



Building OUR Future



A business event series presented by the Greater Halifax Partnership and The Chronicle Herald

Working to make Halifax the envy of the world

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THE HALIFAX REGION Economic Strategy is an essential component in defining our future and ensuring that future is within our grasp. Quite simply, we want to be the envy of the world.

"There is little doubt we can be. But that requires understanding the challenges that lie before us and addressing those challenges head on," says Stephen Dempsey, president and CEO of the Greater Halifax Partnership.

"The Partnership," he added, "is proud to lead the process. The bottom line — we bring business, people and community together to grow the economy."

That growth starts with a thriving business community. Greater Halifax, for example, has quietly — and quickly — become Canada's newest and fastest growing financial services centre.

More than five new companies will be hiring over 1,200 professionals in Greater Halifax over the next five to seven years and adding an estimated \$84 million in new annual payroll to the local economy.

One of those companies is Citco Fund Services, a worldwide group of independent financial services providers. Citco has announced plans to expand its operations to Nova Scotia, eventually creating up to 350 new jobs.

The international firm has already hired 17 people, providing opportunities for three expatriates to return home.

"We came to Nova Scotia because it is the right fit," said William Keunen, global director of Citco Fund Services. "In the competitive world of site selection, we are looking for a location that would enable us to continue to expand our business meaningfully. We are delighted at the quality of candidates that we have met and identified, and who are joining us as core staff for our operation in Halifax."

This is only the beginning of a vibrant new sector for Greater Halifax. The Partnership recently completed an analysis of the potential of the existing



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financial services industry in Greater Halifax that identifies areas to focus on for growth and areas that will improve our competitive position in attracting companies. This will help us, hand in hand with other partners, make the business case to attract more financial and related services firms.

The stronger the financial services sector, and other high-growth, well-paying industries, the easier it is to

attract individuals and their families to Greater Halifax and keep them here. Two groups are of particular importance in our future: immigrants and youth.

In collaboration with other community stakeholders, the Greater Halifax Partnership has been working to make immigration a priority in our community. One of the key recommendations of the Halifax Region Immigration Strategy was the establishment of an Immigra-

tion Leadership Council that moves the strategy forward with action items relating to the attraction, retention, and integration of immigrants. The Council, which we co-chair with the Metropolitan Immigrant Settlement Association, is made up of a unique group that serves as a diverse and important voice.

Organizations recognize the value of immigrants and are working to make the transition to life, and employment,

in our province as seamless as possible. "There is no question that issues of recruitment and retention are significant. Immigrants help us to achieve our vision," says Brian MacDougall, IWK vice president, operations and support services.

The Greater Halifax Partnership is also doing a significant amount of work in the area of youth retention and attraction. We have engaged Rebecca Ryan, founder of Next Generation Consulting, an internationally-acclaimed expert in this area, to conduct research that will give us an accurate, comprehensive, and objective understanding of Greater Halifax's strengths and liabilities with respect to the retention and attraction of our next generation.

This work has brought us into contact with a 'go-to' group of young professionals in Greater Halifax — 800 strong and growing — that we are able to consult with and mobilize as we move forward.

In addition to this work, the Partnership is leading the Make Way For Youth initiative, which is playing an active role in attracting and retaining skilled young adults in the rural areas of Greater Halifax and Colchester County.

We are also working on a number of projects with the objective of working with at-risk youth to help prepare them for and integrate them into the workforce.

When business and people come together, everyone benefits. Challenging, well-paying jobs help to create the prosperity that protects our quality of life — ensuring the services and infrastructure we need and the quality of life we have come to expect — and which defines us as a community of excellence.

Success, of course, is tempered by reality. And the reality is that Halifax cannot rest on its laurels. Indeed, keeping an eye on the future is a central component of our role at the Greater Halifax Partnership. We also dream of what can be.

It's all part of being a community that is the envy of the world.

GREATER HALIFAX PARTNERSHIP INVESTORS

Leading the Smart Growth of Greater Halifax

... Investing in the success of our business community

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Delta Hotels Barrington & Halifax
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Halifax Marriott Harbourfront
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Metro Guide Publishing
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Terrain Group Inc.
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Workers' Compensation Board of Nova Scotia