



Governor's **CANAMEX** Taskforce

The Safe, Smart and Secure (S³) Corridor

Tuesday, April 4, 2006
State Capitol, Executive Towers
1700 W. Washington,
6th Floor Conference Room
Phoenix, AZ

AGENDA

Participants:

- Doug Paterson, Canadian Consulate in Arizona
- Gail Lewis, Governor's Office, State of Arizona
- Fernando Jimenez, Arizona Department of Commerce
- Bruce Wright, The University of Arizona
- T. Carter Waddell, Chase Bank
- Marci Elizondo, Arizona Office of Tourism
- Alan Artibise, Arizona State University
- Ann Marie Newman, Cox Communications
- Eric Nielsen, U.S. Commercial Service Export Centers
- Jeanine Jerkovic, Greater Phoenix Economic Council
- Donan Carrier, Alberta Infrastructure and Transportation
- Hazel Cail, Alberta Economic Development
- Luis Ramirez, Border Trade Alliance
- Marisa Paula Walker, CANAMEX Corridor Coalition

Welcome and Meeting Objectives

- Convene experts to craft a Canada strategy for the CANAMEX Corridor

Goals of Strategy

- Increase commercial cargo through/into corridor (road, rail, air)
- Increase tourist traffic through/into corridor
- Increase business awareness of the corridor

Discussion points:

- Leading Sectors/Industries
- Transportation and Communication Infrastructure
- Regional Initiatives and Alliances
- Challenges
- Strategic Components
- Next Steps

Leading Sectors/Industry

- · Tourism (need to push northbound as well as inbound)
- · Energy (Oil Sands, Renewable, Gas, etc)
- · Materials (building products of all kinds, e.g. lumber, cement)
- · Bio (small but viable niche market)
- · Agriculture (Yuma commodities--Lettuce and Cabbage; Canada commodities—Berries and Fruits)
- · Aerospace (Montreal—Association and Airport)

Transportation & Communication Infrastructure

- · Air Service (Year round service between Calgary and Vancouver)
- · Rail
- · Marine Ports (Vancouver and Prince Rupert)
- · Road (US 95 connection through Idaho)
- · Pipelines

Regional Initiatives and Alliances

- · CABC
- · Consulates
- · Tucson Global Advantage
- · GPEC
- · Phoenix Sister Cities
- · ADOC
- · PNWR/CASCADIA Alliance—Alaska Expansion
- · ASU

Challenges

- · Lumber rail access to Phoenix
- · Security and potential CyberPort effort
- · Broad Canada strategy inclusive of trade and FDI
- · Governor-led Mission to Canada
- · 07 Passport Requirements for Border Crossing

Strategic Components

Next Steps