

# KEY REGIONAL INDUSTRY CLUSTERS

Invest Vancouver fosters collaboration around and focuses its strategic investment attraction activities on a set of growing, export-oriented industry clusters in which the Metro Vancouver region has a strategic or productive advantage; where the industry supports quality jobs; and where there are specific opportunities to help the industry thrive.

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## SELECTED INDUSTRY CLUSTERS



### Digital Media & Entertainment

Motion Picture Production, Animation, Special & Visual Effects, Interactive & Digital Media, Video Games



### Green Economy

Green Building, Clean Technology, Clean Transportation, Sustainability Services, Land & Water Remediation, Environmental Consulting



### Agritech

Precision agriculture and related technologies; agricultural biotechnology and food security; circular and regenerative agriculture



### Apparel

Athletic and Technical Apparel Design, Women's Wear, Footwear



### Life Sciences

Biotechnology, Diagnostics, Digital Health, Genomics, Medical Devices, Therapeutics



### High-Tech

Software, Artificial Reality, Virtual Reality, Mixed Reality, Artificial Intelligence



### Trade & Transportation

Airport, Port, Logistics, Rail, Warehousing

## INDUSTRY CLUSTER SELECTION CRITERIA

### Growing

The selected industries must be expanding, not contracting, making it easier to add rather than merely replace firms.

### Export-oriented

The selected industries must sell products or services outside of the region, thus bringing capital / revenue back into the region and growing the locally-serving economy.

### Competitive advantages

The selected industries must be ones in which the region has productive advantages and specialization versus other global economic regions.

### Quality jobs

The selected industries must support a high-proportion of family wage jobs.

### Move the needle

The selected industries must be ones on which the service can have an impact and in which building capacity would markedly advance the region's economic development goals, as well as triple-bottom-line economic, environmental, and equity priorities.

### Timely

The selected industries must be timely, reflecting favorable and identifiable macroeconomic trends, with flexibility to adapt to rapidly evolving circumstances.

Invest Vancouver will not consider industries that would make it harder to meet key policy objectives such as Metro Vancouver's Climate 2050 and Clean Air Plan goals. Invest Vancouver will also not consider industries that carry reputational risk nor those in which the region has no clearly identifiable competitive advantages.

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