

PRESS RELEASE

Action Southwest Business Networks Coalition

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CELEBRATE MANUFACTURING WEEK

From May 22 – 25th Saskatchewan will celebrate the Manufacturing Industry. Manufacturing is one of the three key wealth-generating sectors in the province, along with agriculture and resource production.

The manufacturing sector offers much promise and opportunity for rural Saskatchewan. With shipments totaling \$10.4 billion in 2006 and with over half of all manufacturing and processing being done outside of Regina and Saskatoon, this sector presents opportunities to reverse the rural depopulation trend, revitalize rural areas, and create new employment.

In 2005, Action Southwest conducted a Competitive Advantage Analysis of the southwest region. This form of analysis classifies sectors according to their concentration of employment and assesses their growth / decline compared to provincial trends. The manufacturing sector was identified as an emerging strength of the southwest. From 1991 – 2001 the employment growth rate was 49% compared to only 9% provincially. This clearly demonstrates that the manufacturing sector offers new opportunities to the southwest region and should be celebrated.

Saskatchewan Industry and Resources is working in partnership with Action Southwest, Southwest Community Futures, Southwest REDA, Saskatchewan Regional Economic and Co-operative Development, Canada-Saskatchewan Career and Employment Services, South West Centre for Entrepreneurial Development, Cypress Hills College and the City of Swift Current to produce a video profiling the manufacturing industry in the southwest. With the growth of this sector, availability of skilled labour is a concern and so the idea of a tool to assist in promoting its offerings was identified by the partners. Five larger manufacturers were selected from across the region to participate in the production. They will receive a video profile on their company that can be used as a marketing tool on their websites and emails or for promotions at tradeshow and job fairs. The individual video vignettes will also be compiled into one larger piece that will be made available to agencies and groups working to promote opportunities in the southwest region.

A copy of the production will be available during manufacturing week at www.actionsouthwest.com and www.sasknetwork.gov.sk.ca.

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