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## NEWS RELEASE

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Ministry of Small Business and Revenue

### **INCREASED ACCESS FOR SMALL BUSINESS TO ASIA-PACIFIC**

VANCOUVER – The Province has launched new tools to help small business access the Asia-Pacific market, Small Business and Revenue Minister Kevin Krueger announced at last night’s S.U.C.C.E.S.S. Small Business Month networking event.

“The Asia Pacific Planner is a tool developed in partnership with Small Business BC to help small businesses take advantage of the unlimited export opportunities available to British Columbians,” said Krueger. “Our province is uniquely situated in North America to develop new trade relationships in Asia-Pacific countries and diversify our trade partners.”

Krueger, who was the keynote speaker at a S.U.C.C.E.S.S. event that featured a video highlighting new Canadian entrepreneurs and a trade show, explained that the Asia Pacific Planner is available at [www.bcexportasiapacific.ca](http://www.bcexportasiapacific.ca). The new website is hosted by Small Business BC through its export arm TradeStart.ca and offers a detailed small business guide to exporting; an export readiness diagnostic tool for useful feedback and evaluation of a small business’s capacity for success in an export market; and access to one-on-one business coaching.

“This new Asia Pacific Planner is a welcome tool to help small businesses increase their share of the export market and forge new economic opportunities and partnerships,” said Ida Chong, Minister of Technology, Trade and Economic Development and Minister responsible for the Asia-Pacific Initiative.

“The Asia Pacific Planner is designed to help B.C.’s small business owners make the practical decisions necessary to grow into competitive, profitable, global players,” said Rod Young, acting general manager of Small Business BC.

“As part of our Asia-Pacific Initiative, the planner is one more tool to increase access to this important market,” said Richard T. Lee, MLA for Burnaby North and Parliamentary Secretary for the Asia-Pacific Initiative. “Empowering our small businesses to increase trade in the Asia-Pacific region will benefit all British Columbians.”

“We look forward to including the new Asia Pacific Planner among the services we offer new Canadians in our Business Mentorship Program,” said S.U.C.C.E.S.S. chief executive officer Tung Chan.

For more information on specific resources, small business owners can visit [www.bcexportasiapacific.ca](http://www.bcexportasiapacific.ca) or call TradeStart at 1 866 926-5545 or 604 775-5601 for assistance.

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October is Small Business Month in British Columbia. Proclaimed by Premier Gordon Campbell for the first time in 2007, Small Business Month recognizes and celebrates the valuable contribution small businesses in all regions make to British Columbia's economy.

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Media        Christine Wood  
contact:     Communications Director  
               250 387-4193

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