



2025 Annual Plan

INVEST
VANCOUVER
A service of **metro**vancouver

Indigenous Territorial Recognition

Metro Vancouver acknowledges that the region's residents live, work, and learn on the shared territories of many Indigenous peoples, including 10 local First Nations: qíćáý (Katzie), q̓w̓a:ńłáń (Kwantlen), kw̓ikw̓ə́łəm (Kwikwetlem), máthxwi (Matsqui), x̓w̓məθk̓w̓ə́yəm (Musqueam), qíqéyt (Qayqayt), Semiahmoo, Sk̓wx̓wú7mesh Úxwumixw (Squamish), scə́w̓aθən məsteyəx̓w (Tsawwassen), and sə́lilwətał (Tsleil-Waututh).

Metro Vancouver respects the diverse and distinct histories, languages, and cultures of First Nations, Métis, and Inuit, which collectively enrich our lives and the region.

About the Annual Plan

The Invest Vancouver 2025 Annual Plan reviews Invest Vancouver's 2024 achievements and identifies priorities and activities for 2025. It describes how Invest Vancouver will complete the necessary work in alignment with Metro Vancouver's *Board Strategic Plan 2022–2026*. The priorities and activities highlighted in the annual plan are consistent with the Board-approved 2025 budget and complement other Metro Vancouver initiatives including *Metro 2050: Regional Growth Strategy*.

The 2025 Annual Plan will guide projects and programs to attract foreign direct investment to the Metro Vancouver region. These critical investments bring high-quality jobs in industries that typically pay more than the average wage in British Columbia. Fostering the growth of strategic investment will advance prosperity for the residents of the region.

From the Metro Vancouver Board Strategic Plan 2022–2026

Metro Vancouver, through Invest Vancouver, is positioning the region for success in a rapidly evolving global economy by actively working to ensure our regional economy is dynamic, resilient, and delivers prosperity for all. Invest Vancouver works to secure strategic investment, promote the region to a global audience, and advise decision makers through forward-thinking economic policy analysis.



Cover image: City of Burnaby, City of Port Coquitlam, City of Port Moody

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Message from the Chair of the Metro Vancouver Regional District Board

The Metro Vancouver regional economy is one of Canada's most vibrant and fastest-growing economies, anchored by thriving industries, innovation, and skilled talent. As the third-largest economic hub in the country, our regional economy contributes \$206 billion in GDP (2022), accounting for more than half of the province's total GDP. The Metro Vancouver regional economy is positioned to become a competitive international powerhouse, acting as Canada's gateway to the Asia-Pacific region with rapidly growing sectors driven by sought-after local talent.

Our region's business advantages and competitive qualities deliver a plethora of diverse benefits to international investors. The Metro Vancouver region is known for its innovation landscape, which drives economic, environmental, and social benefits. Our region continues to shine as an attractive place to live and work, and our strategic location offers direct access to a number of fast-growing markets. Most importantly, our region boasts the best and brightest talent, providing an unparalleled skilled workforce. However, there is more to be done to promote our regional economy for continued prosperity. Increasing investment opportunities, especially for foreign direct investment, will yield more well-paying and high-quality jobs for our residents.

In line with Metro Vancouver's *Board Strategic Plan 2022–2026*, Invest Vancouver is leading a much-needed regional approach for economic development and investment attraction. Securing strategic investment, promoting the region to a global audience, and advising decision makers through forward-thinking economic policy analysis will position the Metro Vancouver region as a competitive economic hub for global investments.

With today's geopolitical and economic uncertainties, it's even more critical that we diversify our investment opportunities across the Atlantic and Pacific economic regions. We need to continue our efforts to promote the Metro Vancouver region's business advantages to international investors and explore new markets for opportunities. Nurturing these connections to diverse markets will stimulate our region's local supply chains and grow our key industries. By attracting foreign direct investment, we can generate more opportunities for our region's residents and foster a future-focused economy that drives ongoing prosperity.

Mike Hurley

*Chair, Metro Vancouver Board
Mayor, City of Burnaby*



Message from the Chair of the Invest Vancouver Management Board

Invest Vancouver remains a unifying force in fostering a resilient and inclusive regional economy. Grounded in strong governance and forward-thinking leadership, we are dedicated to positioning all Metro Vancouver municipalities for success in an ever-evolving global landscape. Each year, we adapt to meet the shifting needs of people and businesses — supporting innovation, scaling enterprises, attracting investment, and strengthening the region's ability to navigate economic uncertainty. By closely monitoring trends, convening experts, and pursuing practical solutions, we drive meaningful progress. We can only secure new foreign direct investment by harnessing our collective power as a region — an essential factor in building a stronger and more competitive economy.

Guided by the Invest Vancouver Management Board — comprising elected officials and industry leaders — our work, through a coordinated regional approach, ensures we leverage each community's economic and industrial uniqueness, optimize local resources, and tackle opportunities of regional significance

together. The diversity of our regional economy has long been our greatest strength, and collaboration across sectors is key to ensuring lasting resilience. Every day, we build on this foundation by expanding opportunities for the 2.8 million residents who call this region home. As we cultivate talent, champion innovation, and grow key industries, I invite you to be part of Metro Vancouver's success story.

Linda Buchanan

*Chair, Invest Vancouver Management Board
Mayor, City of North Vancouver*

Image: View of the Metro Vancouver region from District of West Vancouver



About Invest Vancouver

Invest Vancouver is Metro Vancouver's regional economic development service, pursuing investment attraction to secure high-quality jobs for the region's residents. We take a collaborative approach to economic development, increasing economic opportunities for member jurisdictions and their residents to boost regional prosperity.

Invest Vancouver strives to secure foreign direct investment (FDI) across the region to sustain economic viability. We advise decision-makers on sound policies to attract FDI, implement strategies that enhance the region's global competitiveness, and work closely with member municipalities to address regional concerns.

Strengthening key industries is crucial for attracting and retaining investment in the region. Strategic development of high-growth sectors creates a compelling value proposition for investors by fostering specialized talent pools, strong support networks, and a growing concentration of companies operating in these sectors. By identifying opportunities and addressing gaps in key industries, these initiatives bolster FDI attraction efforts by building a stronger, more competitive economic foundation.

Whether working on attracting strategic investment, strengthening key industries, or fostering economic ecosystems, the focus of Invest Vancouver is to facilitate the creation of high-quality jobs that drive a sustainable, inclusive, and prosperous future for all Metro Vancouver residents.

Purpose

To amplify opportunities. To propel prosperity.

Mission

We position our region for success in a rapidly evolving global economy.

Vision

A dynamic and resilient regional economy that delivers prosperity for all.

Advancing economic reconciliation is also a top priority for Invest Vancouver. This path to redressing Canada's economic marginalization of Indigenous peoples is based on pursuing economic initiatives and opportunities based on shared values. The process aims to contribute to the economic equality, prosperity, and well-being of Indigenous communities.

Mandate

Invest Vancouver attracts strategic investment and facilitates the creation of high-quality jobs on behalf of 21 municipalities, one treaty First Nation, and one electoral area in the Metro Vancouver region. To achieve this, Invest Vancouver has three integrated functions: strategic investment; data, research and policy; and collaboration.

Strategic Investment

Invest Vancouver works as a trusted advisor to companies in key sectors to facilitate investment and expansion in the Metro Vancouver region. As the primary point of contact for international businesses, Invest Vancouver provides instrumental support for businesses seeking to establish or expand their operations by sharing tailored market intelligence and delivering expert technical and advisory assistance while fostering local connections.

Invest Vancouver leads inbound delegations and executive familiarization tours to showcase the region's competitive advantages and investment opportunities. To support and streamline the decision-making process, we facilitate introductions with the local ecosystem, coordinate meetings, and share the latest data and market intelligence. Working closely with other government organizations we also provide investors with site selection support, regulatory guidance, and information on incentives to ensure their success in the Metro Vancouver region.

Data, Research and Policy

Invest Vancouver conducts applied research and analysis on market and labour trends in key industries to understand drivers, strengths, and assets and to identify opportunities and challenges within these areas. Invest Vancouver uses this industry and economic intelligence to guide strategic investment attraction efforts and advise decision-makers.

Collaboration

Invest Vancouver aims to grow the Metro Vancouver region's reputation as an attractive place to do business with local, national, and global audiences. To spotlight the region's competitiveness in the global economy, we market the region's value proposition, competitive advantages, and opportunities. Invest Vancouver supports informed investment attraction by sharing evidence-based intelligence and leveraging partnerships with key industries, associations, academia, service providers, and government networks.



Image: City of Vancouver

Attracting Foreign Direct Investment

Diversified foreign direct investment plays an important role in overall economic prosperity. The United Nations estimates that for every job created through FDI, between one and two indirect jobs are created locally.¹

To maximize return on effort, align resources for investment attraction, and strengthen the local economy, Invest Vancouver takes a collaborative approach. We work with provincial and federal governments along with regional leaders, associations, and non-profits to advance opportunities and projects. Invest Vancouver

engages with Global Affairs Canada's Trade Commissioner Service, Invest in Canada, and Trade & Invest BC to effectively manage leads and to generate and qualify prospective leads. Invest Vancouver also works with member municipalities to provide investment aftercare, strengthening our ability to attract and support world-class companies. These networks and coordinated efforts are integral in building economic resilience and nurturing the region to thrive in today's rapidly evolving global economy.

A united and complimentary approach to foreign direct investment in Canada

Federal: Invest in Canada and the Trade Commissioner Service	Invest in Canada is the national investment attraction and promotion agency. They provide investment support, introductions, and assistance in navigating Canada's regulatory and business environment on priority investments of national importance. The Trade Commissioner Service establishes and maintains a network of international business contacts, facilitating connections between foreign investors and Canadian opportunities and promoting Canada as a destination for FDI.
Provincial: Trade and Invest BC	Trade and Invest BC is the provincial economic development body. They provide trade and export services, as well as investment support and expansion services on key opportunities across BC.
Invest Vancouver	Invest Vancouver is the economic development and investment attraction service for the Metro Vancouver region. We promote the Metro Vancouver region to a global audience and provide investment and expansion services, along with aftercare focused on key sectors within the region.
Local Governments	Local governments provide economic development services including last-mile investment attraction support. This support can include information about local and site-specific benefits, assistance with navigating permits, zoning, and licensing processes, and, where appropriate, expediting approvals for construction, compliance, and other regulatory requirements. Additional services include economic development policy, business liaison services, and aftercare support for local businesses.

1 UNCTAD, 2018. World Investment Report [online]. Available at: <https://unctad.org/webflyer/world-investment-report-2018>.

The Metro Vancouver Regional Economy

Located on Canada's west coast in the province of British Columbia, the Metro Vancouver region is a globally connected hub of opportunity and innovation.



3rd-largest economic hub in Canada



\$206 billion in regional GDP (2022)



2.8 million residents



1.5 million workers



World-class, globally connected airport with direct flights to 70+ US and international destinations



Home to Canada's largest port and the most diversified port in North America, transferring \$300 billion in goods each year



Access to 1.5 billion consumers across 51 countries covering 63% of the world's GDP

Invest Vancouver's Key Industries of Focus

Invest Vancouver's investment attraction strategies are focused on key industries where the region has competitive advantages, such as deep talent pools, supplier concentration and specialization, research and development expertise, and knowledge spillovers. Focusing on select industries creates a stronger regional economy by prioritizing industries that generate greater productivity, more innovation, and higher wages.



High tech²

Approximately **125,000 employees** as of 2021

\$31 billion+ invested in tech firms headquartered in the Metro Vancouver region, 2018–2023



Digital Media & Entertainment

3rd-largest film and TV production centre in North America³

1,000+ Digital Media & Entertainment businesses⁴



Cleantech⁵

60% of Canada's total research investment in hydrogen and fuel cell development comes from British Columbia

70% of British Columbia's pure-play Cleantech companies are located in the Metro Vancouver region



Life Sciences⁶

\$3.5 billion USD invested in Life Sciences companies with headquarters in the region, 2018–2023

1st in Canada in patents per capita in biotechnology, pharmaceuticals, medical devices, and healthcare



Agritech⁷

30+ firms operating in the region

\$844 million+ in capital investment, 2017–2021



Apparel⁸

1st in textiles companies per capita
3rd in textiles employment



Transportation & Logistics

Largest port in Canada⁹

2nd-busiest airport in Canada¹⁰

2 Invest Vancouver, The Metro Vancouver Region's High-tech Engine: Boosting the Economic Landscape, <https://investvancouver.ca/Documents/high-tech-engine-boosting-economic-landscape.pdf>

3 Creative BC, Motion Picture, <https://creativebc.com/sector/motion-picture/>

4 Invest Vancouver, Digital Media & Entertainment Sector Profile, https://investvancouver.ca/Documents/Nordicity_DigitalMediaEntertainment_SectorProfile.pdf

5 The Province of British Columbia, Cleantech Sector in British Columbia, https://www.britishcolumbia.ca/wp-content/uploads/BC-Cleantech-Profile_Web.pdf

6 Invest Vancouver, Life Sciences in Metro Vancouver: Shaping a globally Prominent R&D Hub, https://investvancouver.ca/Documents/IV_LifeSciencesReport_April2023.pdf

7 Invest Vancouver, Sector Profile: Agritech in Metro Vancouver, https://investvancouver.ca/Documents/Sector_Profile-Agritech_in_Metro_Vancouver.pdf

8 Invest Vancouver, Industry Overview: Apparel Industry, https://investvancouver.ca/Documents/Apparel_MV_SectorProfile2024.pdf

9 Port of Vancouver, Financial Report 2023, https://www.portvancouver.com/sites/default/files/2024-08/2023-Financial-Report_English-web.pdf (p. 7)

10 Vancouver International airport (YVR), Fact Sheet, https://www.yvr.ca/-/media/yvr/documents/facts-sheets/2019/2019-yvr-fact-sheet_en.pdf

2024 Highlights

9 new companies landed in the Metro Vancouver region
Impact of companies landed in the region:



135 jobs



\$53 million

in investment over the next 3 years



84

new leads generated

Showcased the Metro Vancouver region to investors through

19

executive familiarization tours led by staff to nurture leads

12

international inbound delegations hosted in Metro Vancouver

Promoted the Metro Vancouver region to a global audience at

17

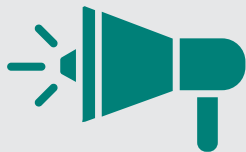
business development and investment promotion events outside of BC

10

research deliverables published, including 2 in-depth studies on the regional economy and 8 sector profiles

50%

increase in LinkedIn followers and **29,000+** website visits



8.1

million

people reached through media mentions



2025 Priorities and Initiatives

This year, Invest Vancouver will continue to position the Metro Vancouver region as a globally recognized, world-class region. Given the shifting economic and geopolitical climate, Invest Vancouver will continue to focus on areas where the Metro Vancouver region has competitive

advantages that convey a clearer sense of purpose and determination, while also diversifying markets and increasing emphasis on aftercare services. The 2025 priorities will guide Invest Vancouver to deliver on its mandate and position the region for success.

2025 Invest Vancouver Priorities

1. Attract and Support World-Class Companies
2. Strengthen Key Industries
3. Increase Regional Resiliency
4. Provide Regional Leadership



Image: City of Burnaby,
City of Coquitlam

Priority #1: Attract and Support World-Class Companies

Outbound Investment Attraction¹¹

Invest Vancouver will embark on outbound missions to generate high-potential leads, nurture expansion opportunities, cultivate business development, and increase diversification for the economy. These missions will focus on key industries and target markets, including Europe and the Asia-Pacific region. To maximize impact, the program will align with the work of other key stakeholders to ensure a strong and cohesive market presence.

Regional Tours and Delegations for Foreign Investors

Invest Vancouver will lead multiple regional tours to showcase the Metro Vancouver region's competitive advantages, anchor industries, and key assets. These will be developed in close partnership with other orders of government and key regional stakeholders to align with major international events. Invest Vancouver aims to host at least eight executive familiarization tours and four inbound delegations.

Digital Marketing Campaigns

Invest Vancouver will engage key stakeholders through digital marketing campaigns that spotlight the Metro Vancouver region's innovative sectors and competitiveness, and highlight local investment success stories. Digital campaigns will reach both local and global audiences by using the most impactful communication channels and tactics.

International Investment Attraction and Outreach Plan

Invest Vancouver will engage international partners from Global Affairs Canada (GAC) and Trade & Invest BC to strengthen strategies for securing FDI in key global markets and to increase diversification.

This initiative will create an internal plan that provides Invest Vancouver with actionable intelligence, such as best practices for leveraging Trade & Invest BC and GAC expertise, recommendations to increase Invest Vancouver's activities in priority markets and industries, along with insights into emerging opportunities and trends by market.

Cybersecurity Target Market Research

Within the expansive High-tech industry in the Metro Vancouver region, Invest Vancouver will undertake client-centric research targeting investors in cybersecurity across two distinct geographic markets (Asia-Pacific and Western Europe). This research will identify the most effective tactics for reaching investors in diversified geographic markets and inform Invest Vancouver's marketing strategy.

FDI Growth and Expansion Drivers Study¹²

This study will analyze the growth patterns of foreign multinational enterprises. The project will identify key drivers and challenges of expansion and provide insights to develop effective strategies for attracting, retaining, and supporting international companies. The results will also identify opportunities to further tailor Invest Vancouver's services based on the specific needs of different industries and types of international businesses.

Website Enhancement

The Invest Vancouver website will be updated with a focus on improving the user experience for the investor audience and highlighting Invest Vancouver's key industries. New content will answer questions investors have about the region and highlight how Invest Vancouver's services can support their decision-making process.

¹¹ Subject to corporate travel authorization

¹² Projects pending on the securement of matched federal grant funding



Priority #2: Strengthen Key Industries

Regional Foodtech Ecosystem Analysis

Invest Vancouver will continue to advance a research project initiated in 2024 on the Metro Vancouver region's Foodtech industry. This includes analyzing in detail its specializations, strengths, capabilities, and ecosystem assets, while also identifying opportunities for investment attraction. The analysis will also identify opportunities to better integrate the region's Foodtech sector with food-producing areas elsewhere in the province.

Regional Cleantech Ecosystem Analysis

The regional Cleantech ecosystem analysis will examine the region's underlying subsectors; highlight regional specializations, strengths, capabilities, and ecosystem assets; and identify opportunities for investment attraction. The analysis will provide Invest Vancouver with a compelling narrative that details the region's competitive strengths as well as identify opportunities to catalyze the industry's overall growth.

Regional Tech Sector Ecosystem Mapping¹²

The Regional Tech Sector Ecosystem Mapping project will support targeted FDI attraction by addressing critical data gaps and provide a comprehensive understanding of the region's sub-industries in tech. We will deliver detailed insights into the tech sector by identifying and classifying the firms operating in the Metro Vancouver region by verticals (such as Cybersecurity, Fintech, Cleantech, and Cloudtech). A map of the region's tech ecosystem will offer valuable insights into FDI trends; reveal collaboration, clustering, and investment opportunities; and highlight areas to strengthen the tech sector's global competitiveness.

¹² Projects pending on the securement of matched federal grant funding

Priority #3: Increase Regional Resilience

FDI/Hydrogen Training¹²

In partnership with the Canadian Hydrogen Association, Invest Vancouver will host “Hydrogen Advantage: FDI Pathways for Metro Vancouver,” a two-part initiative to expand understanding and investment in the region’s hydrogen sector. The training will equip member jurisdictions to support hydrogen FDI projects more effectively, particularly in streamlining permitting processes. The workshop will unite representatives from all levels of government to outline investment opportunities and strengths of the local hydrogen ecosystem, followed by targeted B2B sessions to facilitate investment discussions.

Regional Talent Accelerator – Business Plan¹²

Invest Vancouver will develop a business plan articulating the opportunity, role, structure, needs, and resources required to launch a Regional Talent Accelerator. Ensuring that our region has the mechanisms to identify workforce development needs and to strengthen and expand talent is of critical importance to the region and economy. The business plan will be executed pending board approval.

Workforce Data Dashboard

The Workforce Data Dashboard will present real-time data regarding the supply and demand of labour and skills. The dashboard will articulate the needs within the region for an industry-led and data-informed approach to workforce development. Talent is integral to economic success, and a data-first approach will give Invest Vancouver and industry partners a foundation to make strategic decisions regarding workforce development activity.

Regional Economic Development Strategy – Phase Two

Invest Vancouver is facilitating the development of a regional economic development strategy for the Metro Vancouver region. The strategy will engage local government, communities, industry and labour leaders, and academia on their vision for a more prosperous, innovative, inclusive, equitable, and resilient regional economy. Phase one was completed in 2024 and was focused on gathering and analyzing data by detailing current state and best practices in regional economic development. Phase two will engage thought leaders and partners in the economy.

¹² Projects pending on the securement of matched federal grant funding

Image: Tsawwassen



Priority #4: Provide Regional Leadership

FDI Initiative Roundtables

Invest Vancouver will host FDI Initiative Roundtables that bring together provincial and federal investment attraction leaders involved in investment attraction, expansion, and retention in the Metro Vancouver region to enhance FDI intelligence attraction strategies. These discussions will include sharing key findings for the impacts of FDI on the regional economy; promoting dialogue and coordination between government bodies, foreign market representatives, and industry leaders; and informing a unified approach to FDI.

Invest Vancouver will also be represented at other FDI roundtables and related working group meetings organized by the province and continue to advocate for economic growth in the region.

Aftercare Framework

Invest Vancouver will review global best practices and advance an aftercare framework for attracting and retaining FDI that can be used regionally as well as locally. This work will further compliment the aftercare services advanced through the FDI roundtables.

Web Summit Vancouver

Web Summit Vancouver is the largest North American Tech conference. It provides a unique opportunity to showcase the Metro Vancouver region's thriving innovative economy, tech sector, and supportive ecosystem to a global audience of over 15,000 people. Working with a government consortium and other partners, Invest Vancouver will support activities to promote the region to foreign multinational companies, meet with interested investors, and showcase major assets across the Metro Vancouver region.

Image: City of Coquitlam



Appendix 1: Key Performance Indicators

Indicator	2024	2023	2022
No. of active leads (including expansion)	100+ ¹³	120+	70
No. of landed/expanded companies	9	7	2
Percentage of leads identified within Invest Vancouver's key industry clusters	88%	89%	90%
Value of new investment landed and expanded in the region (approximate)	\$53M	\$1.23B ¹⁴	\$16M
No. of jobs associated with investment facilitated and/or retained (approximate)	135	772 ¹⁴	55+
No. of website visits	29,900	22,800	15,867
No. of LinkedIn followers	3,199	2,113	979
Percentage of revenue from external sources	7%	7%	8%

¹³ The 100 leads represent \$3B potential value of direct investment over the next three years and 1,874 potential jobs in the Metro Vancouver region.

¹⁴ The substantial increase in 2023 is primarily due to a \$1B investment by E-One Moli, a lithium-ion battery production, in Maple Ridge. The project is currently on hold and Invest Vancouver continues to work with other levels of government to encourage investment and expansion that advance the clean economy.

Appendix 2: 2024 Achievements

Priority #1: Attract World-Class Companies to the Metro Vancouver Region

Initiative	2024 Goals	Achievement
Cultivate Investment Opportunities	Deliver an international events-based business development program with increased focus on proactive identification of target markets and industries, including six outbound events for the purpose of lead generation.	<ul style="list-style-type: none">• Attended 17 outbound events, generating more than 80 investment prospects, 15 of which converted into qualified and active leads, representing \$77.5M in potential investments over three years and 150+ high-quality jobs.
	Enhance engagement with a minimum of 20 international inbound delegations and executive familiarization tours with the support of industry champions from across the region.	<ul style="list-style-type: none">• Engaged with 12 international inbound delegations and 19 executive familiarization tours with overarching interests in the Digital Media & Entertainment and Green Economy industries.
	Explore opportunities to develop a proactive aftercare program with member jurisdictions and other levels of government to retain and support the expansion of companies in the region, and provide recommendations on new programs for 2025.	<ul style="list-style-type: none">• Collaborated with partners across multiple levels of government as a founding member of a series of FDI roundtables to address challenges related to FDI, including aftercare.• Engaged with Invest Vancouver's Advisory Committee throughout the year to understand the needs within their member jurisdictions for retaining multinational companies.

Initiative	2024 Goals	Achievement
Increase Brand Recognition and Elevate Profile	<p>Build on a robust brand and marketing strategy to further local and international brand recognition of the Metro Vancouver region.</p> <p>Advance Invest Vancouver's digital presence (including web and social media) with new relevant and persuasive multimedia materials for both the local and global audience, and increase visits and social media followers over 2023.</p>	<ul style="list-style-type: none"> • Maintained a consistent social media presence to share updates and engage with local and international audiences, earning 98,000 impressions over three platforms. • Launched a branding refresh. • Updated our website's key competitive advantages. • Supported strategic investment attraction efforts by developing marketing collateral and trade booth designs for events and investor meetings. • Secured 17 speaking engagements to advocate industry growth and regional economic development. • Garnered local media exposure to promote the region's value proposition, reaching 8.1 million people. • Launched the third annual digital campaign for Clean Transportation Month in June that resulted in a provincial proclamation, 14 event highlights, and nine social media posts that garnered over 5,000 impressions. • Executed five social media campaigns to promote the region's key competitive advantages and Invest Vancouver's published reports. • Developed and published three videos to highlight the region's competitive advantages and innovation corridor.

Initiative	2024 Goals	Achievement
Increase Brand Recognition and Elevate Profile	Promote and support partnerships across the region to increase collaboration across seven key industries and priorities to expand regional impact and spur innovation.	<ul style="list-style-type: none"> Engaged with boards of trade, partners, and industry associations to advance economic priorities through regional events. Collaborated on the hy-fcell International Expo and Conference to promote the hydrogen and fuel cell sector. Engaged with a government consortium to land Web Summit Vancouver, a North American premier tech conference that will garner over 15,000 attendees from around the globe. Partnered with TransLink and the Vancouver Entrepreneurs to host New Mobility Forum 2024, which attracted over 230 registered attendees to learn about clean transportation solutions for shared mobility.
Data-Driven Investment Attraction	Develop evidence-based intelligence and materials promoting the region's competitive advantages in industries of focus to persuade prospective investors, with a specific focus on high-tech.	<ul style="list-style-type: none"> Produced eight sector profiles for the High-tech, Apparel, Hydrogen and Fuel Cell, Quantum Computing, Artificial Intelligence, Aerospace, Digital Media & Entertainment, and Life Sciences sectors for international investor audiences. Developed an industrial land fact sheet with vacancy rates and permitting timelines to gain further understanding of the region's industrial lands.

Initiative	2024 Goals	Achievement
Data-Driven Investment Attraction	Enhance data-driven understanding of export-oriented targeted industries, and identify priority areas to guide economic development and investment attraction, including the FDI initiative project.	<ul style="list-style-type: none"> • Launched the FDI trends and targeted investment attraction initiative project in April 2024. This project will continue in 2025 with FDI initiative roundtable discussions. • Conducted a comparison analysis between other Canadian economic development agencies to explore areas of opportunity and alignment for investment attraction and advocacy for economic development priorities. • Initiated a marketing research project to explore the needs of the high-priority cybersecurity industry to build effective marketing techniques to generate leads.



Image: City of Vancouver

Priority #2: Strengthen Our Key Strategic Industries

Initiative	2024 Goals	Achievement
Regional Understanding and Collaboration	Engage member jurisdictions and other Metro Vancouver functions to address regional issues with a direct impact on investment attraction and economic development, including eight Invest Vancouver Advisory Committee meetings in 2024.	<ul style="list-style-type: none"> • Convened eight meetings with the Invest Vancouver Advisory Committee, including a strategic planning session, to optimize investment attraction activities, share data-intelligence and resources, and address regional issues and concerns. • Collaborated on the 2024 Impact of Foreign Direct Investing in British Columbia report, with the Regional Planning and Housing Services Departments to secure the necessary dataset from Statistics Canada.
	Broaden the understanding of the needs of organizations setting up operations in the region, and work with member jurisdictions to increase success through the Invest Vancouver Advisory Committee.	<ul style="list-style-type: none"> • Processed five requests for information with member jurisdictions to profile interested leads to support expansion growth of prospective investors.
Sector and Market Understanding	Publish research profiling the region's tech sector and further undertake research on Cleantech and Foodtech sectors in the Metro Vancouver region.	<ul style="list-style-type: none"> • Published a report on the High-tech sector that examines regional investment and labour trends, evaluates how the region compares on the qualities international firms prioritize when looking to expand globally, and highlights regional opportunities in applied AI. • Undertook Cleantech research to examine underlying subsectors, regional specializations, and strengths and assets to identify the potential for FDI attraction. • Initiated Foodtech research to pinpoint regional strengths, identify investment opportunities, and develop strategies to integrate with other provincial regions.

Initiative	2024 Goals	Achievement
Research and Policy Analysis	Develop business intelligence for leaders and decision makers that identifies barriers to growth and covers important economic development policies, opportunities, and issues.	<ul style="list-style-type: none"> Initiated research for the development of a multi-year international investment attraction and outreach plan, to provide actionable insights for a strategic approach to investment attraction in key global markets.
	Publish research profiling the ongoing importance and economic impact of foreign direct investment (FDI) through the activities of multinational enterprises.	<ul style="list-style-type: none"> Published an FDI report that provides intelligence on the impact of FDI in BC and suggests pathways to more effective investment attraction strategies to benefit the provincial economy.

Image: City of Richmond

Priority #3: Address Regional Issues to Increase Resilience for the Regional Economy

Initiative	2024 Goals	Achievement
Regional Economic Vision and Resilience	Develop a Regional Economic Development Strategy (REDS) for the Metro Vancouver region by engaging with local government, communities, and industry leaders to deliver a more prosperous, innovative, inclusive, equitable, resilient, and low carbon economy by 2030.	<ul style="list-style-type: none">• Near completion of phase one of the Regional Economic Development Strategy that will guide the outreach, consultation, and visioning process in phase two.
	In partnership with industry, initiate activities and plans for transformational economic development projects such as a zero-emissions aviation innovation hub and a maritime green shipping corridor.	<ul style="list-style-type: none">• Engaged with C40¹⁵ cities to discuss the climate emergency and explore ways to reduce the sector's carbon footprint.• Explored Cleantech solutions in aerospace, specifically relating to the electrification of aviation for small aircraft with the Canadian Advanced Air Mobility, a national not-for-profit consortium and national catalyst for the advanced air mobility industry in Canada.• Met with the Maritime & Port Authority of Singapore to discuss their region's innovation journey to become a world leader in green shipping.

15 C40 is a global network of nearly 100 mayors of the world's leading cities that are united in action to confront the climate crisis.

Initiative	2024 Goals	Achievement
Economic Reconciliation	Highlight Indigenous business success stories and economic opportunities occurring in the Metro Vancouver region, including at least two events in the year to support Indigenous economic reconciliation.	<ul style="list-style-type: none"> • Hosted the Taking Steps in BC event in partnership with Impact United, Real Estate Foundation of BC, Innovate BC, and InBC Investment Corp that provided a day for learning, sharing, and building relationships between Indigenous-led enterprises and capital providers. • Collaborated with and supported several non-profits on five events and programs that highlighted Indigenous success stories and spurred training and career development opportunities for Indigenous communities.
	Explore and foster strategic partnerships with member jurisdictions, industry leaders, and Indigenous communities to improve resilience and strengthen the regional economy.	<ul style="list-style-type: none"> • Appointed by the First Nations Technology Council as a member of their advisory committee to provide oversight on advancing digital skills training and career development services for First Nations communities.
Workforce Development	Develop an outreach and engagement plan for workforce development to address the Metro Vancouver region's talent supply issues.	<ul style="list-style-type: none"> • Completed a concept plan, undertook research for identifying a sustainable funding model, and an outreach and engagement strategy for the Regional Talent Accelerator, a workforce development initiative to enhance the region's talent pipeline.
	Articulate and promote the strengths and advantages of the diverse talent pools within the Metro Vancouver region by creating and publishing a workforce data dashboard.	<ul style="list-style-type: none"> • Started the work for a workforce data dashboard that will provide real-time data on the region's labour market.

Priority #4: Provide a Focused, Sustainable Regional Service

Initiative	2024 Goals	Achievement
Regional Convening and Advancing Relationships	Increase connections with business leaders and explore strategic partnerships to support economic development in key sectors by participating in at least ten formal collaborations.	<ul style="list-style-type: none">• Hosted the Taking Steps in BC, New Mobility Forum, and Aerospace French Delegation Networking events in partnership with SVX, Impact United, Innovate BC, InBC Investment Corp, Real Estate Foundation of BC, TransLink, Vancouver Entrepreneurs Forum, Business France, GIFAS, and the French Consulate.• Executed 12 formal collaboration agreements with local organizations to support regional economic development and strengthen key industries.
	Enhance communications and information sharing across all levels of government as a way to attract investment into the Metro Vancouver region, including four FDI roundtable meetings with other levels of government.	<ul style="list-style-type: none">• Met with Invest in Canada monthly to exchange regular updates and attended monthly Pan-Canadian partner meetings to receive updates from Global Affairs Canada and Invest in Canada.• Participated as a member of the Consider Canada City Alliance, which unites 14 of Canada's largest municipal regions to create a sustainable and globally competitive national economy.• Participated in three FDI roundtables with representation from the provincial and federal governments to discuss strategies and address challenges related to attracting foreign direct investment.

Initiative	2024 Goals	Achievement
Aligning Resources	Host an annual session with the Invest Vancouver Advisory Committee to enhance regional alignment on foreign direct investment (FDI) and economic development initiatives and exchange best practices to promote investment opportunities, regional advantages, and increase lead generation to enhance regional collaboration.	<ul style="list-style-type: none"> Convened a meeting with member jurisdictions to support strategic planning, explore areas of alignment, and set key priorities for collaboration. Hosted specialized FDI training for Invest Vancouver staff and member jurisdictions to gain insights and strategies on investment attraction.
	Identify new funding envelopes from third party providers to assist Invest Vancouver in delivering and/or expanding their programs and services for the region.	<ul style="list-style-type: none"> Secured grant funding, including \$261,749 from CanExport to execute projects and programs that support investment attraction initiatives. Secured \$180,800 in grant funding from PacifiCan over four years to enhance FDI intelligence attraction strategies.



Image: New Mobility Forum 2024, in City of North Vancouver

Appendix 3: About Metro Vancouver

Metro Vancouver is a diverse organization that plans for and delivers regional utility services, including water, sewers and wastewater treatment, and solid waste management. It also regulates air quality, plans for urban growth, manages a regional parks system, provides affordable housing, supports economic development, and serves as a regional federation.

The organization is a federation of 21 municipalities, one electoral area, and one treaty First Nation located in the region of the same name. Metro Vancouver is governed by a Board of Directors of elected officials from each member jurisdiction.

Invest Vancouver was established as a core service of Metro Vancouver in 2021 to undertake a regional approach to economic development and strategic investment attraction, serving as a key contact for incoming investors interested in investment and expansion. Invest Vancouver also works closely with its member jurisdictions to promote a unified regional brand and strategy to secure investment opportunities and enhance collaboration, ensuring Metro Vancouver remains competitive in the rapidly evolving global economy.

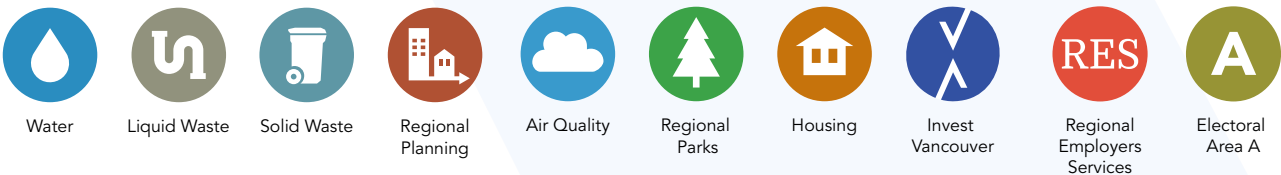
Mission

- 1. Serve as a regional federation
- 2. Deliver core services
- 3. Plan for the region

Vision

Metro Vancouver embraces collaboration and innovation in providing sustainable regional services that contribute to a livable and resilient region and a healthy natural environment for current and future generations.

Services and Solutions for a Livable Region

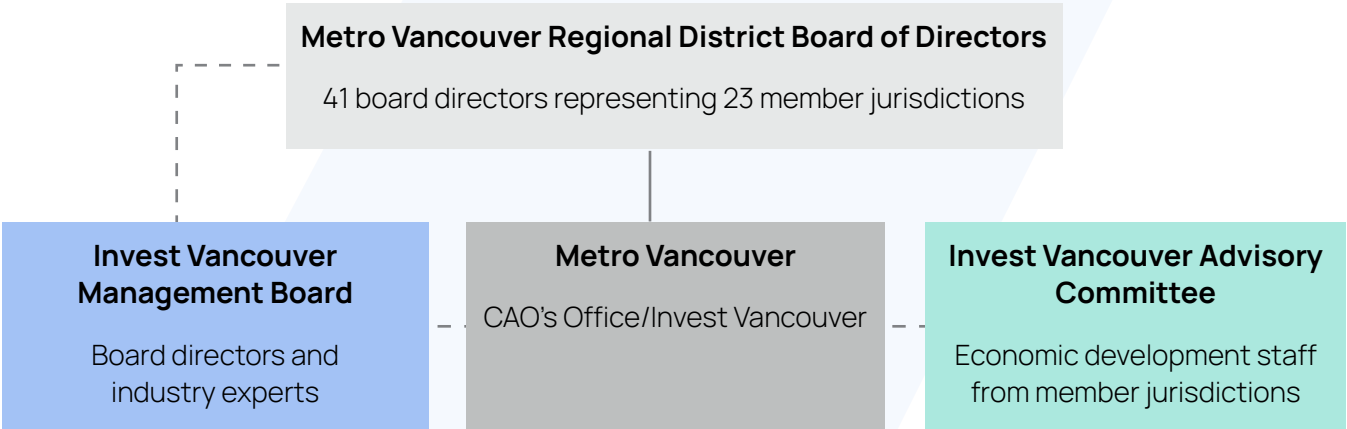


Appendix 4: Governance Structure and Invest Vancouver Management Board Members

Invest Vancouver collaborates with industry associations, First Nations, academia, community organizations, federal and provincial governments, member jurisdictions, and other leaders in economic development through the Invest Vancouver Management Board and the Invest Vancouver Advisory Committee.

The Invest Vancouver Management Board is the Metro Vancouver Regional District's standing committee responsible for providing strategic oversight and guidance to Invest Vancouver and for providing advice and recommendations directly to the Metro Vancouver Regional District Board.

The Invest Vancouver Advisory Committee is made up of economic development staff from member jurisdictions that provide advice on issues related to economic development and strategic investment. The advisory committee facilitates the exchange of data, identifies areas of research and analysis, and provides guidance on how the Invest Vancouver service can support cross-regional collaboration and amplify economic development initiatives of member jurisdictions.



2025 Invest Vancouver Management Board Members

Chair: Linda Buchanan, *Mayor, City of North Vancouver*

Vice-Chair: Harry Bains, *Councillor, City of Surrey*

Bridgitte Anderson, *President and Chief Executive Officer, Greater Vancouver Board of Trade*

Colin Armstrong, *Chief Executive Officer, HTEC*

Andrew Bak, *Tsawwassen Member, Judicial Council, Tsawwassen First Nation*

Michelle Chisholm, *Managing Director of Operations, UFCW 1518*

Darren Dahl, *Dean, Sauder School of Business, University of British Columbia*

Loc Dao, *Executive Director, DigiBC*

Bob Dhaliwal, *Secretary-Treasurer, International Longshore and Warehouse Union*

Jill Earchy, *Chief Executive Officer, InBC Investment Corp.*

Jasroop Gosal, *Interim Spokesperson and Policy & Research Manager, Surrey Board of Trade*

Kash Heed, *Councillor, City of Richmond*

Wendy Hurlburt, *President and Chief Executive Officer, Life Sciences BC*

Mike Klassen, *Councillor, City of Vancouver*

Amy Lang, *President, North Shore & Mammoth Studios*

Richard Lee, *Councillor, City of Burnaby*

Michael McDaniel, *President and General Manager, Coast Mountain Bus Company*

Patrick MacKenzie, *Chief Executive Officer, Immigrant Employment Council of BC*

Mike McNaney, *Vice President and Chief External Affairs Officer, Vancouver Airport Authority*

Cheryl Muir, *VP, Communications and Public Affairs, DIGITAL*

Ajay Patel, *President, Vancouver Community College*

Erin Seeley, *Chief Executive Officer, YWCA Metro Vancouver*

Diana Stephenson, *Senior Vice President of Customer and Corporate Affairs, BC Hydro*

Richard Stewart, *Mayor, City of Coquitlam*

Natiea Vinson, *Chief Executive Officer, First Nations Technology Council*

Stephen von Sychowski, *President, Vancouver and District Labour Council*

Linda Watt, *Councillor, District of West Vancouver*

Peter Xotta, *President and Chief Executive Officer, Port of Vancouver*

Bryan Yu, *Chief Economist, Central 1*

Dr. Jeff Zabudsky, *President, BCIT*

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