

Saint John is open for business

Over the past decade Enterprise Saint John has been developing and implementing sector strategies based on our Community's greatest strengths – our people and their ideas. Today our economy is more diversified than any time in our history. With recent major investments in our infrastructure and assets, the tourism, information technology, health and life sciences and energy and advanced manufacturing sectors are all well positioned to generate significant new investment and employment over the next decade and beyond. Together with a new generation of skilled workers, entrepreneurs and investors we are spreading the word that Saint John is becoming a magnet for innovation, creativity and business investment! ●



Attracting new investment

During the month of February, Enterprise Saint John hosted 4 visits from investment clients and met with several others in Toronto. In addition, we were invited to participate in a luncheon/reception hosted by TD Deputy Vice Chair, Frank McKenna, to introduce Premier Alward to many captains of industry in Toronto. ●

Most investment leads take many months and sometimes years to develop. For example, over 200 hours have been invested with one of our clients over the past 6 months, and while things are looking quite positive there is still much work to be done. Combined with our other investment clients, these opportunities have the potential of creating over 800 jobs for the region. ●



2011 Business Plan Competition

Congratulations to Jordan Crawford of Valley Wine Cellar on winning \$2,500 in Enterprise Saint John's 2011 Business Plan Competition! Open to entrepreneurs between the ages of 18 and 34, the competition promotes entrepreneurship as a career path. ▼

"Sarah Jones and Enterprise Saint John were a great help in getting my business plan in place and giving me the opportunity to present to the judges in the final round. This is how we keep growing and yesterday we hit a high of 3,300 site visitors in a single day. Thanks for supporting entrepreneurs like me – this is how we foster a community of great minds, innovation, and a strong economy." Jason Richard, inspired Prop2Go NB Inc. property search engine software developer, young entrepreneur and finalist in the 2011 Business Plan Competition. ●

"I am so thankful for all the encouragement and support I've received, including all the business advice from the awesome people at Enterprise Saint John. Cheers!" Jordan Crawford, inspired Valley Wine Cellar co-owner, young entrepreneur and winner of the 2011 Business Plan Competition



Above: Participants in Enterprise Saint John's Business Immigrant Mentorship Program gain the support of a professional and caring social network which helps them integrate into Saint John's business community.

Business Immigrant Mentorship Program

Since August, 2010 Enterprise Saint John has helped eight new investor immigrants prepare to launch, start-up or expand their businesses through the Business Immigrant Mentorship Program. The program aligns business immigrants with mentors to help newcomers integrate into Saint John's business community. The program has been very successful supporting Amir Ardekani, Elamin Sobair, Zahra Sharifian, Andy He, Hae-Sug Kim, James Chen, Kpazay Tarr and Leo Sung Ho in their new business ventures, including: Atlantic Persian Rugs, Zee Confections, BuyTogether Technology and Trading, Hand in Hand Services Ltd., The Country Market and Blessed Fingers. ●



"Uptown Saint John is magnetic for goodness." Alison Gayton, inspired "I 'heart' Saint John" potter, young entrepreneur and finalist in the 2011 Business Plan Competition

February's inspired entrepreneur:

Scott Walton

The business development team at Enterprise Saint John first met Scott Walton in 2010 when we assisted him with his business plan and successful application for \$35,000 in seed financing. Today, at the age of 24, Scott is president of Enovex and championing the development of potentially the world's first economical carbon capture system. This has qualified Enovex as a finalist in the New Brunswick Innovation Foundation's 2011 Breakthru Business Plan Competition. Scott is also actively engaged in the community, on the Fusion Board, was selected as one of the 21 Inc. leaders, and chosen as one of Atlantic Canada's top 50 leaders under 35. ●

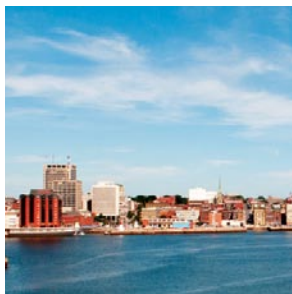


"Lois Vincent and the team at Enterprise Saint John helped me in the early days of building my business and securing start-up funding. Now, I'm turning my dream into a reality, building a sustainable company that improves the world one clean energy technology at a time. My advice to other young entrepreneurs – call Enterprise Saint John. Like me, they can help turn your business idea into a business reality." - Scott Walton, president of Enovex, innovative young entrepreneur

The art of business

On February 15th Enterprise Saint John presented a free seminar for 15 local artists and creative entrepreneurs on how to prepare a press kit and attract the attention of the arts media in Saint John and the province. ●

"Thank you Enterprise Saint John, this was by far the best seminar I've EVER attended. Not only did it change the way I approach marketing and communications – it changed the way I do business." - Jeneca Klausen, inspired jewellery artist ●



The sky's the limit

In February, the business development team at Enterprise Saint John provided strategic consultation with a representative of a large international aerospace company interested in partnering with UNB Saint John on an innovation and research project. ●

Entrepreneur development

In the month of February, Enterprise Saint John assisted 25 new, active and high potential entrepreneur clients. These clients have gone beyond the exploratory meeting stage and represent pursuits such as creating a new tourism product experience, starting a new restaurant in the Uptown, developing a renewable energy innovation and commercializing sculpture art. ●



Plan SJ

Enterprise Saint John strongly supports the process to develop the City's new municipal plan – PlanSJ. Our CEO, Steve Carson has been an active and engaged member of the PlanSJ Steering Committee, and Board members and staff have contributed to each of the open houses and other community engagement sessions. We look forward to continuing to collaborate and support the Plan SJ team as they work to finalize the plan which will guide Saint John's development over the next 25 years and be an important blueprint for economic development. ●



Information and communications technology (ICT)

It was announced in early February that about 300 employees at the RCI division of the Wyndham Worldwide Canada in Saint John would be out of a job as early as April. This setback, however, is not indicative of a decline in our region's vibrant contact centre industry. Rather, with approximately 4,200 people currently employed in the sector (Wyndham continues to employ more than 400), Enterprise Saint John has been proactively assisting contact centres with job transitions and recruitment, as well as pursuing new investment to the sector. In February our workforce development team worked with Contact NB to evaluate the health of the sector and identify employment forecasts. It is expected the industry could potentially grow by more than 200 jobs by late spring.

Also, this past November 27th, using our contact network, we helped promote a job fair which resulted in generating 165 employment prospects for TD Insurance which far exceeded their expectations. ●



Women entrepreneurs doing what they love

Kpazay Tarr opened her new business "Blessed Fingers" a hair braiding and African food shop in November, 2010. She arrived in Saint John four years ago after leaving a refugee camp in Ghana West Africa where she lived for many years because of a civil war in her home country, Liberia. We first met Kpazay in 2007 when she came to Enterprise Saint John for employment assistance. Now, after recently providing approximately 25 hours of free one-on-one business consultation, Kpazay is open for business. Licensed through the Cosmetology Association of NB, she has a wide range of clients - from people looking for hair extensions to those looking for intricate braids. Her business is located at 577 Rothesay Ave. ●

Other ICT news

Did you know our historic Uptown is a natural "ecosystem" for ICT professionals and the creative class? Working with Uptown SJ and other firms in the ecosystem, Enterprise Saint John is taking the lead in developing an innovative approach to promote, profile and empower the industry to go after new investment, attract skilled workers and maximize their export potential. ●

Upcoming Events

MAR 8 7:30-9PM How to Start a Business Seminar ~ Get inspired to turn your business idea into a business reality, Kennebecasis Public Library.

MAR 15 6:00-9PM Business Pitch Competition ~ Register by March 10 to enter in a Dragons' Den style entrepreneurship competition for a shot at the \$1000 prize!

MAR 16 7:30-9PM How to Start a Business Seminar ~ Get inspired to turn your business idea into a business reality, Brundage Point River Centre, Grand Bay-Westfield.

MAR 11&12 10AM-3PM Recruitment Fair ~ Our workforce development team will be in Boston representing Saint John area employers in their search to attract skilled professionals.

APR 12 7:00-9PM The Go-Getters are Going Out ~ A networking event for Saint John's young entrepreneurs, Happeinez.



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"With the help of Janet Scott and Enterprise Saint John's \$20,000 ACOA Seed loan I was able to start my business, Blessed Fingers. Now I'm able to do what I love, and make a living doing it. The business has also helped me meet new people, and now I feel more connected to Saint John." Kpazay Tarr, inspired newcomer, owner of Blessed Fingers and participant in the Business Immigrant Mentorship Program