



Picture life here.

**An unbeatable blend.** It's the perfect mix for the modern age – quality of life combined with a business-friendly atmosphere. Greater Victoria celebrates its history, enjoys its natural setting and forges ahead in an ever-more-demanding business environment.

**Can business thrive in a place so nice?** Yes. Greater Victoria provides an attractive environment for business start-up, growth and relocation. A highly skilled and well-educated workforce thrives, enriched by incoming talent and local graduates. Advanced technology, education and tourism are growth opportunities, buoyed by the region's healthy entrepreneurial mindset.

**Bright lights, small city.** The Greater Victoria region is located on the southern tip of Vancouver Island and is part of the Pacific Northwest. At nearly 15,000 square miles, Vancouver Island is one of the largest islands in the world – the same size as Switzerland and twice the size of New Jersey. With a population of 340,000 and growing, we enjoy big city conveniences without big city hassles.

Picture work here.



**Island doesn't mean isolated.** World-class ferry systems transport passengers to mainland British Columbia and US destinations. Victoria is just 35 minutes by plane from Seattle and Vancouver. Need to get to the Silicon Valley? Flying time from the Victoria International Airport is about 3.5 hours. Direct flights depart daily for Toronto. Europe or Asia on your agenda? Hop on a plane and connect to your destination through many major Canadian and US cities.

**From hip to heritage.** Though we're progressive, we haven't forgotten our past. In fact, we relish the blend of fine traditions and 21st century thinking that defines us. Heritage architecture complements the region's network of green spaces, a commitment that has resulted in the largest park-to-people ratio in North America. Ethnic dining, cultural activities and live music venues make this a highly livable and lively place.

**Trade in your parka for a windbreaker.** Greater Victoria enjoys a temperate climate, the mildest in Canada. Though slippery roads are rare here at sea level, nearby mountains host fine downhill skiing and apres-ski facilities. Year-round cycling and kayaking offer alternatives to driving to the office. Keep your clubs handy because local golfers tee off most days of the year.

Picture yourself here.



# A great environment for business.



**Victoria is wired for success.** Household internet usage ranks among the highest in Canada, and technology pervades the region. It's no surprise that high-tech companies here number 770. And the emphasis is on sustainability. Even the Vancouver Island Technology Park makes its home in an environmentally sound building. We are early adopters of all things cutting edge... wired, green and ready to do business in sustainable ways.

**An expert labor force.** Want to attract and retain the best and the brightest? Creative types opt for a stimulating environment, and Greater Victoria delivers the quality of life that entices a highly skilled workforce. People choose to live here, preferring the lifestyle and opportunities of a smaller market to the sprawl, pollution and problems of bigger cities.

# An inspiring place to live.



**The economy is humming.** The regional economy is geared for growth. Small businesses are the rule with nearly 22,000 in operation, yet major employers also provide jobs in tourism, transportation, government and defense. Housing costs are higher than the national average, but the value is reflected in the region's unparalleled quality of life.

**A learning city.** Victorians take their education seriously, with more than 72% of all residents over the age of 15 having some post secondary training. From elementary

and secondary schools through to the region's four degree-granting institutions, the caliber of teaching facilities is unrivaled.

**Picture life here.** With a solid foundation in service, trade, health care and public administration, we are focused on developing opportunities in research, marine sciences, education and the advanced technology industry. If you think Victoria can work for you, contact us and let us help put you, and your business, in our picture.

# The world on our doorstep.



20 Centennial Square, Victoria, BC V8W 1P7 Telephone (250) 386-2238 Fax (250) 386-2271 [www.downtownvictoria.ca](http://www.downtownvictoria.ca)



[www.vreb.org](http://www.vreb.org)



[www.city.victoria.bc.ca](http://www.city.victoria.bc.ca)



[www.gov.bc.ca](http://www.gov.bc.ca)



[www.wd.gc.ca](http://www.wd.gc.ca)