

MEDIA RELEASE

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Business Capacity Listing Launch

GET ON THE LIST!

Connect your business to some of the world's largest companies and a valuable network of local businesses through Prairie Innovation Enterprise Region's Business Capacity Listing.

Humboldt, SK, [Jan.27, 2012]

Over the next year more than 2000 businesses will be contacted by the Prairie Innovation Enterprise Region (PIER) as part of their Business Capacity Listing (BCL). The BCL is an initiative that focuses on assisting industry in sourcing products and services from local suppliers.

"Major industrial developments are underway, and maximizing local participation in these projects will depend on our ability to communicate the products and services offered in the region," says Sylvia Waterer, CEO of PIER.

The proposed solution is the BCL; a comprehensive list of all the companies in the region. PIER will be contacting companies across the region to obtain basic information: products & services, capacity to provide products & services, and certifications. This information will be made publicly available, in a searchable format, free of charge, on the PIER website. It will allow companies to identify niche markets and gaps in regional supply chains; provide a means for entrepreneurs and investors to identify opportunities for new products and services in the region; and provide exposure for local businesses to potential clients. In addition, the BCL will be used as a local procurement listing by major developers to communicate to their contractors the wide range of products and services available in the region.

The first year of the project will focus on businesses in the PIER region, Yorkton, and Melfort. Year two of the project will focus on developing a template for expanding the BCL provincially.

"The value of this initiative has already been demonstrated. We are receiving phone calls from industrial developers across the country, requesting information on the products and services offered in the region," says Waterer.

ABOUT PIER

The Prairie Innovation Enterprise Region is one of 16 provincially established Enterprise Regions. Through working with local businesses and communities, PIER identifies issues affecting the expansion of industries and the development of new industries in the region, and then investigates ways to address these issues.

The delivery of core services include: regional and community marketing; business attraction, retention, and expansion; as well as community economic development with a focus on addressing housing and labour shortages.

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Media Contact: Sylvia Waterer, Chief Executive Officer
Prairie Innovation Enterprise Region
805 – 8th Avenue, Court House, Box 3430
Humboldt SK S0K 2A0
Phone: (306) 682-4737 Email: business@pi-er.ca
www.pi-er.ca

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