

**For Immediate Release**

November 5, 2020

## **Rising Economy Week Spotlights South Island’s Economic Future**

**Nov. 16-20, proclaimed as Rising Economy Week by South Island municipalities, features a free virtual conference focused on boosting regional economic recovery and resilience.**

COVID-19 has changed lives, businesses, organizations — and our entire world. So how does our region move from crisis to recovery and build back stronger? That’s what Rising Economy Week is all about.

Rising Economy Week centres around a virtual series of events with leading thinkers, disruptive ideas, trend insights, economic outlooks and idea-building, all focused on moving the needle on economic recovery and building up the resilience of our economy so we are better able to withstand future disruptions. This free event is open to the public.

“This is a defining time for our region’s economy; we can’t afford to let this moment pass,” says Emilie de Rosenroll, CEO of South Island Prosperity Partnership (SIPP), the regional economic development organization producing the Rising Economy Week conference. “Rising Economy Week is about collaborating across sectors to develop a stronger, more diverse economy that can withstand shocks, which COVID-19 has certainly been.”

The week’s exciting [keynotes](#) include:

- **The Skills Revolution: Our Future Depends On It** John Stackhouse, Senior VP, Office of the CEO, RBC, and former *Globe and Mail* editor-in-chief
- **Bringing Back Mainstreet** Mary Rowe, President and CEO, Canadian Urban Institute
- **Economic Megatrends 2021 and Beyond** Avery Shenfeld, Chief Economist, CIBC Capital Markets
- **Opportunities in the Indigenous Economy** Carol Anne Hilton, CEO, Indigenomics Institute
- **Are Black Swans the New Normal?** Myles Druckman, Vice President, Medical Services, International SOS.

Rising Economy Week [panels and roundtables](#) exploring the South Island’s future economy include :

- **Restarting Tourism:** A Roadmap to Rebuilding a Safe, Resilient and Sustainable Visitor Economy
- **The Future of Higher Education:** Rising to Disruption
- **The Blue Economy:** The Ocean as Our Next Frontier
- **The Future of Flight:** Reimagining Sustainable Air Travel Post-COVID.

The event, co-hosted by the Pacific NorthWest Economic Region (PNWER) Foundation, features a Pacific NorthWest track with panels such as *Cascadia's Next Economy*, *The Zoom Boom*, and *Health, Safety and Innovation for Smart Borders*, plus a cross-border Listening Session with Ambassador to the U.S. Kirsten Hillman and U.S. Acting Ambassador to Canada, Chargé d'Affaires Katherine Brucker.

A much-anticipated highlight of Rising Economy Week is the release of *The South Island Regional Economic Recovery Plan*, a regional response to the economic crisis caused by the COVID-19 pandemic. The report is the work of the multi-sector [Rising Economy Taskforce](#), convened by SIPP in April 2020.

**More info: [ourrisingeconomy.com](http://ourrisingeconomy.com)**

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**To arrange interviews (including with keynotes and panelists), contact:**

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## **Additional Quotes for Rising Economy Week News Release**

“With so many people facing uncertainty and personal challenges, we’ve seen what our community is truly made of. Rising Economy Week is a powerful way of checking in with each other — virtually — and deepening the conversation about our economy in a way that continues to inspire collaboration and innovation as we come together to address the challenges ahead.”

— **Frank Bourree, Chair, South Island Prosperity Partnership and Vice-Chair, Rising Economy Taskforce**

“The people of the Pacific Northwest, on both sides of the Canada-U.S. border, are interconnected by our cultures, our geography and our economies. That’s why the Pacific Northwest Economic Region (PNWER) Foundation is so pleased to join South Island Prosperity Partnership in co-hosting Rising Economy Week 2020. By working together and learning from each other, especially in the face of challenges like the COVID-19 pandemic, we rise together.”

— **Matt Morrison, Executive Director, Pacific NorthWest Economic Region (PNWER)**

“As the presenting sponsor for Rising Economy Week 2020, RBC is pleased to support this exciting and proactive step in the direction of a brighter, more resilient economic future for our region. This pandemic has shown us where our region is vulnerable — and it has also shown us the outstanding strength of our people, businesses and organizations. Being part of Rising Economy Week aligns perfectly with RBC’s Purpose of helping communities prosper.”

— **Mark Lovick, Regional Vice-President, RBC**

## About Rising Economy Week

Rising Economy Week 2020 (Nov.16-20) is a free all-virtual event produced by [South Island Prosperity Partnership \(SIPP\)](#) and co-hosted by the [Pacific NorthWest Economic Region Foundation \(PNWER\)](#).

- **SIPP** is a not-for-profit economic development alliance of 70 partners working to bolster the economic and social prosperity of Southern Vancouver Island. SIPP includes 11 local governments, 9 First Nations, 3 post-secondary institutions, 9 industry associations and nonprofits, 5 Chambers of Commerce and more than 30 major employers.
- **PNWER** is a public/private non-profit created in 1991 by the states of Alaska, Idaho, Oregon, Montana, Washington, and the provinces of British Columbia, Alberta, Saskatchewan, and the Yukon and Northwest Territories to increase the economic well-being and quality of life for all citizens of the region, while maintaining and enhancing the natural environment.