

**For Immediate Release**

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## **Greater Victoria’s Economic Future in the Spotlight for Rising Economy Week**

COVID-19 has separated people for health reasons — and it’s brought them together in new ways like never before. From Nov. 16 to 20, [South Island Prosperity Partnership](#) (SIPP) is hosting one of the largest events focused on the economy ever held in Western Canada.

Rising Economy Week, a free, virtual event focused on rebuilding Greater Victoria’s economy, is attracting an A-list of keynote speakers and panelists, plus a diverse audience, from business owners to government and community leaders to academics and gig-economy workers.

“The common denominator for the hundreds of people who have registered for Rising Economy Week is they all are concerned about our future — and they want to talk about it,” says Emilie de Rosenroll, CEO of South Island Prosperity Partnership. “We’ve witnessed mass business closures and unemployment in recent months, when just a year ago we had one of the lowest unemployment rates in the country, so it’s no surprise people want to collaborate to create a brighter future.”

The conference features RBC’s John Stackhouse, one of Canada’s leading voices on economic disruption; CIBC chief economist Avery Shenfeld; the Honourable Mélanie Joly, Minister of Economic Development and Official Languages; Tim Moonen, a globally recognized expert on the future of cities; and Carol Anne Hilton of the Indigenomics Institute, a platform for strengthening and building Indigenous economies.

Panels range from Canada-U.S. Relations after the Election to Restarting Tourism. A number of sessions are co-hosted with the [Pacific NorthWest Economic Region](#) (PNWER), a collaborative U.S.-Canadian organization focused on common issues such as global competitiveness and preserving the environment.

“We are excited to co-host this conference with PNWER because their mandate and membership connects Greater Victoria to one of North America’s most successful economic megaregions — the Cascadia region,” says de Rosenroll. “Expanding our reach builds our economic diversity, which builds economic resilience.”

A much-anticipated part of Rising Economy Week is the PNWER-moderated listening session with Ambassador to the U.S. Kirsten Hillman and U.S. Acting Ambassador to Canada, Chargé d’Affaires Katherine Brucker. The Ambassadors will listen and respond to stakeholder presentations on the border, supply chains, trade and bilateral collaboration during COVID.

Registration is free for Rising Economy Week. More information is available at [ourrisingeconomy.com](http://ourrisingeconomy.com)

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*\*Media are invited to attend. Many of the keynotes, panelists and dignitaries are available for interviews upon request.*



## Quick Facts About Rising Economy Week

- Nov. 16-20 has been officially proclaimed Rising Economy Week by South Island municipalities, including Victoria, Saanich, Sidney, Oak Bay, Central Saanich, Sooke, Colwood, Esquimalt and Highlands.
- Rising Economy Week's Community Partners include Greater Victoria Chamber of Commerce, Westshore Chamber of Commerce, Sooke Regional Chamber of Commerce, Saanich Peninsula Chamber of Commerce, Esquimalt Chamber of Commerce, VIATEC, Indiginomics Institute, Capital Investment Network, Urban Development Institute - Capital Region, Sidney Business Improvement Association, Downtown Victoria Business Association and One Planet.
- Rising Economy Week is produced by [South Island Prosperity Partnership](#) (SIPP). Founded in 2016, SIPP is a not-for-profit alliance of over 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, 11 industry associations and nonprofits, 5 Chambers of Commerce and more than 30 major employers.
- Rising Economy Week is co-hosted by [Pacific NorthWest Economic Alliance](#), 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. PNWER is a collaborative U.S.-Canadian organization focused on common issues such as global competitiveness and preserving the environment.
- A highlight of Rising Economy Week is the release of *Reboot: Greater Victoria's Rising Economy Plan 2020-2022*, the culmination of a massive 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.