

Logistics...Key to Turning Dreams into Reality

By [250 News](#)

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Prince George Airport CEO John Gibson, IPG CEO Tim McEwan, Mayor Dan Rogers and Dr. David Fung meet with reporters on first day of Logistics Forum

Prince George, B.C.- Prince George is hosting a four day International Market Forum which showcases the northern gateway transportation corridor and features Prince George as the hub of that transportation loop.

Eighteen delegates from China, representing logistics, freight forwarders and air cargo carriers are here to examine the opportunities presented by the Prince George Airport, and the Fairview Terminal in Prince Rupert. This is the first market forum of this type ever held in Prince George.

Dr. David Fung, Chair of the Canadian Manufacturers and Exporters Association says the Asia-Pacific corridor will allow Canada to participate both in terms of global marketing and global supply chains is fundamental to Canada's future prosperity.

“The Prince George Airport has a major opportunity to become part of the global supply chain and value

chain” says Dr. Fung.

The manufacturing and export opportunities are there says Dr. Fung, particularly when it comes to bio-energy “The Alberta oil sands oil is considered dirty oil because of the burning needed to extract the fossil fuel, but Prince George could produce wood pellets and supply Alberta with that clean fuel which would make the Alberta oil sands the cleanest oil in the world.” Dr. Fung says that’s where logistics will play a key role, because it’s all about connecting the product with the market.

Dr. Fung says people shouldn’t expect any fast agreements, “We have to first obtain mutual understandings, especially when doing business with Asia, very often trust has to be established first. Without trust, business cases are very difficult to build.” The building of relationships is something Prince George has been working on for years. There have been numerous trips to China, and some visits from other delegations. Dr. Fung says those cross Pacific visits have laid the groundwork for this four day forum as otherwise, the delegates may not have come at all. One of the delegates is the Vice President of Cosco North America, the container shipping firm. He has been in Canada for a year, but this is his first visit to Prince George “This is a breakthrough” says Dr. Fung.

“It takes time” says Initiatives Prince George CEO Tim McEwan, “We’re working very diligently, very hard on the logistics opportunity, the transportation opportunity, working with our exceptional research university, and we’re making progress.”

“Without logistics, you cannot get into the world” says Dr. Fung “We can have all the best technology, but if we cannot reach the global market, if we cannot reach the global supply chain, it will only be a dream, and we want reality. Logistics is what will link us to the world and provide us with that reality.”

Delegates will be touring facilities in the Prince George region over the next four days, as well as visiting Prince Rupert. The forum is being sponsored by more than ten Northern B.C. companies interested in doing business with Chinese investors. Those companies range from forestry, to construction, engineering, and warehousing.

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