

# CPC Express

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## Winnipeg: The Site of Swede Success

By Riva Harrison

**IT WAS HARD TO BELIEVE ANYTHING** could top the return of the Winnipeg Jets last fall.

But community excitement went into overdrive again this week with the opening of IKEA's Winnipeg location, which includes the company's largest warehouse in Canada in recognition that IKEA will be serving a significant consumer market that stretches beyond Manitoba's borders.

These milestone events are not only cause for celebration – they are among a growing number of achievements that put our city and our province in the big leagues.

This fall, CentrePort participated in two major events in Winnipeg, starting with the 2012 North America's Corridor Coalition (NASCO) conference, which included delegates from the United States and Mexico.

The city also hosted Centrallia, a business-to-business networking and global trade conference that drew more than 700 participants from all over the world.

Centrallia provided the back drop for the announcement of the new board of the World Trade Centre Winnipeg (which

includes CentrePort's Diane Gray) and for a familiarization tour of Winnipeg involving eight American site selectors.

CN also announced this fall that it will be building a new 100,000 square-foot training centre in Winnipeg, one of only two to be built in North America. The other is near Chicago.

CN's investment in Winnipeg shows confidence in our city as a key transportation hub within North America and supports the growth and development plans now unfolding at CentrePort, Canada's only tri-modal inland port and foreign trade zone.



**NEW RAIL TRAINING FACILITY:** CN officials and other dignitaries break ground on a new state-of-the-art facility that will train 250-300 employees each week.

**WORLD TRADE CENTRE:** (Pictured left) Mariette Mulaire, the new president and CEO of the World Trade Centre (WTC) Winnipeg, and Dave Angus, president and CEO of the Winnipeg Chamber of Commerce, announce the WTC's inaugural board of directors.

## Reeling in New Markets

**CENTREPORT CANADA** and **Freshwater Fish Marketing Corp.** (FFMC) have teamed up to export frozen, wild-caught Manitoba pickerel (walleye) and lake whitefish to China using radio frequency identification (RFID) technology to secure and track the shipment.

The 68-kilogram shipment to Shanghai last week marks the first time CentrePort's RFID cargo-security system has been used to guarantee the origin and authenticity of Manitoba freshwater fish. It will help determine whether there is a consumer market for pickerel and whitefish in China.

"The RFID will help Freshwater differentiate ourselves and more effectively sell into this market," **John Wood, FFMC president and CEO**, told the *Winnipeg Free Press*.

Diane Gray, president and CEO of CentrePort, said food counterfeiting is a serious concern in China and the RFID tags assure consumers that the products are wild-caught and from Canada.

CentrePort's cargo-tracking program was launched earlier in 2012 with partner and RFID creator **Invent IOT Technology**.



*Happy Holidays!*

*From the CentrePort Canada Team*



**4 TRACKS LTD.** celebrated the September opening of its new and expanded operation at 374 Eagle Drive, located within CentrePort Canada. Company officials said they began with only two staff but have grown to more than 100 employees and 71 trucks. 4 Tracks also operates one of the largest driver-training schools in the province.

## It Merits a Mention

- **BISON TRANSPORT** was named the most "Outstanding Large Business" at the **Manitoba Chamber of Commerce 2012 Business Awards**. Bison Transport is located at CentrePort.
- **MACDON INDUSTRIES** recently completed a 60,000-square-foot expansion to its **Murray Industrial Park** manufacturing complex, which is also located within CentrePort's footprint. MacDon now has more than 1,400 employees.
- **BRITISH COLUMBIA INVESTMENT MANAGEMENT CORP.** (bcIMC) is building a 152,000-square-foot, multi-tenant distribution centre at **Inksbrook Industrial Park**. **Bentall Kennedy** manages bcIMC's industrial developments.

*"But it's all about the cost of distribution, and CentrePort Canada has been making the case lately that it's cheaper and easier to ship from here than almost from anywhere else (in North America)," said **Martin McGarry, president of DTZ Winnipeg**.*

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