



Burnaby Board of Trade

FOR IMMEDIATE RELEASE

January 10th, 2011

**BURNABY BOARD OF TRADE AND ITALIAN CHAMBER OF COMMERCE IN CANADA
SIGN STRATEGIC PARTNERSHIP AGREEMENT**

The Burnaby Board of Trade and the Italian Chamber of Commerce in Canada have announced that they have signed a strategic partnership agreement which reflects the synergies and ongoing collaboration between the two organizations. Effective immediately, the agreement will explore mutual development opportunities between the two organizations.

The partnership has set the foundations to create further opportunities for collaboration and economic development between both BBOT and ICCC members. The two organizations, who have exchanged memberships in honoraria, will also seek to swap information and opportunities in order to build capacity for both themselves and their members.

BBOT President and CEO Darlene Gering is optimistic that the agreement will bring with it economic development opportunities for its members, stating: "The BBOT is thrilled to announce this agreement and we look forward to our ongoing collaboration with the ICCC as both of our organizations continue to grow and provide leadership to the local and international business communities".

The Italian Chamber of Commerce's Executive Director, Elizabeth Iachelli, believes this newly formed relationship will be a fruitful one, "The Italian Chamber of Commerce in Canada is delighted to sign a Strategic Partnership Agreement with the Burnaby Board of Trade, thereby formalizing an alliance with one of the leading business associations in British Columbia. We see this as an opportunity to create synergies between our respective memberships and to add value to our European initiatives by partnering with an organization that so commendably represents the diverse and thriving business community in the Lower Mainland."

Over the past 5 years, the Burnaby Board of Trade has established strategic partnerships with a variety of notable business organizations as well as with friendship cities worldwide. The agreement will reinforce both organizations' ability to promote and share information and knowledge with the objective to further enhance economic development opportunities.

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BACKGROUNDER

Burnaby Board of Trade

The Burnaby Board of Trade (BBOT) is Burnaby's pre-eminent business association. Embracing diversity, we welcome organizations within all sectors and sizes of our global business community and foster a sustainable business environment by facilitating business success through networking, education, advocacy and economic development. Through our vision and leadership, we facilitate a collaborative community model involving business, not-for-profits, academia, citizens and all levels of government.