



# IMMEDIATE RELEASE

May 7, 2008

## Northwest Corridor Development Corporation sending Delegate to China

The Northwest Corridor Development Corporation (NCDC) will be sending a delegate on a June Trade Mission to Beijing. “NCDC Board Chair, Don Zurowski, will be our representative” said Executive Director, Gerard Aldridge. He mentioned Zurowski was chosen unanimously to represent NCDC at their last Board meeting. Zurowski, from Prince George, BC, will attend along with other delegates from Prince George and region. The Trade Mission is being organized by Initiatives Prince George and the City of Prince George.

Taking place June 14 to 21, 2008, the NCDC Executive Director said publicity and marketing materials are being prepared specifically for their delegate on the mission. “The Northwest Corridor is vital to Canada’s Pacific Gateway.”, Zurowski pointed out. He mentioned the Northwest Corridor is Canada’s shortest trade route to and from the Asia-Pacific region. “Participating in the Beijing Trade Mission can only strengthen our ongoing efforts to market the corridor”. He said. Zurowski mentioned, while on the mission, he’ll promote a number of distinct corridor advantages to potentially, “reduce supply chain friction”. He added, “Our corridor is often referred to as Canada’s Green Corridor as it offers the potential for shipping at lower cost to both customers and the environment”

The BC – Canada Pavilion in Beijing will be the base of operation from where the delegation stages meetings and events marketing the region. The delegation’s visit is timed to coincide with Asia-Pacific Transportation and Gateway Opportunities being featured at the BC – Canada Pavilion.

Aldridge mentioned NCDC believes efforts to develop or strengthen relationships with organizations in China will lead to positive results for both the corridor region and all of Canada. Aldridge said, “Sometimes when letting the world know of the corridor’s untapped potential we need to take the message to them in person”. An organization funded in large part through annual membership dues, Aldridge mentioned the importance of always providing good value to their NCDC members in everything they do in promoting the corridor. He said, “Strategically the delegation to Beijing provides a high impact, cost effective platform for NCDC to do this”.

Aldridge, based out of Grande Prairie, Alberta, took over as the organization’s Executive Director last month. He mentioned 2008 marks the 10<sup>th</sup> Anniversary of the Northwest Corridor Development Corporation. A public/private partnership, Aldridge said their membership spans four western provinces and territories.

The organization is committed to ongoing efforts in promoting trade, transportation and tourism within Canada’s northwest corridor. “Asia-Pacific organizations, or those representing them, are often our ultimate audience when promoting use of the Northwest Corridor” Aldridge said.

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