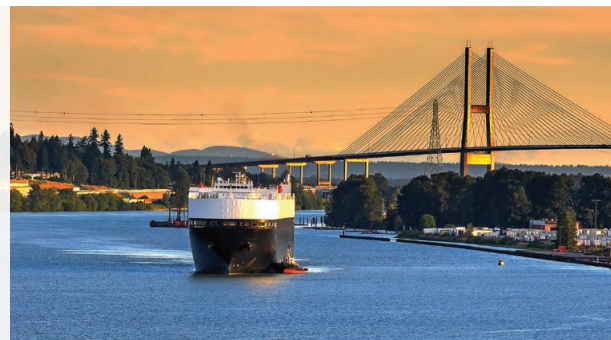




SOUNDING BOARD



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A fond farewell to GVBOT Vice President Austin Nairn

LEADERSHIP | GVBOT VP begins new chapter

After 14 years, Greater Vancouver Board of Trade Vice President and World Trade Centre Vancouver Executive Director, Austin Nairn has announced that he will be leaving the organization to pursue other opportunities.

Austin has been an integral part of the GVBOT team since 2008 when he joined the organization as an account executive. Since then, he has lent his energy and expertise to a number of different departments. In 2017, he played a pivotal role in breathing life back into GVBOT's subsidiary World Trade Centre Vancouver with a mandate of helping B.C. businesses reach new international markets. He served as WTC-V

Executive Director and was further promoted to vice president of the GVBOT in 2020 in recognition of his contributions to every facet of the organization and his commitment to helping Metro Vancouver grow and prosper.

"I am incredibly grateful for the opportunities I have had at the Greater Vancouver Board of Trade and all of the wonderful, talented people I've had the privilege of working with over the last 14 years," said Nairn. "Helping businesses in B.C. realize their full potential has been one of the most rewarding experiences of my career. I look forward to remaining engaged with this outstanding organization as a member and champion for their



Austin Nairn, VP, GVBOT

His drive to help businesses in our region thrive has had a profound impact on countless organizations



important work."

During his tenure, Austin oversaw the launch and restructuring of several new programs including the Diversity and Inclusion Leadership Council, Scale-up-Centre for SMEs, ESG Fundamentals Microcredential and

the newly announced Digital Transformation Workshop.

"Austin leaves behind a remarkable legacy at the Greater Vancouver Board of Trade," said Bridgitte Anderson, President and CEO of the Greater Vancouver Board of Trade. "His drive to help businesses in our region thrive has had a profound impact on countless organizations."

His dedication and leadership have helped hundreds of companies enter new markets and grow their export reach. On behalf of the Council of Governors, Board of Directors, members of the Greater Vancouver Board of Trade and his colleagues, we wish Austin all the best as he begins this next chapter in his career. **SB**

Vancouver ranked fastest growing tech talent destination

GROWTH | Vancouver continues to attract new tech talent

Canadian markets are among North America's top performing locations for tech talent. With 7 Canadian cities well-positioned in the latest CBRE rankings, this is a testament to the impressive momentum this sector has been gathering over the past five years and the attractiveness of Canadian markets for growing tech companies. Vancouver jumped three spots in the ranking to take #8 adding 45,560 jobs in that same five-year period, 63% growth, the highest percentage of all 50 ranked markets.



Vancouver's tech market

In 2021, Vancouver's tech talent totaled 115,400 employees, showing no signs of slowing down. With average wages at \$71,268, a higher salary than Toronto, tech talent continues to flock to Vancouver. Rebounding from pandemic restriction quickly, British Columbia continues to be a bullish market, with offices open for business as usual and moving faster than provinces in the East.

Pre-pandemic to present time

"Pre-pandemic, Vancouver was the go-to-market for a lot of international companies. Its West Coast lifestyle makes it the ideal place to hire and retain staff and do business," said CBRE Vice Chairman for the High Technology Facilities Group (HTFG), Blair Quinn. "COVID-19 has been a huge accelerator for certain sectors, whether that be clean energy, animation, life science,

content, film, or technology. This is a good thing for tenants, and a lot less pressure."

Vancouver's 7% office vacancy rate downtown is the strongest in North America. Pre-pandemic, it was at an unbalanced low vacancy rate of 2.2% where little to no options existed in a healthy way due to constraints, especially during an inflation era. The current vacancy rate is much more balanced thanks to more space options and variety that were

For every big name, Vancouver has 10-30 local thriving small businesses that are equally as vital to the tech boom



direct outcomes of the pandemic, something that the city and involved companies have not witnessed in this market previously.

Future tech trends

Trend-wise, we are seeing that both work from home and the office are here to stay, leading most companies to adopt a hybrid model. The next "it" area in Vancouver outside of the downtown core is in False Creek – although newly established, this area is quickly proving to be a hot

opportunity for the tech market to grow over the coming years, especially the Mount Pleasant area. "Another trend that's becoming more evident, is the idea of "we spaces", not "I spaces," said Quinn. "Not only are we seeing the resurfacing of drop-in spaces as the rise of influencers continues, but the potential for Vancouver in the tech market is also enormous." Despite common misconceptions, potential doesn't necessarily have to be marked by large conglomerates moving into town. For every big name, Vancouver has 10-30 local thriving small businesses that are equally as vital to the tech boom.

Though the industry faces some very real, short-term cyclical challenges, the evidence suggests the technology sector will continue to drive outsized growth as our knowledge-based economy expands. **CBRE**

CBRE is a worldwide commercial real estate services & investment company, with clients in 100+ countries, including over 90% of the Fortune 100.

SAFETY | Building safer communities

Rail safety week is Sept. 19-25

Interview with Steve Covey, CN's Chief Security Officer and Chief of Police North America.

The CN Police Service is closely involved with local communities in promoting rail safety. Can you give us a couple of examples?

Sure. First off, we continue to be active in communities right across our network – 24 hours a day, 365 days a year – to promote safe behaviour around the railroad. Our activities include conducting enforcement initiatives at locations prone to incidents and delivering safety presentations to high-risk groups.

Another example is Rail Safety Week that takes place every September. CN Police officers and other employees partner

with community leaders and law enforcement to get the message out to be careful at railway crossings and not trespass on tracks, because train accidents can result in loss of life, and our goal is to eliminate all injuries and fatalities on or near railway tracks. This year Rail Safety Week is taking place September 19 to September 25.

Media reports suggest aggressive driving incidents are on the rise over the past two years. What can we all do to help eliminate crossing accidents?

It's true. Numerous studies show a sharp rise in aggressive driving and pandemic stress might be partially to blame. Eliminating crossing accidents is simple: Obey the signals and stop when



Steve Covey

required; look both ways; and listen for approaching trains. NEVER try to beat an oncoming train because you could lose a lot more than time. And, if anyone witnesses a dangerous situation, at any time of day, call the CN Police at 1 800 465 9239 right away.

We encourage all communities from across our network to show their support for rail safety through coordinated policing and public crossing maintenance activities



Hundreds of communities have signed resolutions or expressed their support for Rail Safety Week. Why is this collaboration important to support rail safety?

Because we can't do it alone. After all, rail safety is a shared responsibility. We encourage all communities from across our network

to show their support for rail safety through coordinated policing and public crossing maintenance activities. In 2021, a record 378 communities signed resolutions or proclamations or expressed their support for Rail Safety Week, and we appreciate their support very much. Of course, our shared responsibility goes beyond resolutions and pledges. It's all about constant communication to warn of the dangers of trespassing and crossing illegally and to sensitize citizens about safe behaviours that help save lives. All incidents can be prevented, and we all play a role in ensuring people know that. **CN**

CN is the largest railway in Canada, employing approximately 24,000 railroaders and transporting more than C\$250 billion worth of goods annually across a rail network of approximately 20,000 route-miles spanning Canada and mid-America.

EVENTS | GVBOT launches fall event lineup

Fall event schedule

The Greater Vancouver Board of Trade has announced a number of new events for the fall, beginning September 8.

Metro Elects: Exploring the region's top issues and opportunities – Thursday, Sept. 8

The Greater Vancouver Board of Trade has once again partnered with Mustel Group to engage candidates, the business community and the public in a non-partisan, informative event ahead of the municipal election in October. At the event, we will release the findings of an exclusive and insightful poll of residents, politicians, and the business community about their perceptions of the region's most urgent issues and opportunities.

This event will also feature presentations from leading regional organizations that impact the quality of life in our region. We encourage candidates running in the elections and anyone interested in participating in a dialogue about the future of our region to attend.

Indigenous Opportunities Forum – Thursday, Sept. 15

Join the economic development arms of the local First Nations



and leaders from the local business community for an event you won't want to miss. Learn firsthand from Indigenous economic development leaders about the dynamic and innovative partnerships they are creating and the creative projects they are leading to address the challenges and opportunities in our growing region. This event will also explore the significant role that Indigenous businesses and communities play in building a prosperous and equitable region and provide you with a meaningful learning opportunity for your business' reconciliation journey.

Indigenous Opportunities Forum 2022 will provide multiple

opportunities to network with Indigenous business leaders and to hear directly from speakers who will explore the projects, partnerships, and opportunities of Indigenous Nations in the region. We will explore how capacity is being built, partnerships formed, and what actions are being taken to fulfill the Truth and Reconciliation Call to Action 92 to create inclusive prosperity.

Digital Transformation Workshop – Thursday, Sept. 29

Now more than ever, to keep pace with our rapidly evolving global markets, digitization is crucial to advance competitiveness and achieve success.

The Digital Transformation Workshop (DTW) is a one-day interactive workshop for leaders looking to drive business growth and resilience through digital reinvention. Digital transformation helps companies become more competitive by leveraging technology to improve processes, operations, and customer experiences.

DTW participants will create a Digital Blueprint to prepare your organization for Digital Transformation, learn how to effectively lead and grow an organization in today's hybrid environment and make direct connections to available financing and grants that can support your digital

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adoption. Attendees will also discover how to leverage technology to build a future-proof sales organization, gain exclusive insights and trends on recent consumer spending behaviour within Greater Vancouver and nationally and discuss how to protect your Intellectual Property at home and abroad.

Participating organizations will receive a customized assessment from Jelly Marketing. The assessment will review your online effectiveness and be the foundation for your digital blueprint.

This workshop is designed for growth-oriented SME business leaders who are looking to prepare for Digital Transformation, have a proven track record of domestic or international sales and is committed to actively participating in the program. **SB**

Tickets to all of our upcoming events are available at boardoftrade.com/events.