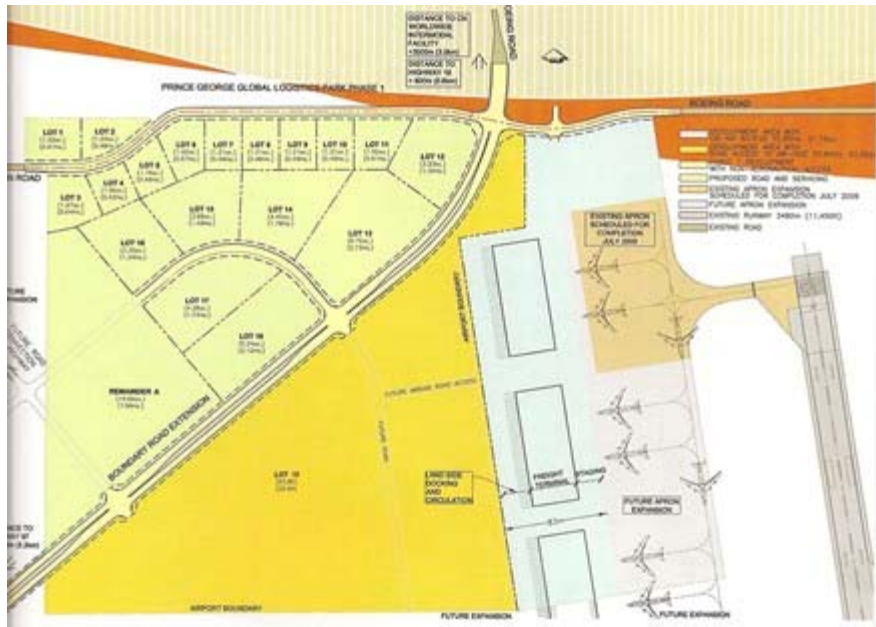


Marketing Plan for P.G.Global Logistics Park Ready

By [250 News](#)

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Prince George, B.C. - After a year's worth of work on development, the marketing plan for what is being called the Prince George Global Logistics Park is ready.

The marketing plan presents a case for using the Prince George Airport not only for a tech stop for refueling, but as a logistics park. "The land is ready and because the services have not yet been installed, there is flexibility" says Initiatives Prince George CEO Tim McEwan.

Phase one of the development has 19 lots of varying sizes, from 1 ½ acres to 25.84 acres. Land is available for purchase (private properties) or for lease (airport owned land). Land use could range from air cargo transfer to temporary warehousing, some manufacturing.

The marketing plan will be presented to carriers and logistics companies at a key world cargo conference set for April 1 – 3rd this year in China.

The development of the prospectus cost \$15 - \$20 thousand dollars, but McEwan says this project has had significant efforts from the five public partners,, the airport, the City, Regional District, Initiatives Prince George, the Northern Development Initiatives Trust and the two private land owners; Henry Rempel and the Novak Brothers. "In terms of public process, it doesn't get any better than this" says McEwan.

Despite the fact the global economy is slow and Asian exports have slipped, IPG's boss says this project will give companies a good time to reassess their business

case and look at areas where they can save money, and that puts the Prince George Logistics park in a very competitive position. "They can make the changes that will put them in a position to compete when the market recovers."

There have been three major milestones in the development of this logistics park, the first being the Agricultural Land Commission agreeing to release the property from the Agricultural land reserve. There was a condition assigned to that release, in that \$5,000 per developed acre has to be put into a special trust to further agriculture. The second milestone was YXS being given a "trans shipment" designation and the third was the completion of the runway.

A team will be heading to China this weekend to attend the World Cargo Summit. McEwan says they will know quickly if the trip has been successful by the number of leads of companies interested in the land or in the tech stop "Now is the time to market this opportunity when business plans are being readjusted."

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