

## **Fredericton chamber looking forward to being an active partner in Vision 2020**

For Immediate Release  
[18 March 2013]

(FREDERICTON, NB) – The release of the City’s Vision 2020 document earlier this week signaled a new era for economic development in the capital region. As an active partner in the process, the Fredericton Chamber of Commerce is committed to making the greater Fredericton area Atlantic Canada’s “Startup City.”

“Leveraging the knowledge and enthusiasm of the pre-existing talented entrepreneurs in the city, along with the continual influx of students to our post-secondary institutions, will be critical in getting to the tipping point where the momentum of ‘Start-up City’ will carry much of its own steam,” stated Janice Corey, president of the Fredericton chamber. “The recent success of start-up firms in the area has laid a foundation for the next wave of entrepreneurs. It is clear that global success is possible from a Fredericton base.”

The chamber is pleased that Enterprise Fredericton will continue to have a central role in economic development in the city - the knowledge, experience and goodwill that has been earned over the past 14 years is an asset to the community. This continuity should help ease the transition to a leaner organization and incorporating a public-private partnership.

“A public-private financial support system is something that is relatively new for the economic development landscape in the Fredericton area,” said Krista Ross, CEO of the chamber. “The chamber has demonstrated a commitment to working with Enterprise Fredericton and other stakeholders on providing services for many years and will now continue this commitment by being an active partner in developing a funding model that makes sense for the region.”

Ross continued, “Having a document in place like Vision 2020 will keep all of the stakeholders focused on our community’s strategy. Maintaining open lines of communication allows us to avoid overlap in services and provide streamlined economic development activities in the region. As Fredericton and our neighbours become increasingly connected and reliant on each other, forging a partnership with all of the stakeholders has to be the first priority.”

*With more than 900 members, the Fredericton Chamber of Commerce is one of Atlantic Canada’s largest chambers of commerce. A dynamic business organization, the Fredericton Chamber of Commerce is actively engaged in policy development that affects the competitiveness of our members and of the Canadian business environment.*

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