



Trade Development Projects funded by SINED

1. Boston Trade Mission

- 04/06 \$100,000.00
- 06/07 \$73,150.00

2. Export Capacity Building

- 05/06 \$ 75,000.00
- 06/07 \$10,000.00

3. Investment attraction profiles /capacity dev

- 06/07 \$73,000.00
- 07/08 \$ 25,000.00
- 08/09 \$ 115,000.00



Tourism development projects supported by SINED funding

1. Travel and Tourism Act Renewal & Tourism Strategy

- 06/07 \$65,000.00
- 07/08 \$158,000.00
- 08/09 \$ 25,000.00

2. Visitor Exit Survey

- 06/07 \$ 249,405.00
- 07/08 \$ 30,000.00
- 08/09 \$ 210,100.00



Boston Trade Mission

- Collaboration with DFAIT and Boston Consulate
- Promotion and sales of Inuit Art ,Cultural Industries
- Processed food products
- Inuit art and culture promotion at Peabody Essex
- museum
- Estimated sales:
 - \$1.5 M - Fish products
 - \$.5 M – Inuit Art and Cultural Industries



Export Capacity Building

- **Export readiness assessment and advise**
- **Community business export counseling**
- **Export networking events**
- **Nunavut export manuals**



Investment Attraction

Collaboration with DFAIT

Created investment profiles for:

- Cold Weather Testing
- Housing Construction
- Tourism Development
- Fisheries Harvesting and Processing



Department of
Economic Development
& Transportation



Investment Attraction

Objectives:

To create investment partnerships to facilitate transfer of capital , expertise and technology to Nunavut businesses to create local business capacity.



Department of
Economic Development
& Transportation



Investment Attraction

Profiles will be promoted to International market through Canadian embassies

Next Steps

- Develop specific investment opportunities in
- collaboration with chambers of commerce
- Conduct investment attraction community capacity building
- Identify and develop Nunavut based investment partners



Department of
Economic Development
& Transportation



Travel & Tourism Act Renewal

- Funding from Department of Indian and Northern Affairs
- Completed phase 1 and 2
 - Phase 1 - Tourism Industry Review
 - Phase 2 - Recommendations for amendments
- Phase 3 Public consultations and communications – Aarluk consulting



2008 Visitor Exit Survey

- The department conducted a visitor exit survey in 2006
- The 2008 Visitor Exit Survey will be conducted from May to October



2008 Visitor Exit Survey

- Objectives of the 2008 Visitor Exit Survey
- Gather information on visitor experiences in Nunavut including
 - Spending patterns
 - communities and attractions visited
 - information on weakness and gaps



2008 Visitor Exit Survey

- The results should provide market indicators along with information on where improvements in the tourism industry are needed based on the experiences on visitor travels.
- The department will use this information to develop recommendations on needed action to improve Nunavut's tourism industry



Projects pending approval for 08-09 SINED funding

- 2010 Inuksuit marketing and packing
- Sealskin market development
- China Investment attraction strategy



It is important that Nunavut has access to government resources to continue building on the trade and tourism work that has been completed in order to fully realize Nunavut's Export , investment and tourism potential by building on the foundation that has been developed through support from SINED funding