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Remarks for Juli Wilkerson, Director, State of Washington Department of Community Trade and Economic Development, Seattle
Washington – BC Sustainability Summit
April 27, 2005
(Five Minute Remarks)

Reason for the event

On behalf of the State of Washington, I would like to welcome you all this morning and thank you for taking time from your busy schedules to join us at the Washington- British Columbia Sustainability Summit.

We're here today to learn from each other how businesses in Washington and British Columbia can partner to create new opportunities related to sustainability.

Sustainability is a way of doing business that meets the needs of the current generation while leaving future generations as well off, or better off, as our own.

Sustainability is an emerging characteristic of businesses in our region, and companies in Washington and British Columbia are creating world-leading technologies and methods that allow businesses to operate more profitably than ever before while minimizing environmental impact.

In the next few years, British Columbia is hosting three events that will all have a global audience, and have sustainability as an overarching theme. These events are the World Urban Forum in June of 2006, GLOBE 2006 in October of that year, and the Winter Olympics in 2010.

Before we get into discussion of specific opportunities, it is my privilege to recognize the many partners that helped sponsor this event:

- the Consul General of Canada,
- the Canadian Studies Center at the Jackson School of International Studies, University of Washington,
- GLOBE 2006,
- the Network for Business Innovation and Sustainability,
- the Northwest Environmental Business Council,
- Trade Development Alliance of Greater Seattle,
- and the U.S. Commercial Service.

State of Washington's Sustainability Efforts

The State of Washington has recognized the value of sustainability as a tool to help us create competitive industries and good jobs.

On April 8, Governor Gregoire signed into law Senate Bill 5509, which requires public buildings to be built to green building standards- to LEED Silver or comparable standards.

[Note: "LEED silver standard" means the United States Green Building Council Leadership in Energy and Environmental Design green building rating "standard," referred to as "silver standard."

(<http://www.washingtonvotes.org/Legislation.aspx?ID=32598>)]

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In addition, there are sustainability work groups for every agency in state government, and these work groups not only help make our own administrative practices more sustainable, but help our clients and constituents find ways to be more sustainable.

Here are some examples of the goals in our own Department's sustainability plan:

- Reducing hard-copy printing and specifying duplex (front-and-back) copying machines for new copy machine purchases
- Purchasing environmentally friendly paper
- Reducing use of single occupant vehicles through teleconferencing and other means

[www.ofm.wa.gov/sustainability/index.htm]

Our neighbor to the north has innovative and aggressive strategies to pursue sustainability, and I'd like to place those strategies in a larger context of trade between Washington and Canada.

Two-way trade between our countries has more than doubled in value since 1989. We are each other's largest trading partners, with US\$1.2 billion in trade now crossing the Canada-US border every single day, making the U.S.-Canada trading relationship the largest in the world. (*Canadian Trade Statistics, <http://www.canadianembassy.org/trade/index-en.asp>*)

Canada is our country's Number 1 export market. In 2004, Canada purchased U.S. goods valued at nearly \$190 billion, accounting for 23 percent of all US exports. Canada is a larger market for the US goods than all 15 members of EU combined. And the United States sells more than three times as many goods to Canada, a market of 30 million people, as to Japan, a market of over 125 million people. (*WISER trade statistics 2004*)

Canada also consistently ranks as one of Washington's top trading partners. Currently Canada is our second largest two-way trading partner, with \$18.6 billion in goods exchanged between us in 2003. (*US Dept of Commerce, Foreign Trade Statistics*)

If we look at products originating in Washington State, we again find Canada as our Number 2 export market. In 2004, Washington exported over \$4 billion worth of products to Canada. Key sector exports in recent years include transportation equipment, industrial machinery/computer equipment, primary metal industries, and lumber products (*WISER trade statistics, 2004*).

Tourism

Another key component of our partnership is tourism. Canada has traditionally been a vital market for Washington's travel and tourism industry.

In 2003, nearly 1.8 million Canadians made overnight visits to Washington State, with more than 90 percent coming from B.C.

Canadian tourism adds great value to our state economy. In 2003, total expenditures in Washington by visiting Canadians amounted to \$215 million.

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Likewise, Washington is important to the tourist trade in British Columbia. Last year, more than 3.5 million people from our state headed across the northern border, where they contributed nearly \$450 million to the Canadian economy. (*Statistics Canada*)

The 2010 Winter Olympics and other major events such as GLOBE 2006 represent a tremendous opportunity for both Washington State and British Columbia to benefit from the scores of tourists that will be drawn to the region before, during and after the events.

Clearly our close and longstanding ties will serve us well as we move forward into the next industrial revolution, that of sustainability.

Introduce Consul General Parker

- To give us the Canadian perspective on the relationship and our forward course it is now my very great privilege to introduce our next speaker...
- In September 2004, Jeffrey Parker was appointed as the new Consul General of Canada for Seattle and Anchorage. Mr. Parker comes to Seattle with a wide range of experience in senior managerial positions with the Federal Government of Canada.
- His special expertise lies in sectors that are of particular importance to the Pacific Northwest, Alaska and Western Canada: aerospace, defense, information and communications technologies, biotechnology, and environmental and energy technologies.
- Immediately prior to his appointment as Consul General, Mr. Parker served for four years as Executive Director of Technology Partnerships Canada (TPC), an agency of Industry Canada. TPC is responsible for a \$2.5 billion research and development portfolio in advanced technologies. Under Mr. Parker's leadership, the agency brought together hundreds of private-public investments that have led to the commercialization of leading-edge Canadian technologies.
- Mr. Parker has a distinguished career in government, with senior positions in several key Cabinet-level Canadian departments. He has served as Director of Strategic Operations for the Privy Council Office, Senior Director of the Treasury Board of Canada, and Chief of the Federal/Provincial/Social Secretariat of Finance Canada.

Please join me in extending a very warm welcome to the Consul General of Canada, Mr. Jeffrey Parker.