
NEWS RELEASE

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Ministry of Small Business, Technology and Economic
Development

B.C. SMALL BUSINESSES OFFERED TOOLS TO BOOST COMPETITIVENESS

CAMPBELL RIVER – Small businesses in Campbell River will benefit from a workshop aimed at improving productivity and competitiveness, announced Iain Black, Minister of Small Business, Technology and Economic Development.

Up to 30 businesses can attend the Jan. 12, 2010 workshop, delivered by the Business Development Bank of Canada and sponsored by the Province, the Island Coastal Economic Trust and the Campbell River Chamber of Commerce. Participants who pre-submit financial information will receive a personalized analysis to better identify and execute business improvement strategies.

“Helping a business become more productive is important to its long-term success and to strengthening British Columbia’s economy,” said Black. “Small businesses are a key driver in B.C.’s economic recovery, and this program will give local entrepreneurs techniques to boost their productivity. It means stronger businesses and stronger communities.”

Economists consider productivity a key determinant of per capita income, and improving productivity can lead to improved living standards.

“This partnership will give us an opportunity to help create progressive change in the vital small business sector – one of the trust’s priority mandate areas – which will, in turn, help to spark up and strengthen our diverse regional economies,” said Barry Janyk, chair of the Island Coastal Economic Trust.

Following the workshop, up to ten businesses will receive a workplace visit from Business Development Bank of Canada consultants, who will perform a comprehensive business diagnostic and work one-on-one with clients to develop a detailed business development plan.

Similar workshops have been held in Cranbrook and Prince George, with the support of the Southern Interior and Northern Development trusts. Upcoming workshops are planned for Castlegar and Fort St. John.

The Province’s contribution comes from the \$1-million Building Skills for Small Business Fund, held in trust by the BC Chamber of Commerce and overseen by the Small Business Roundtable.

Other programs supported by the fund include a partnership with Okanagan College to deliver an online human resource quiz and small business resource guide to assist with staff recruitment and retention. Small businesses across the province have also received business education through seven new video conferencing sites, workshops and peer networking programs.

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