

WINNIPEG: GATEWAY TO THE NORTH

Spring Issue of award winning magazine *Up Here Business*, to promote Winnipeg's role in helping build a stronger Arctic

The **Kivalliq Region of Nunavut**. It's the part of the Arctic that shares a border with northern Manitoba. Kivalliq is a dynamic place to do business—and there are emerging opportunities to build stronger business connections with Winnipeg, the region's gateway city.

James Richardson International Airport is a key part of this gateway - facilitating an enormous economic impact on the region and it's prosperity.

Recent activity saw Agnico Eagle pour its first gold at its new Meliadine mine and Kivalliq is home to advancing mineral exploration projects, including diamond projects. The region has a growing population with a rising demand for goods and services from all sectors.

That's where Winnipeg comes in. As the gateway city for the Kivalliq region, it's already a hub for services to its enterprising northern neighbour. Given the rising economic opportunities, that relationship is poised to grow.

Don't miss out on this chance to be part of a growing story. Winnipeg is one of the great gateways to Canada's far north!



Distribution:

- **15,000** copies printed and distributed
- Distribution to **every business** address in the Kivalliq Region and to ALL northern businesses
- **Direct mail** to all companies involved in mining in Nunavut, NWT and Yukon
- Distribution at major business **trade shows**
- Inserted in over **3,000** home-delivered copies of the **Globe and Mail** in select markets.

Feature content will include:

Mining - Food & Building Materials Shipment - Warehousing & Logistics
 Healthcare- Aviation for Passenger & Cargo - Energy - Tourism & Business Travel
 Staffing - Financial & Professional Services - Education