

MEDIA RELEASE

For Immediate Release

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Okanagan Regional Success at Olympic Business Event

On February 18th the Okanagan Valley Economic Development Society (OVEDS) successfully developed a business to business networking event showcasing the Okanagan to international media and developing relationships with the Department of Foreign Affairs and International Trade Canada, BC Investors Services Branch and international food buyers at the 2010 BC Showcase and Commerce Centre.

OVEDS is a joint initiative between the Economic Development Commissions throughout the Okanagan. Its primary objective is to design and implement economic development initiatives that support collective opportunities for the region. Its members include Osoyoos, Penticton, Summerland, Kelowna/Central Okanagan Regional District (CORD), Vernon and the Thompson Okanagan Tourism Association (TOTA).

More than 100 Okanagan Valley companies attended the regional event and several were connected to Trade Commissioners and BC Investor Services as a means to access foreign direct investment. In addition more than a dozen international media representatives including Business in Vancouver, Western Investor, and Wines & Vines magazine attended the event looking to connect with Okanagan companies for story ideas on our diverse region.

“The Okanagan Valley Economic Development Society is doing a great job of showcasing everything the region has to offer,” said Iain Black, Minister of Small Business, Technology and Economic Development. “This is what the 2010 Business Hosting Program is all about – promoting British Columbia’s businesses and regions to an international audience and creating a lasting Olympic economic legacy throughout the province.”

Terry Bigsby of Aspenware of the north Okanagan states “I was extremely delighted with the opportunity to showcase our product at the Okanagan reception during the Olympics! We were very pleased with the turn out of officials and contacts from around our region and outside. The event that the economic development offices organized gave us a great opportunity to network with those individuals as well as others attending the Games that wouldn't have happened otherwise. The venue was spectacular and really complemented all of the Okanagan companies and opened the world to us! We believe that these types of contacts will allow Aspenware to reach out to the international community and create export opportunities for us.”

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