PREM Consideration

Event Title: Mission seeks to open new doors in solid markets

Date: May 12, 2012, 10am	Media Market: Lower Mainland
Location: YVR, in front of Spirit of Haida Gwaii, the Jade Canoe statue	English Media Spokesperson: Premier Christy Clark
	Multicultural Media Spokesperson: Premier Christy Clark

THE EVENT

PROACTIVE EVENT OR INVITATION

- Proactive

EVENT

- The Premier will announce the delegation participating in the trade mission to Korea, Japan and the Philippines and speak briefly about the goal of the mission.
- Aircraft Upgrade – JAL will upgrade its aircraft to 300 seat B777-200 from current 223 seats B767-300 from Tokyo/NRT to YVR in early November. This is the airline supplying flights for the Premier to Japan.

WHO'S ORGANIZING?

- Premier's Office, GCPE

STRATEGIC CONSIDERATIONS

- The trade mission assists in the execution of a pillar of the BC Jobs Plan - expanding markets for B.C. products and services, particularly in Asia.
- The additional JAL seats will contribute an estimated \$13.5M annually to the BC economy.

VENUE DESCRIPTION

- The statue of the Spirit of Haida Gwaii, the Jade Canoe, is a visually appealing location near the International Departures gate and has been a consistent location at YVR to highlight the start of trade missions and other government business abroad.

KEY VALIDATORS / STAKEHOLDERS / PARTICIPANTS

- Consul General (TBC)
- Members of the trade mission delegation:
 - Steve Archer, Avcorp Industries
 - Richard Watkins, Fibreco
 - Brian Hawrysh, BC Wood Specialties Group
- JAL representatives
- YVR representatives
- Supporting Ministers (TBC)

TARGET AUDIENCE

- B.C. business community, investors, etc.

VISUAL MESSAGE(S)

DESIRED PICTURE (STILL)

- Premier and trade mission delegates standing together in front of statue, holding up a B.C. flag

DESIRED PICTURE (VIDEO)

- Premier and trade mission delegates arriving at YVR, meeting and gathering at statue, listening to the Premier briefly outline what they hope to accomplish on the trade mission, the delegation assembling in front of statue, holding up a B.C. flag, then leaving for the International Departures gate.

ACTUAL SPEAKING BACKDROP

- Spirit of Haida Gwaii statue

WRITTEN MESSAGE(S)

DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE

- When I go over to Japan and Korea and I talk to people about investment, what I mean is, people coming over here, starting up businesses and companies, particularly in the resource sector and the high tech sector, that are going to put British Columbians to work.
- The added seats by Japan Airlines not only shows confidence in B.C. as a growing market, but makes a significant positive impact on jobs in airline and tourism industries.

KEY MESSAGES

- We need to keep the BC Jobs Plan momentum going.
- We are taking the B.C. advantage to Japan, Korea and the Philippines.
- Japan and Korea are two of our longest and strongest trading partners.
- Japan and Korea are the two largest importers of LNG in the world, respectively.
- Part of Japan's rebuilding process will include diversifying its energy mix – B.C. can help by supplying clean energy sources such as natural gas and bio-energy
- BC's softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.
- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.

COMMUNICATIONS PRODUCTS

- ☐ Media Advisory
- ☒ Speech
- ☒ News Release
- ☒ Backgrounder(s)
- ☐ Fact Sheet
- ☐ Biographies

- ☐ Talking Points
- ☒ Q&A
- ☐ Props (describe)
- ☐ Web Content
- ☐ Photo Release
- ☐ Other (describe)

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Questions and Answers

Ministry of Jobs, Tourism and Innovation

Jobs and Trade Mission - Japan, Korea, Philippines

Last Update: May 7, 2012

Q 1. What is this mission going to cost?

- We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth it.
- B.C. businesses and organizations continue to participate because they know the value of attending.
- A full accounting of costs will be reported out just like last time.

Q 2. Will the government be using any of its Jobs Plan advertising budget to promote the trip?

- There will be no additional advertising dollars attributed to the trade mission.
- A full accounting of costs will be reported out just like last time.

Q 3. Aren't many of the deals signed on these missions already made and its therefore wasted money on travel?

- Building business and investment opportunities is about building relationships, particularly in Asia.
- In many countries it is expected that government's have a good relationship before the private sector is prepared to work together.
- With the government's lead on the mission many future doors can be opened for continued investment attraction.
- For example, finding buyers for our natural gas is about building relationships in Tokyo and Seoul.

Q 4. At a time when budgets are constrained across the board, how can B.C. justify spending money on excessive travel?

- If we are to create jobs for British Columbians, we need to attract investment to the province.
- Building business and investment opportunities is about building

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Questions and Answers

relationships, particularly in Asia. It's incumbent upon us, as government, to visit these countries and make sure they're aware of the tremendous opportunities available through trade and investment in B.C.

- B.C. has long successful trading relationships with these countries and we plan to build on that relationship.
- We know trade missions are worthy investments because B.C. has been involved in them decades.
- We have a tight delegation and a packed agenda that is focused on bringing more investment to B.C. and more jobs for British Columbians, is worth it.

Q 5. Why is B.C. going on another trade mission?

- The purpose of the Premier's mission to Japan, Korea and the Philippines is to reinforce B.C.'s strong economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan.
- We will promote those BC Jobs Plan sectors of most interest to Japan and Korea and highlight B.C.'s position as the fastest and most efficient gateway to Asian markets.
- Japan and Korea are looking to diversify their energy mix and it's vital they know about our vast supply of LNG and bioenergy and the infrastructure to get it to them quickly.

Q 6. Why are B.C. businesses accompanying you on this mission?

- The success of these missions is based largely on government's and business's ability to work together to promote our interests abroad.

Q 7. Why is Japan one of the stops?

- Japan is B.C.'s third-largest export market, worth \$4.7 billion last year.
- Japan is the largest importer of LNG in the world.
- Japan is a long-standing investor in the B.C. economy, ranging from

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Questions and Answers

lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector.

- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Japan will focus on Natural Gas, Mining, Clean Technology, Forestry, Agrifoods and Transportation.

Q 8. Japan already has well established partners for LNG resources. Why would they want to use B.C. LNG?

- Japan's last nuclear reactor recently shut down after the devastating earthquake and Fukushima disaster in 2011. Now, more than ever, Japan is relying on energy alternatives to fill the void left by nuclear power.
- Japan has already recognized that B.C. LNG can be a major supplier for their energy future and our position as the fastest and most efficient gateway to Asian markets.
- Japan's Mitsubishi Corporation recent \$2.9-billion investment in B.C. LNG is estimated to create 10,000 jobs in B.C. over the next 20 years.

Q 9. Why is Korea one of the stops?

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion last year.
- Korea is the second largest importer of LNG in the world.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Korea will focus on Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

Q 10. Japan and Korea are obviously important trade relationships for B.C.? Why are you visiting the Philippines?

- B.C. has a very close relationship with the Philippines.
- They have also been recently recognized as one of the possible

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Questions and Answers

emerging markets in Asia.

- . In fact, they are expected to climb to become the 16th largest economy in the world by 2050. (HSBC)
- . The Philippines has been one of the top four source countries of temporary foreign workers in B.C. since 2000.
- . Since 2010, the Philippines has been B.C.'s second-largest source country for permanent residents.
- . The Philippines is our number one source of Provincial Nominees - 432 in 2011.
- . Since 2001 the Provincial Nominee Program has assisted 1,960 skilled and semi-skilled workers obtain permanent resident visas.
- . The total Filipino community in B.C. is estimated at 125,000.

Q 11. Why is the government recruiting workers from abroad for jobs that could be done by British Columbians?

- . First and foremost, the BC Jobs Plan is intended to provide good-paying jobs that support families in British Columbia
- . However, with an estimated one million job openings coming in the next decade, we know that new immigrants will be key to maintaining the growth of our economy.
- . Having sufficient numbers of workers to fill jobs in B.C. is a major concern for employers, and immigration is one of the most-important avenues to attract workers.
- . The BC Jobs Plan commits to promoting economic development in key sectors and attracting more workers.
- . Filling existing job vacancies faster will enable employers to operate more efficiently, and allow them to create more jobs for B.C. families.

Q 12. The last trade mission was announced as the largest in the history of the province? This one seems a lot smaller – why is that?

- . This trade mission is focused on maintaining existing relationships

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Questions and Answers

with established partners.

- We are focusing on priority sectors in order to enhance trade and bring greater investment to the province.
- In Japan and Korea alone we are visiting two of our largest exports markets - combined over \$7 billion in exports last year. It's simply good relations and good business to be visiting these markets.

Q 13. Who will be going on the mission?

- There is a list of approx. 55 business representatives that will be attending the mission from sectors such as LNG, mining, bioenergy, international education, etc.
- Each participant is looking to development positive business relationships that will have a positive effect on the economy of British Columbia.

Q 14. Why are you going to Sendai? Is this merely a photo-op?

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences. We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- I will have more to say about this while in Japan.

Q 15. Why have you chosen not to invite media on the trip?

- We will be doing significant outreach to domestic media throughout the duration of the trip.

BC Jobs & Trade Mission – Japan, Korea & Philippines

Key Messages

May 7, 2012

Trade Mission

- We need to keep the BC Jobs Plan momentum going.
- We are taking the B.C. advantage to Japan, Korea and the Philippines.
- One of the keys to doing business is building relationships – this mission is about building on our existing relationships and solidifying new ones.
- Japan and Korea are two of our strongest, longest-standing trading partners – both economies rely heavily on imports of energy, raw materials and other commodities and they are pivotal to B.C. achieving top 2 GDP growth by 2015.
- Both Japan and Korea are moving towards greater use of clean energy.
- Not only is Japan B.C.'s second largest export market, they are also the largest importer of liquefied natural gas in the world – followed by Korea.
- By acting now, British Columbia is building partnerships with these markets to maximize the potential of B.C.'s vast natural gas reserves and planned LNG facilities.
- BC's softwood and biomass resources are also a perfect match to assist in clean energy and green building development in Korea and Japan.
- We know that by creating new opportunities in Asia, we create more jobs for B.C. families.
- As the world's economy continues to navigate tumultuous waters, B.C. is a safe harbour for investment.

Japan

On Earthquake Recovery

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.

- At the time, B.C. mourned Japan's loss and offered our sincerest condolences.
- We now want to help our good friends reconstruct and move past this tragedy and emerge even stronger.
- We hope our contribution to their reconstruction effort can help this process.

On Economic opportunity

- BC is an attractive, stable and welcoming jurisdiction for investment from Japan.
- We are the fastest and most efficient gateway to Asia markets from North America.
- Part of Japan's rebuilding process will include diversifying its energy mix – B.C. can help by supplying clean energy sources such as natural gas and bio-energy.
- Japan is the largest importer of Liquefied natural gas in the world – we are encouraging Japan to consider the BC investment opportunities available to them.

Korea

- BC is an attractive, stable and welcoming jurisdiction for investment from Korea.
- We are the fastest and most efficient gateway to Asia markets from North America.
- We share Korea's interest in the green economy and green technology.
- BC's softwood and biomass resources are a perfect match to assist Korea in clean energy and green building development.
- Korea is the world's second largest importer of Liquefied natural gas – we are encouraging Korea to consider the BC investment opportunities available to them.

Philippines

Philippines economy

- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.
- We think there is an opportunity for the Philippines and B.C. to grow both our economies through increased trade.
- In doing so, we will create jobs for families here and in the Philippines.

Temporary Foreign Workers

- The Philippines has consistently been one of the top four source countries for temporary foreign workers in B.C.
- BC is facing a looming skilled labour shortage – with over one million job openings expected in the next 10 years.

- We want to ensure that those living in the Philippines know about the great economic opportunities we have, and will continue to have, over the coming years.

DRAFT

Day 2 (May 14) – Trade Mission Key Messages

(Last updated: 07 May)

On Earthquake Recovery

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is tragic.
- B.C. has mourned Japan's loss and offered our sincerest condolences.
- We now want to help our good friends reconstruct and to move past this tragedy and emerge even stronger.
- We hope our contribution to their reconstruction effort can help in this healing process.

On Economic Opportunity

- B.C. is an attractive, stable and welcoming jurisdiction for investment from Japan and Korea.
- We are the fastest and most efficient gateway to North America.
- Part of Japan's rebuilding process will include diversifying its energy mix – B.C. can help by supplying bio-energy and natural gas.
- We will encourage the use of B.C. wood for their reconstruction efforts and green building development.
- The BC Jobs Plan commits to having eight new mines in operation by 2015 representing a great opportunity for both Japan and B.C.
- Japan is the largest importer of liquefied natural gas in the world – we are encouraging Japan to consider the B.C. investment opportunities available to them.

Trade Mission - Tech

Key Messages

May 7, 2012

B.C.'s Digital Media Industry and Japan

- B.C. is well-known around the world for its tremendous digital media talent.
- British Columbia has more than 600 digital media companies, which employ about 16,000 people and generate \$2.3 billion in annual sales. (Source: Vancouver Economic Commission)
- Vancouver is one of the top video game clusters in the world, with presence from companies such as Electronic Arts, Nintendo, Disney and Microsoft.
- Japan recognizes the skill and talent in digital media in B.C. with companies like DeNA and Capcom establishing B.C. locations, creating many high-paying jobs.
- We want to promote more investment in B.C.'s digital media industry, so that's why we have the Media Tax Credit— a 30 per cent non-refundable income tax credit for venture capital corporations investing in eligible digital media businesses.

B.C.'s Tech Industry

- The tech sector is identified in the BC Jobs Plan as a key sector area with a great promise for job growth.
- B.C.'s tech sector is a major provincial employer, with over 84,000 jobs in 2009 and a record payroll of \$5.3 billion.
- High-tech jobs pay well – the average wage is over \$63,000 annually, more than 52 per cent higher than the average wage for other B.C. jobs.
- The high-tech sector has been one of the province's top revenue performers for many years, reaching \$18.9 billion in 2009.

Trade Mission - LNG

Key Messages

May 7, 2012

LNG and the BC Jobs Plan

- To date the natural gas industry provides government with over \$1 billion annually, revenue that is used to pay for vital services like health care and education.
- Our government has committed to having three LNG facilities in operation by 2020 which will mean:
 - \$20 billion in new investment
 - 9,000 construction jobs
 - 800 long term jobs
 - \$1billion in additional revenues.
- As part of the BC Jobs Plan, we have made a commitment to the development of a liquefied natural gas export industry – to help the sector grow, diversify, and establish access to new markets for B.C.'s natural gas.
- The growth and diversification of the natural gas sector is a major focus of our work to build on the foundation of the BC Jobs Plan to increase economic opportunities across the province.

Asia Pacific demand

- Asia Pacific demand for LNG is expected to grow almost three per cent a year for the next 20 years.
- We are establishing our place in the LNG market now so we can feed growth in Asia Pacific demand and create jobs for British Columbians.
- Given low natural gas prices in North America, exporting LNG to Asia Pacific will help the natural gas sector be more competitive.
- Diversification is important to increase the value of B.C.'s natural gas – for the longevity of B.C.'s natural gas sector and the jobs it creates.

Japan

- Japan is the world's largest importer of LNG and is looking to diversify its supply sources from nuclear to clean energy.

- Japan's Mitsubishi Corporation's recent \$2.9-billion investment in B.C. LNG is estimated to create 10,000 jobs in B.C. over the next 20 years.
- Japan's last nuclear reactor recently shut down after the devastating earthquake and Fukushima disaster in 2011. Now, more than ever, Japan is relying on energy alternatives to fill the void left by nuclear power.
- B.C. is in a prime location and has the natural resources to help meet that demand.

Korea

- Korea's natural gas consumption has doubled over the last decade, making it the world's second largest importer of LNG.
- Korea is home to the largest single LNG importer in the world, Korea Gas Corporation (KOGAS).
- Korea has made a legislated commitment to reduce its greenhouse gas emissions and B.C.'s natural gas can play a key role in meeting its targets.
- B.C. has the potential to be a key supplier of LNG to Korea, with its abundant natural resources and North America's shortest trade route to Asia.
- KOGAS has invested heavily in BC LNG by signing a 20-year, \$20-billion MOU with Kitimat LNG so it can acquire 40 per cent of Kitimat LNG's production.

LNG as a Clean Energy Source

- Natural gas is the world's cleanest-burning fossil fuel.
- B.C. exports of LNG can significantly lower global greenhouse gas emissions by replacing coal-fired power plants and oil-based transportation fuels with a much cleaner alternative.
- B.C.'s LNG industry will contribute to our leadership in the transition to a low carbon global economy.
- B.C. plans to be the first place in the world to power and LNG facility using clean electricity.

Skills Training

- In order to address skills shortages forecasted in the oil and gas industry, the Province is focused on training B.C. workers for these new opportunities.
- We will ensure the over \$500 million provided annually for labour market and training programs is targeted to meeting regional and industry labour market demand, including those in the LNG market.

- A Labour Market Partnership project has been developed by industry, local communities and training providers to create a natural gas workforce strategy and action plan.
- Regional Workforce Tables have also been created, which bring leaders representing educators, First Nations groups, employers, economic development and others together to discuss their labour needs.
- We continue to invest over \$100 million a year in industry training through the Industry Training Authority.
- Right now, we have 32,000 apprentices in the system; more than double the number of registered apprentices in 2004.
- Fort St. John's Oil and Gas Industry Training Centre of Excellence also continues to lead and develop oil and gas training and education programs directly to 180 students each year.

Transportation

- B.C. has a clear advantage when it comes to LNG exports to Asia – we are a full two sailing days closer to Asia than other North American Ports.
- Our Pacific Gateway Alliance – an unprecedented public-private partnership – is already delivering \$22 billion worth of improvements to port, road, rail and airport infrastructure.
- The Alliance includes the governments of B.C., Alberta, Saskatchewan and Canada, along with executive representatives from CN and Canadian Pacific, the ports of Vancouver and Prince Rupert and Vancouver International Airport.
- These investments, which have been made or committed since 2005, build on our natural advantages and help make B.C. the gateway of choice for trade with the Asia Pacific.

Port Upgrades:

- Container traffic through our ports is expected to double in the next eight years, so we need to make sure that our infrastructure can keep up with that demand.
- We have a lot of improvements going on right now, with \$280 million worth of upgrades at the Deltaport Terminal, \$2 billion dollars worth of work at the Roberts Bank Terminal 2 and \$800-million worth of upgrades at the Prince Rupert Fairview Phase 2 container improvement project.

Bioenergy - Korea

Key Messages

May 16, 2012

B.C.'s Bioenergy Industry

- B.C. is the nation-wide leader in biomass energy production, with enough to power 640,000 homes.
- The B.C. wood pellet industry is quickly growing. It was worth \$1.2 million in 2011 and grew to \$2 million this year, with further growth expected next year.
- There are at least 10 B.C. companies interested in getting into the Korean bioenergy market, with two of them already selling wood pellets there.
- Bioenergy is critical to achieving B.C.'s climate goals and economic objectives. It turns the challenges of the mountain pine beetle infestation into new opportunities and looks to future bioenergy technologies.

Working with Korea

- Korea is moving toward using more renewable energy, with demand for biomass expected to more than triple by 2020.
- This could have a huge positive impact on B.C.'s bioenergy industry, with increased demand for B.C. wood pellets.
- Korea is B.C.'s fourth largest trading partner and third largest goods export market in Asia.
- The Korea Institute of Science and Technology is looking at establishing a North American biomass R&D centre in B.C. – a ringing endorsement for the future of B.C.'s bioenergy sector and for B.C.'s trade relationship with Korea.

Key Messages

Trade Mission - Mining

- Mineral exploration and mining industry are important economic drivers in B.C.
- In 2011 mining revenues rose to a record \$805 million – up \$114 million from 2010 levels.
- In 2011, more than 29,000 people were employed in mineral exploration, mining and related sectors, mostly in rural B.C.
- More than 10,000 job openings are expected in B.C.'s mineral exploration and mining sector by 2020.
- B.C. currently has 19 operating major mines, nine metal and ten coal.
- B.C. is Canada's single largest exporter of coal, largest producer of copper and only producer of molybdenum.
- Mineral tax revenues for 2011/12 were valued at more than \$350million.

Trade Mission - Philippines

Key Messages

May 7, 2012

Philippines Economy

- The Philippines has been a key part of building British Columbia for many years and we want to expand on that relationship.
- With the Philippines economy expected to grow exponentially over the next couple decades, we want to confirm our commitment as a trade partner.
- We think there is an opportunity for the Philippines and B.C. to grow both our economies through increased trade.
- In doing so, we will create jobs for families here and in the Philippines.

TFWs

- The Philippines has consistently been one of the top four source countries for temporary foreign workers in B.C.
- BC is facing a looming skilled labour shortage – with over one million job openings expected in the next 10 years.
- So we want to ensure that those living in the Philippines know about the great economic opportunities we have, and will continue to have, over the coming years.

BC Jobs & Trade Mission – Japan, Korea & Philippines

Wrap-up

Top Line - Key Messages

May 23, 2012

- **Strengthening and expanding our trade with Asia is a key part of our Jobs Plan. Attracting investment to our province means jobs for BC families and continued growth for B.C. businesses.**
- **Japan and Korea are the world's largest importers of LNG and we have a vast rest LNG resource in BC that we want to develop. It is a whole new industry worth billions of dollars and thousands of good-paying jobs.**
- **We are expanding our trading relationships into new sectors like, digital media, biomass, and clean tech while building upon our traditional sectors like natural resource development, mining and lumber.**

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Questions and Answers

Ministry of Jobs, Tourism and Innovation

Jobs and Trade Mission - Japan, Korea, Philippines

Last Update: May 22, 2012

Q 1. What is this mission going to cost? (see validator quotes)

- We think the return on investment, bringing more investment to B.C. and more jobs for British Columbians, is worth it.
- B.C. businesses and organizations continue to participate because they know the value of attending.
- As I have noted in the past, a full accounting of costs will be reported as soon as we have all that information.

Q 2. Will the government be using any of its Jobs Plan advertising budget to promote the trip?

- There will be no additional advertising dollars attributed to the trade mission.
- As I have noted in the past, a full accounting of costs will be reported as soon as we have all that information.

Q 3. Aren't many of the deals signed on these missions already made and its therefore wasted money on travel?

- Building business and investment opportunities is about building relationships, particularly in Asia.
- In many countries it is expected that governments have a good relationship before the private sector is prepared to work together.
- With the government's lead on the mission many future doors can be opened for continued investment attraction.
- Finding buyers for our natural gas and our bioenergy, for example, is about building relationships in Tokyo and Seoul.

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Questions and Answers

Q 4. At a time when budgets are constrained across the board, how can B.C. justify spending money on excessive travel?

- If we are to create jobs for British Columbians, we need to attract investment to the province.
- Building business and investment opportunities is about building relationships, particularly in Asia. It's incumbent upon us, as government, to visit these countries and make sure they're aware of the tremendous opportunities available through trade and investment in B.C.
- B.C. has long successful trading relationships with these countries and we plan to build on that relationship.
- We know trade missions are worthy investments because B.C. has been involved in them decades.
- We have a tight delegation and a packed agenda that is focused on bringing more investment to B.C. and more jobs for British Columbians, is worth it.

Q 5. Why is B.C. going on another trade mission?

- The purpose of the Premier's mission to Japan, Korea and the Philippines is to reinforce B.C.'s strong economic and cultural ties with these priority Asian markets and to promote further investment into the province and exports from the province to advance the BC Jobs Plan.
- We will promote those BC Jobs Plan sectors of most interest to Japan and Korea and highlight B.C.'s position as the fastest and most efficient gateway to Asian markets.
- Japan and Korea are looking to diversify their energy mix and it's vital they know about our vast supply of LNG and bioenergy and the infrastructure to get it to them quickly.

Q 6. Why are B.C. businesses accompanying you on this mission?

- The success of these missions is based largely on government's and

Q 7. Why was Japan one of the stops?

- Japan is B.C.'s third-largest export market, worth \$4.7 billion last year.
- Japan is the largest importer of LNG in the world.
- Japan is a long-standing investor in the B.C. economy, ranging from lumber, pulp and paper, construction, coal and other mining operations to investment in the hotel/tourism sector.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Japan focused on Natural Gas, Mining, Clean Technology, Forestry, Agrifoods and Transportation.

Q 8. Japan already has well established partners for LNG resources. Why would they want to use B.C. LNG?

- Japan's last nuclear reactor recently shut down after the devastating earthquake and Fukushima disaster in 2011. Now, more than ever, Japan is relying on energy alternatives to fill the void left by nuclear power.
- Japan has already recognized that B.C. LNG can be a major supplier for their energy future and our position as the fastest and most efficient gateway to Asian markets.
- Japan's Mitsubishi Corporation recent \$2.9-billion investment in B.C. LNG is estimated to create 10,000 jobs in B.C. over the next 20 years.

Q 9. Why was Korea one of the stops?

- Korea is B.C.'s fourth-largest export market, worth \$2.7 billion last year.
- Korea is the second largest importer of LNG in the world.
- In conjunction with the priority sectors identified in *Canada Starts Here: The BC Jobs Plan*, the mission's stops in Korea focused on Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

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Questions and Answers

Natural Gas, Mining, Clean Technology, Forestry, International Education, Tourism and Transportation.

Q 10. Japan and Korea are obviously important trade relationships for B.C. Why did you visit the Philippines?

- B.C. has a very close relationship with the Philippines.
- They have also been recently recognized as one of the possible emerging markets in Asia.
- In fact, they are expected to climb to become the 16th largest economy in the world by 2050. (HSBC)
- The Philippines has been one of the top four source countries of temporary foreign workers in B.C. since 2000.
- Since 2010, the Philippines has been B.C.'s second-largest source country for permanent residents.
- The Philippines is our number one source of Provincial Nominees - 432 in 2011.
- Since 2001 the Provincial Nominee Program has assisted 1,960 skilled and semi-skilled workers obtain permanent resident visas.
- The total Filipino community in B.C. is estimated at 125,000.

Q 11. Why is the government recruiting workers from abroad for jobs that could be done by British Columbians?

- First and foremost, the BC Jobs Plan is intended to provide good-paying jobs that support families in British Columbia
- However, with an estimated one million job openings coming in the next decade, we know that new immigrants will be key to maintaining the growth of our economy.
- Having sufficient numbers of workers to fill jobs in B.C. is a major concern for employers, and immigration is one of the most-important avenues to attract workers.
- The BC Jobs Plan commits to promoting economic development in key sectors and attracting more workers.
- Filling existing job vacancies faster will enable employers to operate

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Questions and Answers

more efficiently, and allow them to create more jobs for B.C. families.

Q 12. The trade mission to China and India was announced as the largest in the history of the province? This one seems a lot smaller – why is that?

- This trade mission is focused on maintaining existing relationships with established partners.
- We are focusing on priority sectors in order to enhance trade and bring greater investment to the province.
- In Japan and Korea alone we visited two of our largest exports markets - combined over \$7 billion in exports last year. It's simply good relations and good business to be visiting these markets.

Q 13. Who will be going on the mission?

- Approximately 104 delegates representing 75 companies, organizations and community groups accompanied the Premier on the BC Jobs and Trade Mission.
- Various sectors were represented including LNG, mining, bioenergy, international education, etc.
- Each participant was looking to develop positive business relationships that will have a positive effect on the economy of British Columbia.

Q 14. Why did you go to Sendai? Is this merely a photo-op?

- The devastation left behind in Japan from the March, 2011 earthquake and tsunami is unimaginable.
- At the time, B.C. mourned Japan's loss and offered our sincerest condolences. We wanted to show our support for Japan's reconstruction and help them and move past this tragedy and emerge even stronger.

Q 15. Why have you chosen not to invite media on the trip?

- We did significant outreach through call-backs, news releases and social

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Questions and Answers

media updates throughout the duration of the trip.

Q 16. On the previous mission, there were requests for flowers and chardonnay to be left in your room? Were there any similar requests for this mission?

- These requests were made by program staff.
- No direction was provided by the Premier's office.
- The request was only that these items be made available and no costs were incurred.
- By the time I get to my room I'm exhausted from working to drive investment and create jobs in B.C. If there was anything in my room, I didn't notice.

MEDIA REPORT

BC JOBS AND TRADE MISSION

Japan, Korea and the Philippines

Table of Contents:

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Executive Summary

Media scans:

- A majority of the media hits came from ethnic media outlets (Ming Pao, Sing Tao, World Journal, CHMB, Fairchild, Vanchosun and Korea Times) and CKNW. Ethnic media reported most significantly on the stops made in Korea.
- Almost all coverage was positive or neutral – citing where the Premier was going, what she was doing, what was being announced and whom she was meeting.
- Positive coverage includes endorsements by journalists Norman Spector and Michael Byers and from Carmelita Tapia, president of the Southeast Asia Canada Business Council.
- The sole negative story involved Keith Head and John Ries, co-authors of a Canadian trade mission study at UBC, who said evidence shows that short trade missions don't result in any significant economic impact.
(Ries: Short trade missions not effective - CKNW (Vancouver) - 16-May-2012)

Total media hits: 55

- Print: 25
- Radio: 17
- Online: 5
- TV: 4
- Newswire: 2

Break down of hits/day:

- May 12 – 9 hits: 6 radio, 2 TV, 1 online
- May 13 – 4 hits: 3 print, 1 online
- May 14 – 6 hits: 3 print, 1 TV, 1 radio, 1 wire
- May 15 – 8 hits: 4 print, 3 radio, 1 wire
- May 16 – 7 hits: 3 print, 2 radio, 1 TV, 1 online
- May 17 – 6 hits: 4 print, 2 radio
- May 18 – 9 hits: 5 print, 2 radio, 2 online
- May 19 – 2 hits: 1 print, 1 radio
- May 20-21 – 4 hits: 2 print, 2 radio

Website hits:

- Page views – 1,419
- Unique visitors – 924
- Majority of traffic occurred: **May 13-19**
- Average length of time on page: **2 min. 29 sec.** (well above industry average of 43 sec. and above our site average 1 min. 29 sec. for the same period)

- Major traffic sources included: direct traffic, BC government newsroom, government website, jobs plan website, social media

Government News Releases:

Total: 12

- Stay up to Date with the Trade Mission – May 11, 2012
- Premier Focused on B.C. Jobs for the Second Asian – May 12, 2012
- Canada, B.C. Helping Japan Rebuild – May 13, 2012
- Premier Visits Sendai – May 14, 2012
- Premier Applauds Progress on Kitimat Project: LNG Canada – May 15, 2012
- Premier Sells the B.C. Advantage – May 15, 2012
- Premier Tours LNG Terminal, Promotes BC's Vast LNG Resources – May 16, 2012
- Premier Highlights Clean Energy, Green Buildings in Korea – May 17, 2012
- Premier Promotes B.C.'s Advantages in Korea – May 18, 2012
- Labour, Economic Opportunity Focus of Philippines Visit – May 19, 2012
- Premier Ends Mission Focused on Energy, Tech, Labour – May 21, 2012
- Premier: Trade with Asia Means Jobs in B.C. – May 23, 2012

www.britishcolumbia.ca - http://www...
www.britishcolumbia.ca [DEFA...

Apr 27, 2012 - May 27, 2012

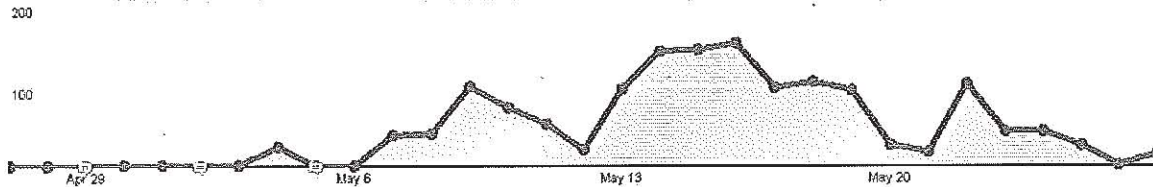
Pages

100.00% of total pageviews

Explorer

Site Usage

Pageviews



Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1,419	924	00:02:29	67.69%	42.71%
% of Total: 3.25% (43,683)	% of Total: 2.77% (33,358)	Site Avg: 00:01:23 (87,175)	Site Avg: 76.34% (-11.47%)	Site Avg: 44.84% (-4.34%)

This data was filtered using an advanced filter.

	Page	Source	Pageviews	Unique Pageviews	Avg. Time on Page	Bounce Rate	% Exit
1.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	(direct)	386	251	00:02:47	70.51%	53.11%
2.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	newsroom.gov.bc.ca	177	136	00:04:23	63.91%	60.45%
3.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	www2.gov.bc.ca	69	62	00:01:46	66.67%	63.77%
4.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	cn.britishcolumbia.ca	49	18	00:02:13	0.00%	10.20%
5.	/Connect/PremiersMission2012/Pages/Vancouver.aspx	(direct)	46	9	00:00:44	0.00%	10.87%
6.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	hydroweb	43	40	00:03:16	77.60%	79.07%
7.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	google	39	33	00:02:58	50.00%	41.03%
8.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	bcjobsplan.ca	38	20	00:00:57	40.00%	31.58%
9.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	www2.news.gov.bc.ca	30	25	00:03:59	75.00%	73.33%
10.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	hootsuite.com	22	19	00:05:30	70.00%	60.00%
11.	/Connect/PremiersMission2012/Pages/Sendai.aspx	(direct)	22	14	00:01:38	0.00%	18.18%
12.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	(direct)	22	15	00:02:18	100.00%	27.27%
13.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	jp.britishcolumbia.ca	20	8	00:04:39	40.00%	15.00%
14.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	(direct)	20	13	00:04:58	75.00%	35.00%
15.	/connect/premiersmission2012/pages/testpage.aspx	(direct)	17	1	00:02:37	0.00%	0.00%
16.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	cn.britishcolumbia.ca	17	6	00:01:43	0.00%	5.88%

17.	/connect/premiersmission2012/Pages/Manila.aspx	(direct)	16	1	00:00:23	0.00%	8.25%
18.	/Connect/PremiersMission2012/Pages/Sendai.aspx	cn.britishcolumbia.ca	16	9	00:02:05	0.00%	6.25%
19.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	gov.bc.ca	14	7	00:01:47	66.67%	42.86%
20.	/Connect/PremiersMission2012/Pages/Suwon.aspx	cn.britishcolumbia.ca	14	4	00:00:49	0.00%	0.00%
21.	/Connect/PremiersMission2012/Pages/Suwon.aspx	(direct)	13	10	00:00:51	50.00%	15.38%
22.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	newsroom.gov.bc.ca	13	9	00:00:53	0.00%	33.46%
23.	/Connect/PremiersMission2012/Pages/Suwon.aspx	google	12	10	00:01:36	71.43%	63.67%
24.	/Connect/PremiersMission2012/Pages/Manila.aspx	(direct)	11	8	00:00:54	0.00%	27.27%
25.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	t.co	11	10	00:02:55	55.56%	63.64%
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27.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	cn.britishcolumbia.ca	10	5	00:00:57	0.00%	0.00%
28.	/Connect/PremiersMission2012/Pages/Sendai.aspx	newsroom.gov.bc.ca	9	7	00:04:09	0.00%	33.33%
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32.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	facebook.com	8	4	00:00:57	75.00%	50.00%
33.	/connect/premiersmission2012/Pages/Sendai.aspx	(direct)	8	2	00:01:35	0.00%	0.00%
34.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	facebook.com	8	8	00:00:00	100.00%	100.00%
35.	/connect/premiersmission2012/Pages/Vancouver.aspx	(direct)	8	2	00:00:27	0.00%	0.00%
36.	/Connect/PremiersMission2012/Pages/Vancouver.aspx	cn.britishcolumbia.ca	8	2	00:00:14	0.00%	12.50%
37.	/Connect/PremiersMission2012/Pages/Seoul.aspx	newsroom.gov.bc.ca	7	4	00:05:47	0.00%	0.00%
38.	/Connect/PremiersMission2012/Pages/Vancouver.aspx	newsroom.gov.bc.ca	7	6	00:04:37	0.00%	28.57%
39.	/Connect/PremiersMission2012/Pages/Sendai.aspx	google	6	5	00:00:24	50.00%	33.33%
40.	/connect/premiersmission2012/Pages/Seoul.aspx	(direct)	6	1	00:00:06	0.00%	0.00%
41.	/Connect/PremiersMission2012/Pages/Seoul.aspx	jp.britishcolumbia.ca	6	2	00:00:05	0.00%	0.00%
42.	/connect/premiersmission2012/Pages/Suwon.aspx	(direct)	6	1	00:00:07	0.00%	0.00%
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44.	/connect/premiersmission2012/Pages/TokyoImperial.aspx	(direct)	6	1	00:00:06	0.00%	0.00%
45.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	flickr.com	6	5	00:08:14	80.00%	83.33%
46.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	newsroom.gov.bc.ca	6	4	00:06:07	0.00%	33.33%

47.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	(direct)	5	2	00:00:47	0.00%	0.00%
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49.	/Connect/PremiersMission2012/Pages/Seoul.aspx	bcjobsplan.ca	5	3	00:00:42	0.00%	20.00%
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51.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	t.co	5	5	00:00:00	100.00%	100.00%
52.	/Connect/PremiersMission2012/Pages/Sendai.aspx	bcjobsplan.ca	4	3	00:00:17	0.00%	0.00%
53.	/Connect/PremiersMission2012/Pages/Sendai.aspx	facebook.com	4	4	00:02:19	75.00%	75.00%
54.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	bcjobsplan.ca	4	2	00:00:16	0.00%	25.00%
55.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	google	4	4	00:00:35	0.00%	50.00%
56.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	google	4	4	00:00:23	100.00%	50.00%
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58.	/Connect/PremiersMission2012/Pages/Manila.aspx	jp.britishcolumbia.ca	3	3	00:16:45	0.00%	33.33%
59.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	blog.gov.bc.ca	3	2	00:24:02	50.00%	66.67%
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61.	/Connect/PremiersMission2012/Pages/Suwon.aspx	bcjobsplan.ca	3	1	00:00:23	0.00%	0.00%
62.	/Connect/PremiersMission2012/Pages/Suwon.aspx	newsroom.gov.bc.ca	3	2	00:04:10	0.00%	0.00%
63.	/Connect/PremiersMission2012/Pages/Suwon.aspx	t.co	3	3	00:00:00	100.00%	100.00%
64.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	hootsuite.com	3	3	00:00:00	100.00%	100.00%
65.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	www2.gov.bc.ca	3	1	00:08:52	0.00%	33.33%
66.	/Connect/PremiersMission2012/Pages/Manila.aspx	bcjobsplan.ca	2	1	00:00:03	0.00%	50.00%
67.	/Connect/PremiersMission2012/Pages/Manila.aspx	google	2	2	00:00:00	0.00%	100.00%
68.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	36ohk6dgmcdin-c.e.yom.mail.yahoo.net	2	2	00:00:00	100.00%	100.00%
69.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	bl148w.bl148.mail.live.com	2	1	00:02:03	0.00%	50.00%
70.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	hellobc.com	2	2	00:00:00	0.00%	100.00%
71.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	www2.ca.gov.bc.ca	2	2	00:00:00	100.00%	100.00%
72.	/Connect/PremiersMission2012/Pages/PremiersMission.aspx	yahoo	2	2	00:00:31	0.00%	50.00%
73.	/Connect/PremiersMission2012/Pages/Suwon.aspx	jp.britishcolumbia.ca	2	2	00:01:50	0.00%	0.00%
74.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	jp.britishcolumbia.ca	2	2	00:00:10	0.00%	0.00%
75.	/Connect/PremiersMission2012/Pages/Tokyo.aspx	m.facebook.com	2	2	00:00:00	100.00%	100.00%
76.	/Connect/PremiersMission2012/Pages/TokyoImperial.aspx	bcjobsplan.ca	2	2	00:01:52	0.00%	50.00%

Asia Trade Mission on BC GOV Corporate Channels

These stats represent BC Gov Corporate Channels during the Asia Trade Mission May 12-20.

BC Newsroom

Ten News Releases

1. Stay Up to Date with the Trade Mission, 97 visits on newsroom
2. Premier Focused on B.C. Jobs for the Second Asian Trade Mission, 290 visits on newsroom
3. Canada, B.C. Helping Japan Rebuild, 93 visits on newsroom
4. Premier Visits Sendai, 409
5. Premier Applauds Progress on Kitimat Project: LNG Canada, 210 Visits
6. Premier Tours LNG Terminal, Promotes BC's Vast LNG Resources, 144 visits
7. Premier Highlights Clean Energy, Green Buildings in Korea, 277 visits
8. Premier Promotes B.C.'s Advantages in Korea, 144 visits
9. Labour, Economic Opportunity Focus of Philippines Visit, 256 visits
10. Premier: Trade with Asia Means Jobs in B.C., 128 visits

Send to News

34 newsroom up-takes in total

Sent stories

Labour, Economic Opportunity Focus of Philippines Visit

On the final day of this Jobs and Trade Mission, Premier Christy Clark strengthened the relationship with the Philippines by signing a Joint Communiqué on labour mobility and highlighting the tremendous opportunities and economic partnerships available in British Columbia, such as the new, made-in-B.C. clean-energy facility.

May 19, 2012 11:00 am PDT

CCFE Newsroom Delivery Account  Government of British Columbia 

Previews: 37 | Embed Page Views: 0 | Accredited uptake: 3 newsrooms

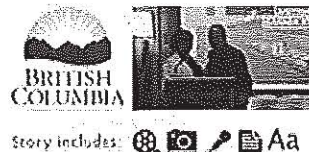
Premier Promotes B.C.'s Advantages in Korea

Premier Christy Clark today touted B.C.'s natural resources, competitive taxes and a highly skilled workforce to top Korean investors.

May 18, 2012 06:18 am PDT

CCFE Newsroom Delivery Account  Government of British Columbia 

Previews: 45 | Embed Page Views: 0 | Accredited uptake: 2 newsrooms





Asia Trade Mission on BC GOV Corporate Channels

These stats represent BC Gov Corporate Channels during the Asia Trade Mission May 12-20.

Premier Highlights Clean Energy, Green Buildings in Korea

During the second Jobs and Trade Mission, Premier Christy Clark began her first full day in Korea promoting clean energy resources like British Columbia's biomass sector and highlighted Canada Wood Group's project that will see 6 C. Lumber in more than 200 Korean homes.

May 17, 2012 10:12 am PDT

CCPE Newsroom Delivery Account , Government of British Columbia 

Previews: 60 | Embed Page Views: 0 | Accredited uptake: 3 newsrooms



Story includes:     Aa

Premier Tours LNG Terminal, Promotes BC's Vast LNG Resources

Premier Christy Clark continued her Jobs and Trade Mission today by touring the Negishi Terminal, Asia's first liquefied natural gas (LNG) facility, and promoting B.C.'s promising LNG sector to potential Japanese partners.

May 16, 2012 08:46 am PDT

CCPE Newsroom Delivery Account , Government of British Columbia 

Previews: 145 | Embed Page Views: 0 | Accredited uptake: 5 newsrooms



Story includes:     Aa

Premier Sells the B.C. Advantage

On her first full day in Tokyo as part of the second Jobs and Trade Mission, Premier Christy Clark sold the benefits of investment in British Columbia to both emerging and established industries.

May 15, 2012 08:56 am PDT

CCPE Newsroom Delivery Account , Government of British Columbia 

Previews: 87 | Embed Page Views: 0 | Accredited uptake: 5 newsrooms



Story includes:     Aa

Premier Visits Sendai, Japan

Premier Clark visited the Yuriage Shrine at Hiroyama today to lay a bouquet in memory of the thousands who lost their lives in last year's tsunami.

May 14, 2012 07:21 am PDT

CCPE Newsroom Delivery Account , Government of British Columbia 

Previews: 117 | Embed Page Views: 0 |

Accredited uptake: 12 newsrooms



Story includes:     Aa

Premier Focused on B.C. Jobs for the Second Asian Trade Mission

Premier Christy Clark today departs for her latest jobs and trade mission, this time going to Japan, Korea and the Philippines. Building on the success of her first trade mission, the Premier is making the business case for investment in the province, for resource and project developments that will create more jobs in B.C.

May 12, 2012 12:18 pm PDT

CCPE Newsroom Delivery Account , Government of British Columbia 

Previews: 69 | Embed Page Views: 0 | Accredited uptake: 5 newsrooms



Story includes:     Aa

Asia Trade Mission on BC GOV Corporate Channels

These stats represent BC Gov Corporate Channels during the Asia Trade Mission May 12-20.

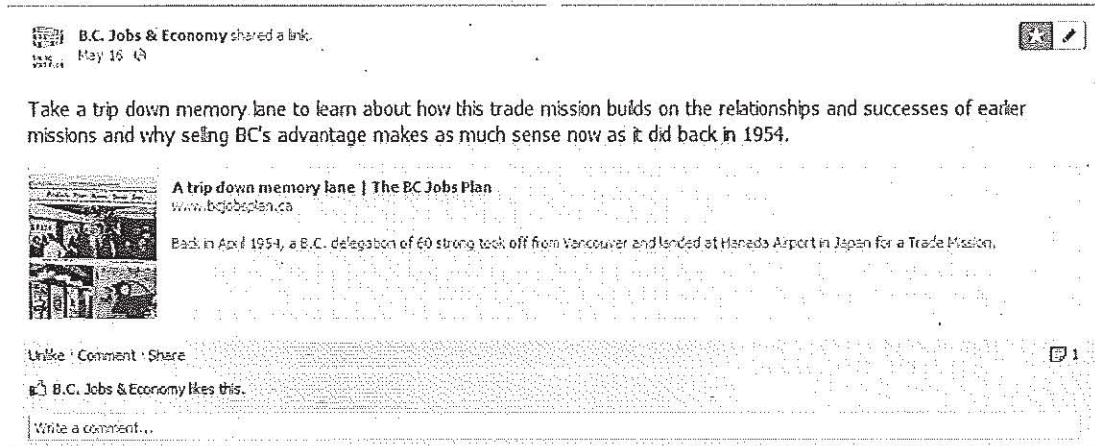
Government of British Columbia Facebook page

Five Asia Trade Mission posts, estimated reach of 4,000 people per post.



BC Jobs and Economy Facebook page (for BC Jobs Plan)

Four Asia Trade Mission posts, estimated reach of 5,000 people per post.



@BCGovNews Analytics

Team Analytics : Post Details

Date	Post	Team Member	Source
May 21, 2012 at 7:25 PM	Many thanks to all our followers on #VictoriaDay. Know before you go w/ @DriveBC.	Brooke Finnigan	Web
May 21, 2012 at 6:45 PM	Build the community you want to live in. BC Policing Plan blog wants to hear from you: Wednesday May 23 1pm http://ow.ly/aZ3Ve	Brooke Finnigan	Web
May 21, 2012 at 3:40 PM	Help plan a safer tomorrow, take part in online dialogue via the new BC Policing Plan blog Wednesday May 23 @ 1 pm http://ow.ly/aZ3JQ	Brooke Finnigan	Web
May 20, 2012 at 11:25 PM	RT @bcjobsplan: 10,000 new job openings in the BC #mining sector in the next 10 yrs. Share your #mining #career advice http://ow.ly/aYG1a	Brooke Finnigan	Web
May 20, 2012 at 10:25 PM	Vid: Why go on Trade Missions? Growth, opportunity & investment. Now & in BC's future. http://ow.ly/b20dW @BCJobsPlan @BCTradeInvest	Brooke Finnigan	Web
May 20, 2012 at 10:00 PM	Celebrate young people in care! May 20-26 is BC Child and Youth in Care Week. http://ow.ly/b1PoH	CFD Communications	Web
May 20, 2012 at 4:57 PM	Notice. Listen. Respect. Stand with BC children and youth in care. http://ow.ly/b1P9x	CFD Communications	
May 19, 2012 at 11:20 PM	Follow BC's jobs focused Asia Trade Mission in living colour, http://ow.ly/b1jqE @BCJobsPlan @bcTradeInvest	Brooke Finnigan	Web
May 19, 2012 at 9:55 PM	Your turn! @BCJobsPlan is looking for expertise into #mining, http://ow.ly/b1jko as a career. @MA_BC	Brooke Finnigan	Web
May 19, 2012 at 9:20 PM	Pic: Almost home! @ChristyClarkBC exchanged autographs w/ @Jnicks20 while in Manila on final day of Jobs Trade Mission, http://ow.ly/b1ICM	Brooke Finnigan	Web
May 19, 2012 at 6:45 PM	Long weekends can be deadly on the roads. Play it safe with these tips http://ow.ly/b19hx & follow @DriveBC to know before you go!	Brooke Finnigan	Web
May 19, 2012 at 5:30 PM	Victoria Day long weekend is among the deadliest on BC's roads. Keep your family safe by following these simple tips http://t.co/hXAusEaO	Brooke Finnigan	Web
May 19, 2012 at 3:40 PM	Most views for a picture from BC's Asia Trade Mission, so far.... http://ow.ly/b0MdS	Brooke Finnigan	Web
May 19, 2012 at 2:31 PM	Labour & economic opportunity the focus of Philippines visit during Trade Mission, http://ow.ly/b19aO @BCJobsPlan @BCTradeInvest	Brooke Finnigan	
May 19, 2012 at 12:45 AM	Just a few more days to vote! Second or third Monday in Feb for BC Family Day?? Vote 'til May 22nd: http://ow.ly/aU5ER #mybcfd	Robyn Croft	Web
May 19, 2012 at 12:05 AM	3 flights a week on new Sichuan Airlines from Chengdu & Shenyang in China to @yvr! airport, more tourism & jobs http://ow.ly/b0EHY	Brooke Finnigan	Web
May 18, 2012 at 11:25 PM	Mines Act permit issued for Treasure Mountain, 25 full-time jobs http://ow.ly/b0LIW @BCJobsPlan	Brooke Finnigan	Web
May 18, 2012 at 10:15 PM	Victoria Day long weekend is among the deadliest on B.C.'s roads. Keep your family safe by following these simple tips http://bit.ly/KoMUIY	PSSG Communications	Web
May 18, 2012 at 9:55 PM	Communities, students help shape after-school #sports programs in BC. http://ow.ly/b0qEx @Ida_Chong	Rod Deacon	Web
May 18, 2012 at 9:48 PM	Travelling this holiday weekend? Find the fastest route with 5 new #LowerMainland message boards. http://ow.ly/b0GKc #bcjobsplan	TRAN Communications	


May 18, 2012 at 9:36 PM	East Canoe Forest Service Road southeast of #Valemount closed at 41kms due to a washout http://ow.ly/b0Gas	FLNRO Communications	
May 18, 2012 at 9:25 PM	Sport, students and self-esteem. http://ow.ly/b0qEx Video and feature. @lda_Chong	Rod Deacon	Web
May 18, 2012 at 8:45 PM	Blog post: What is the BC Policing Plan? Find out here: http://ow.ly/aZ43s	Brooke Finnigan	Web
May 18, 2012 at 8:05 PM	New flights from central China to Vancouver in June creates more trade chances for BC http://ow.ly/b0ldj #PacificGateway	TRAN Communications	Web
May 18, 2012 at 7:30 PM	RT @transport_gc: Sichuan Airlines to launch passenger service to #YVRI More jobs for BC! http://t.co/GytgXlmC #China @yvairport	TRAN Communications	Web
May 18, 2012 at 7:20 PM	RT @newproductscnw: Sichuan Airlines new Chengdu-Shenyang-Vancouver - boosts Pacific Gateway http://t.co/cdrRbAml	TRAN Communications	Web
May 18, 2012 at 7:05 PM	BC susceptible to flooding, earthquakes, tsunamis or... Zombie attack! Follow @EmergencyInfoBC to prepare for anything! http://ow.ly/b0o8y	Brooke Finnigan	Web
May 18, 2012 at 6:30 PM	Pic: Premier Clark appreciates history & culture of Buddhist Temple in #Seoul .@ChristyClarkBC http://ow.ly/b0kns #bcpoli	Brooke Finnigan	Web
May 18, 2012 at 6:00 PM	BC averages over 1,700 crashes, 489 injuries & 3 deaths during May long weekend. High risk driving has consequences...	PSSG Communications	Web
May 18, 2012 at 5:45 PM	Two heads are better than one. Meaningful consultation equals good business in BC, http://ow.ly/b0hqe #KaskaDena @advantageHOPE	Brooke Finnigan	Web
May 18, 2012 at 4:41 PM	Premier Promotes B.C.'s Advantages in Korea, #Mining, #LNG http://ow.ly/b0eZo @BCJobsPlan @BCTradeInvest	Brooke Finnigan	
May 18, 2012 at 4:35 PM	With crime in BC at 30 year low, it's a great time to plan ahead for new & emerging opps w/ new Policing Plan blog, http://ow.ly/aZ3nJ	Brooke Finnigan	Web
May 18, 2012 at 4:13 PM	New #LowerMainland message boards help save time for commuters, industry and border travellers http://ow.ly/b0c2N #bcjobsplan	TRAN Communications	
May 18, 2012 at 12:06 AM	They know a good place when they see it! International visitors rise for fourth month in a row, http://ow.ly/aZgWE @BCJobsPlan @TourismBC	Brooke Finnigan	
May 17, 2012 at 11:40 PM	Get in on the action! Head to http://ow.ly/aZ3wl & take part in dialogue via BC Policing Plan blog Wednesday May 23 @ 1 pm .@shirleybond	Brooke Finnigan	Web
May 17, 2012 at 10:30 PM	Almost 20 million people visit BC Parks every year, \$3M boost for improvements http://ow.ly/aZ0XJ	Brooke Finnigan	Web
May 17, 2012 at 9:25 PM	Thoughts on policing in BC? Gov't is creating a 10 yr policing plan - have your say here: http://ow.ly/aZ3f4	Brooke Finnigan	Web
May 17, 2012 at 9:00 PM	Agreement boosts economic certainty in the Northwest, http://ow.ly/aZ2pw	Brooke Finnigan	Web
May 17, 2012 at 8:30 PM	Promoting BC's world-class education system during Trade Mission, Korea a top source for int'l students, http://ow.ly/aZ1iq @BCTradeInvest	Brooke Finnigan	Web
May 17, 2012 at 8:00 PM	BC child-care providers are recognized and honoured! http://ow.ly/aVsn7	CFD Communications	Web
May 17, 2012 at 7:55 PM	A \$3M boost helps fund improvements in BC Parks, 27% increase from last year, http://ow.ly/aZ0TB .@terrylakemla	Brooke Finnigan	
May 17, 2012	PHOTOS: BC's Asia trade mission in South Korea. http://ow.ly/aYNlr	Rod Deacon	Web

	at 5:40 PM	@BCTradeInvest		ROD DEACON	WEB
May 17, 2012	at 5:33 PM	RT @bcplace: Excited + proud to be awarded 'Project of the Year' @sladiumbusiness Awards! Home of @WhitecapsFC and the @BCLions and more!		Brooke Finnigan	
May 17, 2012	at 5:30 PM	Can you dig it? BC Mineral & Mining Strategy http://ow.ly/aYJXh .@MA_BC .@GeoscienceBC .@colemancountry		Brooke Finnigan	Web
May 17, 2012	at 5:00 PM	Saying thanks - today is BC Child Care Provider Appreciation Day! http://ow.ly/aVthP		CFD Communications	Web
May 17, 2012	at 4:28 PM	Trade Mission Update: Premier highlights clean energy, green buildings in #Korea, http://ow.ly/aYH3m @BCTradeInvest		Brooke Finnigan	
May 17, 2012	at 1:00 AM	What do you think? Should #BC's new Family Day be on second or third Monday in Feb 2013? VOTE HERE: http://ow.ly/aU4G0 #mybcfd		Robyn Croft	Web
May 16, 2012	at 11:05 PM	Join the conversation on policing in #BC through our interactive site: http://bit.ly/KQIBTQ		AG Communications	Web
May 16, 2012	at 10:55 PM	PHOTOSET: BC's Asia-Pacific #trade mission: http://ow.ly/aXCJ9 @BCTradeInvest .@ChristyClarkBC		Rod Deacon	Web
May 16, 2012	at 10:30 PM	Have your say -- #BC Policing Plan interactive site is now live! #opengov #gov20 http://bit.ly/KQIBTQ		AG Communications	Web
May 16, 2012	at 9:40 PM	@ChristyClarkBC in #Japan, seeking partnerships with world's largest importer of #LNG. http://ow.ly/aXBZx @BCTradeInvest		Rod Deacon	Web
May 16, 2012	at 9:25 PM	@HealthyFamilyBC's new informed dining program keeps BC foodies informed, find list of participating restaurants: http://ow.ly/aXfMq		Brooke Finnigan	Web
May 16, 2012	at 9:05 PM	Pic: BC Beef Day sizzled! Many thanks to @theHouseofQ & BC Cattlemen's Association for a taste of BC! http://ow.ly/aXzu2		Brooke Finnigan	Web
May 16, 2012	at 8:35 PM	Historic pix! RT @bcjobsplan: A trip down memory lane, trade missions past and present, http://ow.ly/aWNsZ #bcpoli .@BCTradeInvest		Brooke Finnigan	Web
May 16, 2012	at 7:59 PM	Are you a changemaker? New competition has up to \$100K in investments to be awarded! Check out 'BC Ideas': http://bcideas.ca		Robyn Croft	
May 16, 2012	at 6:40 PM	Can you dig it? The #BC Mineral & #Mining Strategy was launched today. Check it out here http://ow.ly/aXjWY		Linda Stagg	Web
May 16, 2012	at 6:35 PM	Have YOU voted? Help decide if BC's new Family Day should be on second or third Monday in Feb 2013: http://ow.ly/aWTio		Brooke Finnigan	Web
May 16, 2012	at 5:59 PM	The #BC #Mining Strategy & @BCJobsPlan are seizing growth opportunities & creating #bcjobs http://ow.ly/aXjOV		Linda Stagg	
May 16, 2012	at 5:45 PM	VIDEO: this amazing technology makes a world of difference for people with disabilities in BC http://youtu.be/0NPj91npID0		SD Communications	Web
May 16, 2012	at 5:30 PM	Sunday brunch just got even better! Important nutrition information when you eat out in BC restaurants, http://ow.ly/aXeZ8		Brooke Finnigan	Web
May 16, 2012	at 5:18 PM	How would YOU improve healthcare in BC? Start or join a discussion on @ThinkHealthBC's website: http://thinkhealthbc.ca #BCHC		Robyn Croft	
May 16, 2012	at 4:57 PM	Local residents and school children celebrate the release of 14,000 juvenile trout into Moberly Lake #Chetwynd http://ow.ly/aXdll		FLNRO Communications	
May 16, 2012	at 4:10 PM	Premier tours #LNG terminal on #Japan leg of trade mission, promotes BC's vast LNG resources, http://ow.ly/aX5p6 @BCTradeInvest		Brooke Finnigan	Web





May 16, 2012 at 3:00 PM	Subscribed to our #BC channel on YouTube yet? Get notified of our latest videos: http://youtube.com/ProvinceofBC #BritishColumbia	Robyn Croft	Web
May 15, 2012 at 11:35 PM	Following any of these accounts? You should! @EmergencyInfoBC @RoadSafetyBC @TranBC @BCGovFireInfo @ThinkHealthBC @HealthyFamilyBC	Robyn Croft	Web
May 15, 2012 at 11:10 PM	BC is a safe harbour for investment. http://ow.ly/aVVRO @BCTradeInvest @BCJobsPlan	Rod Deacon	Web
May 15, 2012 at 11:00 PM	Interested in talking about #healthcare? Find out what others are saying and follow @ThinkHealthBC: http://ow.ly/aW2Nk #BCHC	Robyn Croft	
May 15, 2012 at 10:30 PM	LNG Canada - good news for #BC today. http://ow.ly/aW0v8 #Japan #Kitimat #energy #LNG	Rod Deacon	Web
May 15, 2012 at 10:05 PM	Selling the B.C. advantage in Asia: http://ow.ly/aVVfQ @BCTradeInvest @BCJobsPlan	Rod Deacon	Web
May 15, 2012 at 9:40 PM	B.C. #trade missions: a trip down memory lane. http://ow.ly/aVTSE @BCTradeInvest @ChristyClarkBC #Japan	Rod Deacon	Web
May 15, 2012 at 9:31 PM	Picture: great demonstration of communications technology in action today http://fic.kr/p/bYJBtQ	SD Communications	
May 15, 2012 at 9:05 PM	PHOTOS: @ChristyClarkBC Asia Trade Mission, #Japan leg. http://ow.ly/aVSPg @BCJobsPlan @BCTradeInvest	Rod Deacon	Web
May 15, 2012 at 7:56 PM	New funding for communications technology in BC will help people do amazing things http://ow.ly/aVOBf	SD Communications	
May 15, 2012 at 7:52 PM	10 minutes to go on BC's Family Day Twitter Town Hall w/ @DrMacDiarmid. Have you commented or voted yet? #mybcfd	LCTZ Communications	
May 15, 2012 at 6:50 PM	...T minus 10 to BC's Family Day Twitter Townhall at 12pm w/ @DrMacDiarmid, follow using #mybcfd hashtag and help pick the day!	Brooke Finnigan	Web
May 15, 2012 at 6:22 PM	Nominations now open for Child and Youth Rep's annual awards: http://ow.ly/aVG6h	CFD Communications	
May 15, 2012 at 6:00 PM	BC's Family Day Twitter Town Hall starts in 1 hour at 12pm PST w/ @DrMacDiarmid. Should it be the 2nd or 3rd Mon in Feb? #mybcfd	Robyn Croft	Web
May 15, 2012 at 5:45 PM	Premier meets with DeNA prez in #Tokyo, DeNA recently opened #YVR office creating 35-40 new jobs in BC, http://ow.ly/aVAiT @BCJobsPlan	Brooke Finnigan	Web
May 15, 2012 at 4:11 PM	Thanks for your input @campbex, have you voted online yet? It's quick and just takes a moment: http://blog.gov.bc.ca/bcfamilyday	Robyn Croft	
May 15, 2012 at 3:47 PM	B.C. pleased to send 41 people to help Manitoba fight fires http://ow.ly/aVoVx	FLNRO Communications	
May 15, 2012 at 3:15 PM	Join @DrMacDiarmid TODAY for Family Day #TwitterTownhall 12-1pm. Which Monday in Feb should it be? http://ow.ly/aU57o #mybcfd	Robyn Croft	Web
May 15, 2012 at 2:57 PM	BC's \$8B+ #mining industry has reason to celebrate Mining Week, May 13-19: Boom expected for 2012! Details: http://ow.ly/aVhvZ	Robyn Croft	
May 15, 2012 at 2:05 PM	Have YOU voted? Help decide if BC's new Family Day should be on second or third Monday in Feb 2013: http://ow.ly/aU6fV	Robyn Croft	Web
May 14, 2012 at 11:52 PM	How is BC helping GrowLab entrepreneurs bloom? Watch this video to find out: http://ow.ly/aUq4d	Robyn Croft	

May 14, 2012 at 10:19 PM	Legislation delivers on promise to return to PST http://ow.ly/aUkRB	FIN Communications	
May 14, 2012 at 9:20 PM	PHOTO: @christyclarkbc lays bouquet at shrine in memory of Japanese lost in 2011 #tsunami. http://ow.ly/aUef7 @EmergencyInfoBC	Rod Deacon	Web
May 14, 2012 at 7:30 PM	Join tomorrow's 12-1pm Twitter Town Hall w/@DrMacDiarmid to discuss which date Family Day should be in Feb 2013. #mybcfd	Robyn Croft	Web
May 14, 2012 at 7:20 PM	MT @emergencyinfobc If you're ready for #zombies, you're ready for disaster! Attack starts today. #Preparedness tips: http://ow.ly/aU2Sw	Robyn Croft	Web
May 14, 2012 at 7:15 PM	In 2011, BC exported \$4.6B worth of goods to #Japan. BC trade mission there now. http://ow.ly/aU1g1 @BCJobsPlan	Rod Deacon	Web
May 14, 2012 at 7:11 PM	Have your say! Should BC's Family Day be on 2nd or 3rd Mon in Feb 2013? Vote here until May 22, 2012: http://ow.ly/aU3Xp #mybcfd	Robyn Croft	
May 14, 2012 at 12:33 AM	Bears are out so manage attractants to help the bruins http://bit.ly/r6dVFI #env http://ow.ly/aSJ4W	Writing Team	
May 14, 2012 at 12:32 AM	Partners break ground on 139 new apartments for seniors. http://ow.ly/aSJ0y	Writing Team	
May 13, 2012 at 9:50 PM	Looking for information on small claims court in #BC? http://ow.ly/aleRk #bclegal	AG Communications	Web
May 13, 2012 at 5:05 PM	Helping our friends in #Japan rebuild: @MaritimeMusBC tsunami debris project, http://ow.ly/aPxdi , @EmergencyInfoBC	Brooke Finnigan	Web
May 13, 2012 at 2:35 PM	Happy Mother's Day to all the moms out there from @BCGOVNEWS! Our team wishes you a happy day spent with loved ones.	Brooke Finnigan	
May 12, 2012 at 10:35 PM	Premier Focused on B.C. Jobs for the Second Asian Trade Mission, http://ow.ly/aS4SM @BCJobsPlan @BCTradeInvest	Brooke Finnigan	Web
May 12, 2012 at 9:05 PM	Trade Mission delegates headed to Asia today, first stop #Japan. Follow @BCTradeInvest & @BCJobsPlan for updates	Brooke Finnigan	Web
May 12, 2012 at 6:10 PM	Save the date (but first you gotta pick it) BC Family Day in Feb 2013, vote for your fave date now: http://ow.ly/aPvPb #mybcfd	Brooke Finnigan	Web
May 12, 2012 at 5:55 PM	Looking for a #courthouse in #BC? http://ow.ly/aleVk #bclegal	AG Communications	Web
May 12, 2012 at 2:30 AM	The winners are in! Check out the video of the BC #ChildCare Awards: http://ow.ly/aRs6m	CFD Communications	Web
May 11, 2012 at 11:10 PM	Meet some of BC's best #childcare providers http://ow.ly/aPDq8	CFD Communications	Web
May 11, 2012 at 11:00 PM	Have you or someone you know been summoned for jury duty in #BC? Find a list of FAQs here: http://ow.ly/aldzr	AG Communications	Web
May 11, 2012 at 10:40 PM	Get the jump start on planning for the sunny days ahead, BC Fairs Guide: a catalogue of family fun! http://ow.ly/aKluX	Brooke Finnigan	Web
May 11, 2012 at 8:04 PM	@cbckelowna @SharkeyCBC @CBCSmart No parallels to #Oliver. Govt staff working to prevent dam breach near #Osoyoos.	FLNRO Communications	
May 11, 2012 at 7:53 PM	In Abbotsford today, 41 new affordable apartments open for women and families http://ow.ly/aReWw	Linda Slagg	
May 11, 2012 at 7:50 PM	Hi @glyn1123, please see full report from @BCStats. Hopefully this has the information you are looking for: http://ow.ly/dCuN	Robyn Croft	

May 11, 2012 at 7:21 PM	Job numbers are up in BC Strong gains recorded in forestry, fishing, mining, trade & more: @BCJobsPlan @WorkBC	Robyn Croft	
May 11, 2012 at 6:30 PM	BC honours excellence in #childcare http://ow.ly/aPCRk	CFD Communications	Web
May 11, 2012 at 5:38 PM	Aboriginal Business & Investment Board meets for 1st time today to help attract jobs, opportunities in BC http://ow.ly/aR2lb	Linda Stagg	
May 11, 2012 at 5:10 PM	2nd or 3rd Monday of Feb 2013? You decide which date for BC Family Day #mybcfd http://ow.ly/aNP7c	Brooke Finnigan	Web
May 10, 2012 at 11:25 PM	Video from today's @ParticipACTION announcement now YouTube: http://ow.ly/aPUjI Let's get moving #BC	Robyn Croft	
May 10, 2012 at 10:30 PM	More face time with your family during Feb 2013. Vote for your fave date for Family Day between May 8-22, #mybcfd	Brooke Finnigan	Web
May 10, 2012 at 10:00 PM	Are you a registered #organdonor? Just enter your BC Care Card # on @BC Transplant's site to find out: http://ow.ly/aPOAt	Robyn Croft	Web
May 10, 2012 at 9:40 PM	B.C. and @ParticipACTION partner to get Canada moving http://ow.ly/aPOuW	HLTH Communications	
May 10, 2012 at 8:57 PM	@etellurian Ahhh... but what kind of rock is BC's official gemstone? ((hint: it's also a colour))	Brooke Finnigan	
May 10, 2012 at 8:10 PM	No I.D. Means No Sale: #BC metal theft law in force July 23 http://ow.ly/aPvL4	Brooke Finnigan	Web
May 10, 2012 at 8:09 PM	Subscribe to us on YouTube – it's the quickest way to get notified of our latest videos: http://youtube.com/ProvinceofBC	Robyn Croft	
May 10, 2012 at 7:25 PM	Looking for government services or forms? Start with this A-Z index for #BC: http://ow.ly/aPDtl	Robyn Croft	
May 10, 2012 at 7:05 PM	Power to the people Powerful, new job search tool from @WorkBC makes looking for new job a cinch, http://ow.ly/aPvJ7	Brooke Finnigan	Web
May 10, 2012 at 6:40 PM	Get to know: BC's flower is the Pacific Dogwood, & our bird is the Stellar's Jay. But do you know what our gemstone is? http://ow.ly/aKloA	Brooke Finnigan	Web
May 10, 2012 at 6:05 PM	5,000 votes and counting... have you had YOUR say on BC Family Day? #mybcfd, @DrMacDiarmid Vote: http://ow.ly/aPuWS	Brooke Finnigan	Web
May 10, 2012 at 4:03 PM	Emergency Preparedness Week: Begin fireproofing now, http://ow.ly/aPjZ8 @EmergencyInfoBC	Brooke Finnigan	
May 10, 2012 at 2:00 PM	More than 50 ways to Stay Connected with the BC Government on social media? Share this link: http://gov.bc.ca/connect	Robyn Croft	Web











Displaying posts for 'BCGovNews' 

Facebook Insights : Snapshot

Total Likes ?	Friends of Fans ?	People Talking About This ?	Weekly Total Reach ?
1,274	507,713	91	3,352
 2.3%	 2.8%	 51.7%	 -19.8%

Facebook Insights : Per-Post Metrics Top 10

Top 10 by Talking About This

Type	Date	Post	Reach ¹	Engaged Users ²	Talking About This ³	Virality ⁴
	May 18, 2012	They're coming to get you...	434	17	13	3%
	May 14, 2012	Have your say, there's still...	487	34	11	2.26%
	May 19, 2012	Say Cheese! Premier Clark...	421	15	10	2.38%
	May 17, 2012	Today is Child Care Provider...	478	29	10	2.09%
	May 17, 2012	Healthy Families BC: Introducing...	435	18	8	1.84%
	May 10, 2012	BC and Canada's ParticipACTION...	499	33	8	1.6%
	May 18, 2012	Lunch time sizzled at the BC...	472	13	6	1.27%
	May 11, 2012	Celebrating Child Care Excellence	442	12	6	1.36%
	May 16, 2012	Are you a changemaker? Help us...	456	16	6	1.32%
	May 14, 2012	The Premier visited the Yuriage...	608	34	5	0.82%

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Virality" to sort your posts.

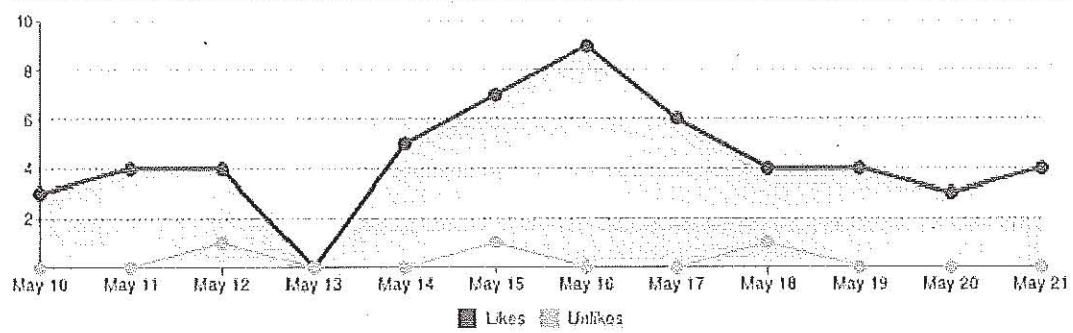
Facebook Insights : Gender Summary

 MALE
45%

 FEMALE
53%

 UNKNOWN
2%

Facebook Insights : Daily Likes



@BCJobsPlan Metrics

Team Analytics : Post Details


Date ▼	Post ▼	Team Member ▼	Source ▼
May 21, 2012 at 9:30 PM	What skill or attribute is most crucial for someone pursuing a #mining #career? Share your #mining #jobsearch advice http://ow.ly/aYLw5	Citizen Engagement Team	Web
May 21, 2012 at 8:00 PM	What advice would you give the next generation of British Columbians on a #jobsearch? Share your #career advice http://ow.ly/aYKtS	Citizen Engagement Team	Web
May 21, 2012 at 7:30 PM	Exciting, 35 mill joint-venture investment for pre-feasibility study in BC. #mining http://ow.ly/aYEB	Citizen Engagement Team	Web
May 21, 2012 at 7:00 PM	Great opportunity. 12 month BC Public Service Internship for an engaged Aboriginal Youth #jobsearch #BCGov http://ow.ly/aXCYf	Citizen Engagement Team	Web
May 21, 2012 at 6:30 PM	RT @VancouverSun: The gold in mining: BC sector thriving, thanks in large part to China http://bit.ly/1QR4Y #BC2035	Citizen Engagement Team	Web
May 21, 2012 at 6:00 PM	MT @bcstats: Curious about Earnings & Employment Trends in BC? Our latest EET issue (12-03) is available now: http://ow.ly/aW4JY	Citizen Engagement Team	Web
May 20, 2012 at 11:30 PM	RT @AME_BC: \$1,259,783.00 raised through this #miningweek pie-throw. Thank you to everyone that donated! Congrats @BCCCH for a great event	Citizen Engagement Team	Web
May 20, 2012 at 10:00 PM	What skills & attributes are most important for someone entering the #mining workforce? Give us your ideas http://ow.ly/aYJHa	Citizen Engagement Team	Web
May 20, 2012 at 9:00 PM	DYK: Molybdenum is mainly used to make steel alloys, principally stainless and construction steel.	Citizen Engagement Team	Web
May 20, 2012 at 8:00 PM	What are the best strategies to use when you're on a job hunt? Share your #jobsearch & #career advice to others http://ow.ly/aYHR5	Citizen Engagement Team	Web
May 20, 2012 at 7:00 PM	Fun #bcfood stat MT @bcstats: In 2009 BC chickens produced 64.6 mill dozens of eggs. BC Egg Marketing Board - #infoLine http://ow.ly/aW3Z0	Citizen Engagement Team	Web
May 20, 2012 at 6:00 PM	DYK: BC is Canada's only producer of molybdenum which is mainly used to make steel alloys.	Citizen Engagement Team	Web
May 20, 2012 at 4:30 PM	Trade Missions an investment in BC's future, http://ow.ly/b1ajx #PacificGateway #LNG #Mining #Int'lEd #cleantech	Brooke Finnigan	Web
May 19, 2012 at 11:00 PM	Noteworthy read, BC's mining industry is poised for growth: http://ow.ly/aZ6hj	Citizen Engagement Team	Web
May 19, 2012 at 10:00 PM	Connecting the dots, trade missions past and present http://ow.ly/b19OD #bcpoli @ChristyClarkBC	Brooke Finnigan	Web
May 19, 2012	New flights from central China 2 Vancouver in June creates more chances for trade	Brooke	Web

at 9:45 PM	for BC #PacificGateway #bcpoli	Finnigan	Web
May 19, 2012 at 9:00 PM	10,000 new job openings in the BC #mining sector in the next 10 yrs. Share your #mining #career advice http://ow.ly/aYG1a	Citizen Engagement Team	Web
May 19, 2012 at 8:00 PM	RT @Angela_MABC: It's #MiningWeek! Fun fact: Avg house has 400lbs of copper in plumbing, electrical wiring & appliances http://t.co/K8XsQD1Y	Citizen Engagement Team	Web
May 19, 2012 at 7:20 PM	Last day of the Trade Mission, find out how missions help the economy & create jobs: #PacificGateway #LNG #mining	Brooke Finnigan	Web
May 19, 2012 at 7:00 PM	Brian believes networking anywhere & everywhere is key to a #jobsearch . Share your #career advice. http://ow.ly/aXd97	Citizen Engagement Team	Web
May 19, 2012 at 6:30 PM	#Mining has been a part of BC's economic identity for decades. The future is bright for #Mining in BC.	Citizen Engagement Team	Web
May 19, 2012 at 6:00 PM	RT @bcstats: BC Manufacturers make ground in February as shipments climb 1.0% - read #info line: http://ow.ly/aW3nI	Citizen Engagement Team	Web
May 19, 2012 at 5:05 PM	Agreed, 25 more jobs in communities a good thing! RT @levonpowell: @BCGovNews 25 jobs! That's #amazing! #bcpoli @colemancountry	Brooke Finnigan	Web
May 19, 2012 at 3:45 PM	BC strengthens relationship with Philippines by signing Joint Communiqué on labour mobility, #PacificGateway #LNG	Brooke Finnigan	Web
May 19, 2012 at 12:15 AM	One more day left for the Asia Trade Mission, next stop: Manila in the Philippines. @BCGOVNEWS @BCTradeInvest	Brooke Finnigan	Web
May 18, 2012 at 11:24 PM	RT @bctradeinvest: Wonder what an LNG terminal looks like? Check out this pic of a KOGAS model: #NG #LNG	Brooke Finnigan	
May 18, 2012 at 10:00 PM	RT @bcstats: B.C.'s economy expands 2.9% in 2011 - read more in the latest #info line http://ow.ly/aW1Ub	Citizen Engagement Team	Web
May 18, 2012 at 9:00 PM	Good discussion happening on #jobsearch in the IT field. Chime in http://ow.ly/aYZ4w	Citizen Engagement Team	Web
May 18, 2012 at 8:00 PM	Winning. BC biomass industry helps Korea meet clean-energy targets - while helping BC's economy, http://ow.ly/b0gl2 @ForestTalk @FACT_UBC	Brooke Finnigan	Web
May 18, 2012 at 8:00 PM	Nathan's thoughts on going into carpentry @Camosun "People are always going to need housing" http://ow.ly/ay3ve	Gillian Vrooman	Web
May 18, 2012 at 7:30 PM	Last day to comment! How can #yvr become a globally recognized maritime centre of excellence? #PacificGateway http://ow.ly/aXBKB	Citizen Engagement Team	Web
May 18, 2012 at 7:00 PM	DYK: BC has 19 operating mines, nine metal & ten coal.	Citizen Engagement Team	Web
May 18, 2012 at 6:25 PM	Interested in Trade Mission's final day in #Korea ? Get the round up here: http://ow.ly/b0IEt @MA_BC @GeoscienceBC @TranBC	Brooke Finnigan	Web
May 18, 2012 at 6:00 PM	Gail emphasizes making the most of your personal network when doing a #jobsearch . Share your insight! http://ow.ly/aVC8D	Citizen Engagement Team	Web

May 18, 2012 at 5:30 PM	Letting our partners in Asia know: BC has the right conditions for growth, especially around #mining & #LNG http://ow.ly/b0fka	Brooke Finnigan	Web
May 17, 2012 at 10:00 PM	RT @MA_BC: Mining Assn of BC Announces 2012 Mining Person of the Year: Douglas Horswill, Senior VP, Teck Resources http://ow.ly/aX5Uy...	Citizen Engagement Team	Web
May 17, 2012 at 9:25 PM	DYK Korea was top source of intl students in BC in 2010? http://ow.ly/aZ59r .@ChristyClarkBC In Seoul promoting BC's school system.	Rod Deacon	Web
May 17, 2012 at 9:00 PM	DYK it's #MiningWeek. Check out this video. Our #mining future is promising. @MA_BC http://ow.ly/aYYkW	Citizen Engagement Team	Web
May 17, 2012 at 7:30 PM	Kleo says working together will increase transportation efficiency in the #PacificGateway. Only 2 days left to discuss! http://ow.ly/aXB1c	Citizen Engagement Team	Web
May 17, 2012 at 7:00 PM	RT @bcstats: BC's Labour Force Statistics data tables have been posted - highlights to come today http://ow.ly/aW4YN	Citizen Engagement Team	Web
May 17, 2012 at 6:30 PM	10 surprising DYK's about mining! Via @VancouverSun @MABC http://ow.ly/aXj2l	Citizen Engagement Team	Web
May 17, 2012 at 6:15 PM	BC leads in biomass. 9 biomass #cleanenergy projects sell 2,121 gigawatt hours p/year to @BCHydro, enough to power 194,000 BC homes!	Brooke Finnigan	Web
May 17, 2012 at 6:00 PM	Linda says job-seeking needs to be your full time job to expect positive results! Share your #jobsearch advice! #career...	Citizen Engagement Team	Web
May 17, 2012 at 5:45 PM	Curious about all the happenings during the #Korea leg of Trade Mission? Check out new biz & partnerships created, http://ow.ly/aYJGI	Brooke Finnigan	Web
May 17, 2012 at 5:30 PM	What skill is most important for someone pursuing a #mining #career? Share your experiences. http://ow.ly/aXHUm	Citizen Engagement Team	Web
May 17, 2012 at 5:10 PM	Congrats 2 @UBCSscience for their 1st memo of understanding w/ Korea Institute of Science & Tech to boost joint research for biomass fuel	Brooke Finnigan	Web
May 17, 2012 at 4:50 PM	Promoting BC's #greenbuilding while in #Korea, BC lumber to be used in more than 200 Korean homes! http://ow.ly/aYl8l @ForestTalk @ABCFFP	Brooke Finnigan	Web
May 17, 2012 at 12:40 AM	How do trade missions help the economy & create jobs? Find out: http://ow.ly/aXwpz	Brooke Finnigan	Web
May 17, 2012 at 12:00 AM	What skills & attributes would someone considering a #mining career need to succeed? http://ow.ly/aXwH3	Gillian Vrooman	Web
May 16, 2012 at 11:40 PM	MT @foodsbc: BC Seafood is an international traveller! http://t.co/RqgxILUp #PacificGateway	Gillian Vrooman	Web
May 16, 2012 at 11:34 PM	Great BC Jobs Plan focused #BCEconomicSummit wrapped up today in #RichmondBC. Congrats to Geoff Millar & team @economicdevBCI	Gillian Vrooman	
May 16, 2012 at 10:45 PM	How can #yvr become a recognized maritime centre of excellence by 2020? Only 3 days left to comment! #PacificGateway http://ow.ly/aXz1u	Citizen Engagement Team	Web
May 16, 2012 at 10:00 PM	New Infographic - Great BC #mining facts: http://ow.ly/aXvI5	Gillian Vrooman	Web

May 16, 2012 at 9:15 PM	Have you been involved in a job search recently? What is your experience? What advice would you give someone? http://ow.ly/aWj1L	Gillian Vrooman	Web
May 16, 2012 at 8:31 PM	New Q: What advice would you give someone considering a #mining career? http://ow.ly/aXxRr	Gillian Vrooman	
May 16, 2012 at 8:00 PM	Find out what the high demand jobs in BC are with @WorkBC's Career Profiles http://ow.ly/aWiYJ	Gillian Vrooman	Web
May 16, 2012 at 7:00 PM	Can anyone give Bruce positive #jobsearch advice, he feels there are no opportunities available in #tech in BC? http://ow.ly/aWiR6	Gillian Vrooman	Web
May 16, 2012 at 6:37 PM	Seizing global demand - The BC Jobs Plan Mineral Exploration and #Mining Strategy is launched today. http://ow.ly/aXnbv	Gillian Vrooman	
May 16, 2012 at 6:08 PM	RT @BCGovNews: The #BC #Mining Strategy & @BCJobsPlan are seizing growth opportunities & creating #bcjobs http://t.co/f5wPSLsQ	Citizen Engagement Team	
May 16, 2012 at 6:00 PM	Kevin shares how networking & customizing your resume will do great things for your #jobsearch & #career http://ow.ly/aVzju	Citizen Engagement Team	Web
May 16, 2012 at 4:55 PM	How do trade missions help the economy & create jobs? Find out: http://ow.ly/aWNGz	Brooke Finnigan	Web
May 16, 2012 at 4:25 PM	3 #LNG facilities potentially operating by 2020 in BC, says Premier. 800 long-term jobs & thousands of spin-off opps, http://ow.ly/aX75J	Brooke Finnigan	Web
May 16, 2012 at 3:30 PM	A trip down memory lane, trade missions past and present, http://ow.ly/aWNsZ	Brooke Finnigan	Web
May 16, 2012 at 3:15 PM	Don't forget, today is BC Beef Day at the ledge, BC beef is good for BC's economy (and taste buds), http://ow.ly/aWSBv . @BCGOVNEWS #bcpoll	Brooke Finnigan	Web
May 16, 2012 at 12:40 AM	Great info RT @bcgovnews: BC is a safe harbour for investment. http://ow.ly/aVVRO @BCTradeInvest	Brooke Finnigan	Web
May 15, 2012 at 9:45 PM	Really cool video features the nearly complete @CentreDigiMedia Great comments from Director @smith. #bctech http://ow.ly/aVxFg	Citizen Engagement Team	Web
May 15, 2012 at 8:00 PM	Find jobs near you using @WorkBC's new Job Search http://ow.ly/aUEpX	Gillian Vrooman	Web
May 15, 2012 at 6:00 PM	Personal networks are often a key to job search success. What is your best job search advice? http://ow.ly/aUeRU	Gillian Vrooman	Web
May 15, 2012 at 5:30 PM	RT @smith: Great coverage of the @CentreDigiMedia in this video. http://ow.ly/aVxSy	Citizen Engagement Team	Web
May 15, 2012 at 5:00 PM	Patrick says 'loan forgiveness' is one way to ensure young professionals stay in BC. What do you think? http://ow.ly/aTVEF	Gillian Vrooman	Web
May 15, 2012 at 4:31 PM	RT @bctradeinvest: Did you know? Vancouver has one of the world's top video game industries. #bctech - http://ow.ly/aRsM5	Brooke Finnigan	
May 14, 2012 at 11:30 PM	Great event underway right now! BC Economic Summit is in Richmond until May 16. Follow #BCEconomicSummit for updates! http://ow.ly/aUliq	Citizen Engagement Team	Web
May 14, 2012 at 11:00 PM	RT @Vancouversun: Mining industry the epicentre of investment http://bit.ly/IIP67N #BC2035	Citizen Engagement Team	Web

May 14, 2012 at 10:30 PM	We like the work you do! Thank you to all the early-childhood educators across the province. #BCed http://ow.ly/aU6Xr	Citizen Engagement Team	Web
May 14, 2012 at 9:35 PM	Building relationships between #BC and #Japan: http://ow.ly/aUeJ7 @BCJobsPlan #trade mission facts. @BCTradeInvest	Rod Deacon	Web
May 14, 2012 at 9:00 PM	Have you seen the discussion happening around creating a maritime centre of excellence in #vancouver? http://ow.ly/aTOpe #PacificGateway	Gillian Vrooman	Web
May 14, 2012 at 7:00 PM	Based on your own experience, what advice would you give people looking for work? http://ow.ly/aU138 /@WorkBC	Citizen Engagement Team	Web
May 14, 2012 at 6:00 PM	DYK BC has some of the best #mining resources in the world, including coal, copper, gold, molybdenum, silver, lead and zinc.	Gillian Vrooman	Web
May 14, 2012 at 4:15 PM	Vid: 45% of Canada's international ESL students study in BC http://ow.ly/aPSAB , #IntlEd @BCGovNews	Brooke Finnigan	Web
May 13, 2012 at 9:00 PM	RT @VanSunNewsRoom Raising kids: Great expectations remain despite high costs of education, housing http://bit.ly/1PEZ3s @BC2035	Citizen Engagement Team	Web
May 13, 2012 at 6:30 PM	Awesome! RT @talentegg: The new #FortStJohn Hospital opens in 40 days and there are many new grad career opportunities! http://ow.ly/aRsX8	Citizen Engagement Team	Web
May 13, 2012 at 6:20 PM	Happy Mother's Day to all the moms in BC... and beyond!	Brooke Finnigan	Web
May 13, 2012 at 3:35 PM	RT @bctradeinvest: Fresh New Blog Post: British Columbia Celebrates Asian Heritage! May is Asian Heritage Month - http://ow.ly/aRjhK	Brooke Finnigan	Web
May 13, 2012 at 1:35 AM	Vid: Opening new markets, finding new customers on Asia Trade Mission, @yvrairport @BCGOVNEWS @BCTradeInvest http://ow.ly/aS8CN	Brooke Finnigan	Web
May 13, 2012 at 12:25 AM	Unemployment rate continues to drop & 20,000 new jobs added to BC economy last month, http://ow.ly/aS4XI	Brooke Finnigan	Web
May 13, 2012 at 12:15 AM	Solidifying BC's rep in Asia for top quality seafood, BC spot prawns served aboard Asia Trade Mission flight to Japan, http://ow.ly/aPzOU	Brooke Finnigan	Web
May 12, 2012 at 11:20 PM	Asia Trade Mission itinerary: Japan, Korea and the Philippines. Learn more: http://ow.ly/aS54T	Brooke Finnigan	Web
May 12, 2012 at 10:10 PM	Bon voyage to Trade Mission delegates headed to Asia today, first stop #Japan @ChristyClarkBC @BCGOVNEWS	Brooke Finnigan	Web
May 12, 2012 at 6:45 PM	Digital Media Sect grows in #yvr: RT @VanSunNewsroom: #Vancouver's star rising on global special effects stage http://ow.ly/aPOi8 @BC2035	Citizen Engagement Team	Web
May 12, 2012 at 12:00 AM	Trade Mission to Asia kicks off Sat. Focus is on bringing @TradeInvest opps for #BC. Keep an eye-out for updates! #PacificGateway	Gillian Vrooman	Web

Displaying posts for 'BCJobsPlan' 

Facebook Insights : Snapshot

Total Likes ?

2,462

↑ 0.7%

Friends of Fans ?

913,111

↑ 0.7%

People Talking About This ?

49

↓ -21%

Weekly Total Reach ?

3,366

↓ -20.1%

Facebook Insights : Gender Summary



MALE

45%



FEMALE

52%



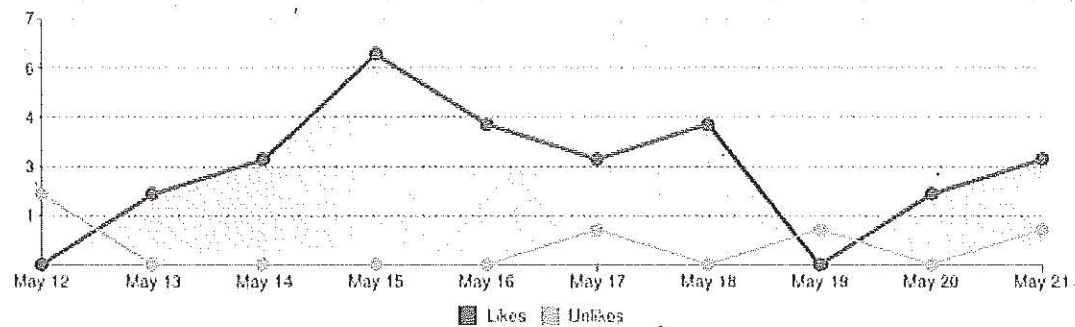
UNKNOWN

3%

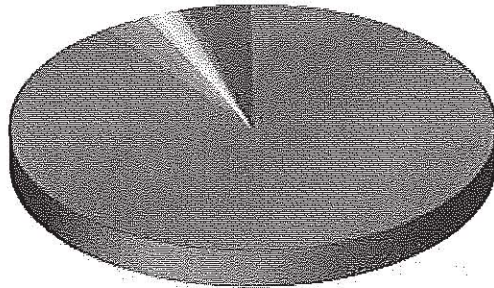
Facebook Insights : Likes by Demographic - Tabular

Age	Male	Female
13-17	5.3%	4.2%
18-24	8.2%	6.5%
25-34	11.2%	11.9%
35-44	9.3%	12.7%
45-54	6.9%	10.5%
55+	2.7%	4.1%

Facebook Insights : Daily Likes

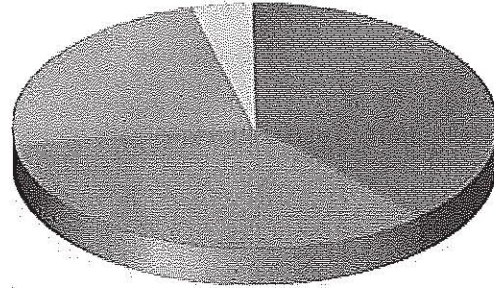


Facebook Insights : Likes by Region



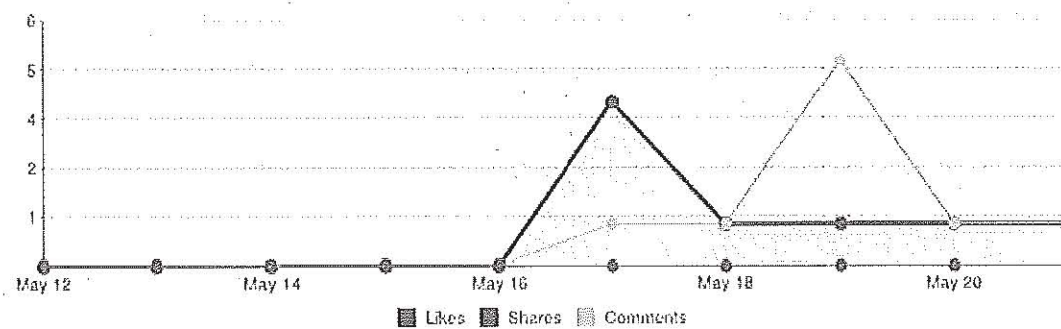
Country	Likes
Canada	2,144
United States	42
India	30
Philippines	15
United Kingdom	11
Egypt	9
Italy	9
Indonesia	9
Mexico	8
United Arab Emirates	8
Other	92

Facebook Insights : Likes by Source

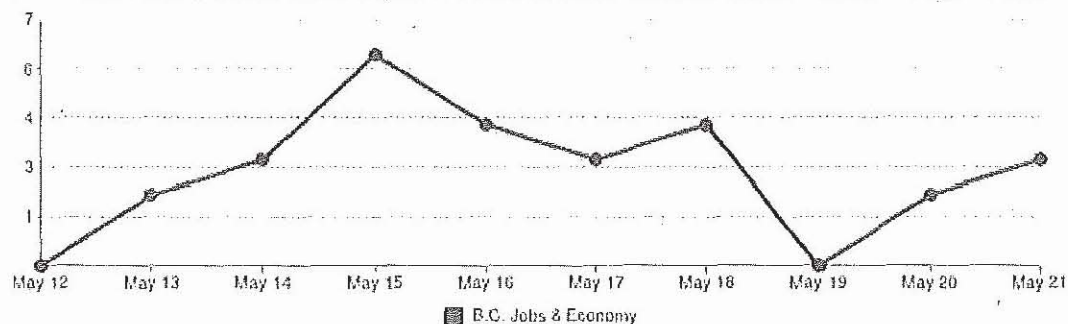


Source	Likes
Timeline	10
Page Profile	9
External Connect	6
Mobile	1

Facebook Insights : Daily Post Feedback



Facebook Insights : Compare Daily Likes



Facebook Insights : Per-Post Metrics Top 10

Top 10 by Talking About This

Type	Date	Post	Reach	Engaged Users ²	Talking About This ³	Virality ⁴
	May 19, 2012	How deep does your mining...	1336	23	4	0.3%
	May 17, 2012	BC's mining future is golden ...	1208	8	2	0.17%
	May 21, 2012	Mining is one of BC's burgeoning...	995	10	2	0.2%
	May 18, 2012	Infographics	1118	10	2	0.18%
	May 19, 2012	Final day of the jobs focused...	1060	9	2	0.19%
	May 20, 2012	Wall Photos	931	7	2	0.21%
	May 14, 2012	While there is a wealth of job...	1950	24	0	0
	May 15, 2012	Check out the new Labour Force...	1191	16	0	0
	May 16, 2012	Infographics	1629	64	0	0
	May 16, 2012	More than 10,000 mining job...	1216	10	0	0

1. The number of unique people who have seen your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Reach" to sort your posts.
2. The number of unique people who have clicked on your post. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Engaged Users" to sort your posts.
3. The number of unique people who have created a story from your Page post. Stories are created when someone likes, comments on or shares your post; answers a question you posted; or responds to your event. Click on the number to see more details. Figures are for the first 28 days after a post's publication only. Click on "Talking About This" to sort your posts.
4. The percentage of people who have created a story from your Page post out of the total number of unique people who have seen it. Click on "Virality" to sort your posts.

Pacific Gateway Key Messages

B.C. and Asia's historic trade relationship

- British Columbia has an unprecedented opportunity to benefit from surging trade with Asia.
- Canada Starts Here. British Columbia is at the crossroads of the world's biggest markets. We know where the opportunities are and we are leveraging British Columbia's advantages through Canada's Pacific Gateway to grow our long established trade with Asia.
- With our Pacific Gateway Alliance in place, and the relationships it has built since 2005, we have the tremendous advantage of government and the private sector working together as a one stop shop for Asian business.

Strong Demand for British Columbia's Products

- There is huge demand for Canadian lumber, coal, minerals and energy products in Asia.
- We anticipate that by 2020 we will supply a:
 - 150 per cent increase in coal
 - 310 per cent increase in metals and minerals
 - 340 per cent increase in potash
 - 100 per cent increase in forest products
 - 105 per cent increase in containers
 - 40 per cent increase in air passengers, 70 per cent in air cargo over current levels and 18 million tonnes of LNG
- We can seize this opportunity to take advantage of enormous change in Asia, particularly in China, where a rising middle class and massive movement of population from the country to the city is creating huge demand for our products.

British Columbia has Unique Advantages

- British Columbia's geographical location as a Pacific Rim nation and our long established family, business, historic and cultural ties, provides us with a unique opportunity.

- Canada's Pacific Gateway is a world class transportation network. Its integrated, seamless supply chain includes airports, seaports, railways, and roadways connecting Canada and the North American market to Asia and the world.

Collaboration between industry and government

- Government and industry partners have come together in the Pacific Gateway Alliance to fulfill the long term vision of British Columbia as North America's preferred gateway for Asia Pacific trade
- The Pacific Gateway Alliance promotes British Columbia as the preferred gateway for Asia Pacific trade and a "one stop" source of information for Asian businesses. The Alliance is a unique partnership of transportation industries and governments who have committed \$22 billion to expand port, rail, road and airport facilities in British Columbia since 2005.

Commitment

- Our government wants to make sure British Columbia businesses are first in line to deliver goods to the growing market demands of China, India, Japan, and Korea.
- Making sure we have an effective, efficient and growing transportation network of rail, road, container ships and ports is an integral part of strengthening and expanding our trade links with Asia.
- British Columbia now has a new transportation blueprint to support opportunities for continued expansion in trade with Asia to 2020.
- The Pacific Gateway Transportation Strategy 2012 2020, Building Markets, Growing Jobs, Canada's Pacific Gateway: Moving Goods and People will support key elements of Canada Starts Here – The BC Jobs Plan by strengthening our infrastructure to get our goods to market and expanding markets in Asia.
- Our strategy will build on our world class transportation network to:
 - Make sure British Columbian and Canadian products get to growing Asian markets efficiently
 - Ensure an attractive climate for investment

Infrastructure – to get our products to growing Asian markets

- In addition to the \$22 billion already committed, our Pacific Gateway Transportation Strategy 2012 2020 targets another \$25 billion in total investment by 2020. This includes:

- \$3.1 billion to increase major road and rail capacity, including new provincial investment of \$700 million in B.C.'s major trade corridors and the Prince Rupert Road, Rail Utility Corridor announced in the BC Jobs Plan.
- \$18 billion to support the BC Jobs Plan goal of three LNG plants in British Columbia and at least \$222 million to increase access to natural resources in rural B.C.
- \$3.8 billion to increase bulk and container terminal capacity at ports in British Columbia including the Province's \$50 million commitment to the Deltaport Terminal, Road and Rail Improvement Project.

Favourable Business Environment

- British Columbia is a safe haven for investors in a world of economic uncertainty because of our good financial track record.
- The rating agencies cite B.C.'s record of fiscal discipline, coupled with one of the most competitive tax rates for residents and businesses in Canada, and the province's shifting trade mix toward Asia rather than North America, as strengths of B.C.'s fiscal and economic performance.
- Asian Investors also know they can invest in Canadian mines and LNG that are supported by a world class transportation network enhanced by \$22 billion already committed, with a further \$25 billion to come by 2020.
- Investments in British Columbia are supported by a safe, reliable supply chain that moves goods as fast as or faster than competing jurisdictions.

Trade Mission – Validator Quotes

Steve Chen, District Sales Manager, Japan Airlines –

“British Columbia is a business-friendly environment and will easily accommodate our future plans. We are happy Premier Clark has chosen to travel on our airline so we can demonstrate the quality of Japan Airlines.”

Michael Culbert, President & CEO of Progress Energy –

“As we continue to advance our LNG Export Joint Venture project with PETRONAS, we feel it is vital to engage with potential LNG buyers in the premium markets of Korea and Japan. By participating in Premier Clark’s trade mission, we are able to demonstrate to potential buyers the commitment that the Province of British Columbia has to building a viable LNG industry.”

Lee Doney, Vice Chairman, Western Forest Products –

“As soon as we learned of the damaged ship we were hoping to support the recovery program wherever possible. It required some planning to get the appropriate logs to the project and it couldn’t have been done without the support of the Provincial and Federal government through the CWEP program.”

Mark McManus, executive general manager, Xstrata Coal Canada –

“Mining creates great family-supporting jobs for B.C., and our industry does this by ensuring we have customers for our products – including Asian markets. Premier Clark’s trade mission allows us to demonstrate B.C.’s commitment to delivering high quality resources.”

John Negrin, president, Aquilini Renewable Energy –

“Premier Clark, through the BC Jobs Plan, has created an environment to help foster job growth and innovation here in B.C., and it’s working. We’re pleased to announce our first project in The Philippines: a \$15-million waste-to-energy recycling facility in the City of Mactan, with excellent potential for further expansion. In addition to creating numerous jobs in B.C. and the Philippines, this project is an excellent opportunity to showcase B.C.’s clean-energy technology and expertise to potential clients in the growing Asia-Pacific market.”

Brian Kynoch, president, Imperial Metals Corporation –

“We are extremely pleased with the outcomes from this trade mission and the ongoing support from the B.C. government. To have Premier Christy Clark lead this trade mission to open doors, seek new markets and build on current relationships, confirms that British Columbia is a place to do business.”

Tim Wall, president, Apache Canada –

"It is by working together with government, First Nations and stakeholders that we will see a new LNG industry succeed in Canada."

Kevin Reinhart, interim president and chief executive officer of Nexen Inc. –

"Technological advancements have resulted in shale gas now being readily available and affordable. Expanding access to international markets and increasing global competitiveness represent important opportunities to enhance the value of this game-changing resource, and Nexen is pleased to take part in Premier Clark's trade mission to Japan and Korea."

Lorraine Mitchelmore, president and country chair of Shell Canada –

"On behalf of the LNG Canada project, we applaud the BC government's initiative for a second trade mission to Asia. It shows the province's commitment to developing relationships with the customers and markets of the future. BC has abundant natural gas and LNG Canada will be well-suited to deliver long-term value for British Columbia and access new export markets for Canada."