



**Speaking Notes for
Minister Ravi Kahlon
Ministry of Jobs, Economic Recovery and Innovation**

TIDD Onboarding Training for Overseas Teams in Asia

Wednesday, May 19, 2021

7:25 – 8:10 p.m.

Speaking time: Live, 2 to 4 mins.

Event Description:

Meet / greet event for Minister Kahlon, Minister Chow and Deputy Minister Plecas to meet with new trade and investment teams in Asia for a get to know you session. Ministers and DM will offer opening remarks and then join a short (15 minute) facilitated panel.

Background:

- New hires recently joined JERI's trade and investment promotion team. While overseas representatives usually travel to B.C. for in-person training / introductions, the onboarding experience is now virtual.

Audience Demographic, Occupations, Interests:

New hires working on trade and investment teams in Asia along with some representative staff from within the Trade and Industry Development Division in the JERI Ministry. See meeting note for participant list.

Our in-market teams are extensions of our teams and are keenly interested in, as well as guided by the mandates and priorities of our government. This provides an engaging way for them to feel excited and enthusiastic about helping us deliver on our important trade and industry development mandate.

Introduction

- **Good evening to those in British Columbia and good morning to those of you joining us in Asia.**
- **I would like to take a moment to acknowledge that I am speaking to you from (INSERT territory tbc – depending on location territory of the Coast Salish peoples if joining from Delta; territory of the Musqueam, Squamish and Tsleil-wauthuth [SLAY-wuh-tooth] peoples if downtown Vancouver; or territory of the Lekwungen [La-KWUNG-en] people and the Songhees and Esquimalt Nations if in Victoria).**

- **It's great to be here. I'm glad to be joining you at your training session.**
- **And a warm welcome to all the new staff who are joining team B.C.**
- **I know there was a competitive process to recruit into your roles, so a congratulations to all.**
- **We are lucky to have your skills and talent representing us around the world.**
- **You are the face of British Columbia abroad.**
- **And you play a vital role in our plan for economic recovery during these most unprecedented times.**

- **While you may be working for us half a world away, we are seeing the same accelerating global challenges – from the pandemic to the climate crisis – which knows no borders.**
- **The COVID-19 pandemic has impacted people and businesses around the world – in your neighborhood ... and in my neighborhood.**
- **We need to work together. And I'm glad you're on the team for B.C.**
- **Our government's approach to economic recovery is guided by three pillars: innovation, sustainability, and inclusiveness.**

- **Innovation – because this pandemic has accelerated the pace of change, and innovation is needed to adapt.**
- **Things we expected to happen in five to seven years are happening right now.**
- **The ways we work and communicate are changing rapidly, forcing everyone, businesses in particular, to innovate to keep up.**
- **Our second pillar is Sustainability – because we cannot ignore climate change.**
- **B.C. is a world leader in clean, renewable energy.**

- **We are also a responsible, low-carbon producer of products like agri-foods as just one example.**
- **We are working to ensure that sustainability is reflected in British Columbia's brand and part of our global competitive advantage.**
- **As we work to rebuild our economy, we have an opportunity to do it in ways that reduce our impact on our climate.**
- **As the pandemic has made very clear, we are tied together as a global community.**

- **We know that, like British Columbia, other jurisdictions, including those in Asia are focusing on the fight against climate change, and looking for ways to increase sustainability and reduce emissions from their own industries and economic activities.**
- **We know that through your knowledge, intelligence and connections, we will be able to forge meaningful trade, investment and innovation opportunities to promote made in B.C. sustainable solutions to help solve these global challenges.**

Pause

- **I want to talk a little about how I expect we should work together to deliver on our mission.**

- **I ask that you abide by a few core tenets
– that is,**
- **To work with integrity.**
- **To uphold the values of British Columbians
where we will treat every person with
dignity.**
- **To build on innovation.**
- **To be champions of opportunity.**

Pause

- **I also want to say nobody has a monopoly on
good ideas.**

- **And I want to hear your ideas.**
- **You hold an important perspective from where you are based.**
- **I encourage you to bring forward your thoughts. This is how innovation works so please do continue to share your knowledge and your ideas with the team at headquarters.**

Pause

- **I also want you to keep in mind, as you deliver excellence in the services – the question to ask yourself is this –**

- **How will what I do benefit the people of British Columbia?**
- **How will my effort ... this initiative ... this project ... this outreach ... answer B.C.'s needs and help deliver on our mission.**
- **How will my role as a representative for B.C. overseas contribute to our overall economic recovery efforts, and will these opportunities lead to better jobs, wages and outcomes for British Columbians?**
- **The quality of our trade and investment opportunities is as important as the quantity.**

- **Now more than ever, we see an opportunity to restate to the world who British Columbia is, solidify our trading relationships, and welcome new investment and partnership opportunities.**

Conclusion

- **I'll stop here by noting that training is so critical to making continuous improvements and improving efficiencies.**
- **I'm glad to see all of you making time to train from the start so we are all starting from the same foundation.**
- **And I know how important training is.**

- I think we are off to a great start and I look forward to the upcoming conversations.
- Thank you to all of you for all the work you do and your tireless dedication.

END

PANEL QUESTIONS:

Mandate theme questions

Can you share what are some of the opportunities under the new mandate that you are most excited about? What are some of the priorities, within the mandate or otherwise that you are focused on from a trade/investment perspective? What should staff in market be thinking about as priorities when they are conducting trade and investment facilitation work?

Lessons from COVID-19

What are some important lessons learned from the COVID -19 pandemic that you think should shape our trade and investment goals / strategies? What kind of provincial economy do you think will emerge post-COVID?

B.C.'s Advantages

What are some of the things that you think make B.C. a great place to invest?

Innovation

Where does innovation fit into the big picture?