
NEWS RELEASE

The Future of Aerospace is Abbotsford

Abbotsford, August 19, 2010 –A series of groundbreaking aerospace events took place at Abbotsford International Airport last week, announced Dave Holmberg, Chair of the Abbotsford International Airport Authority today.

Capitalizing on the excitement and attention surrounding the Abbotsford International Airshow, the City of Abbotsford and the Abbotsford International Airport hosted a number of aerospace related events, meetings and presentations.

“Abbotsford International Airport was thrilled to host key representatives from the aerospace business community to discuss future developments and opportunities,” said Holmberg. “The response was tremendous and we had representation from multiple sectors in the aerospace field.”

The events started a day prior to the Airshow with an Industrial and Regional Benefits (IRB) “Bootcamp” information session held August 12th at the University of the Fraser Valley. The event was hosted by the Abbotsford International Airport and the City of Abbotsford in partnership with Western Economic Diversification Canada (WD).

“The bootcamp session provided a valuable opportunity for western Canadian representatives from industry, government and not-for-profit organizations to share knowledge and insights while laying the groundwork for future collaboration,” said Holmberg. “It is clear the Government of Canada recognizes the tremendous potential and significance of western Canadian aerospace development.”

The bootcamp was highlighted by presentations from Industry Canada, WD and Boeing, who provided the keynote address. Attendees of the bootcamp included representatives from over 50 western Canadian aerospace and advanced technology companies, academic institutions and government agencies, and it was the first such event held in Abbotsford.

More information on the Government of Canada’s IRB policy can be found at www.ic.gc.ca.

On August 13th, the Abbotsford International Airport hosted a ‘Partnering for Success’ networking event that featured a keynote address from the Honourable Lynne Yelich, Minister of State for Western Economic Diversification Canada as well as presentations by representatives from Boeing and CAE. The event was attended by more than 50 aerospace, post-secondary, and government representatives and highlighted aerospace opportunities existing in Abbotsford today.

Also for the first time, Boeing and CAE held one-on-one meetings with 13 different western Canadian aerospace or advanced technology companies for the purposes of exploring joint venture possibilities on the basis of the IRB policy.

As a part of the days events, the Abbotsford International Airport also announced the completion of Phase One of its business development strategy, the launch of a loyalty program and the launch of a travel agency incentive program, both set to commence in the next few months.

“The message went out loud and clear,” said Holmberg “The future of aerospace is Abbotsford and we are open for business.”

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In addition to the business development activities currently underway, the Abbotsford International Airport is in the middle of a \$30 million infrastructure improvement project to enhance and improve the airport terminal and runways.made possible by stimulus funding from the Federal and Provincial governments.