
NEWS RELEASE

City of Abbotsford Economic Development Launches Innovative New Web Tools Designed to Assist Business

ABBOTSFORD, BC - November 19, 2015: City of Abbotsford Economic Development (CAED) has launched a new website, a new international strategy and an innovative new web-based business tool to provide valuable resources to business owners and promote the community as one of the best places to do business, announced Mayor Henry Braun today.

“These new tools and renewed focus give us the ability to tell the Abbotsford story and provide valuable resources to businesses that are looking for opportunities in our community,” said Braun.

The City unveiled an international business attraction plan, along with a new website embedded with Geographic Information System (GIS) software to several hundred local business people and economic development professionals at the HighStreet VIP Cineplex Cinema, yesterday afternoon.

“Abbotsford is the first community in BC to utilize this innovative new GIS technology,” said Wendy Dupley, Executive Director of City of Abbotsford Economic Development.

“This type of specific geographic and demographic information is sought by businesses looking to relocate or expand. It allows them to develop custom information for their business and it will greatly improve our ability to engage with the local business community and share our resources.”

The international strategy is a first for the City of Abbotsford and identifies markets, key sectors and new ways to bring investment into a growing City that is positioning itself as the hub of the Fraser Valley. Called “Flying Higher in Abbotsford”, the strategy document is available on the new website at www.caed.abbotsford.ca.

The website also offers a wealth of business information about the City as well as a live chat option that streamlines customer service and allows interested businesses the ease of connecting with staff in person directly through the website.

Original Ginger was contracted by CAED to develop the unique new website. “Our mandate was to create a one of a kind brand to distinguish the City of Abbotsford from other communities,” said Todd Ostrowercha, Managing Director of Original Ginger, “so the website design incorporated exciting elements including CSS animation to create a place to promote services, provide communication opportunities, and present content worth sharing.”

“We are very excited about these new tools and the opportunities they will provide for our clients. Our website is a one-stop-shop business portal,” added Dupley, “and these new tools give us the resources we need to improve our outreach and showcase all that Abbotsford has to offer.”

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