

SEATS Cross Border Study Findings

Strategic Economic Analysis
and
Future Direction
2013

Criteria for Inclusion

- An activity or product generated in the region

and/or

- Transported across the border

Areas of Economic Activity

- Forestry
- Dairy
- Vegetables
- Livestock
- Seafood
- Tourism
- General Freight

Core Findings

1. The SEATS Cross Border Region is an area of national economic significance
2. Regulatory and infrastructure improvements are required to enable efficient and effective freight operations
3. A consolidated marketing strategy is essential to raise regional awareness

1. Commercial Entity

- Sufficient diversity, substantial and sustainable volume
- Punches above its weight
- Serious stakeholders
- Future potential

2. Freight Network

- GHD recommendations
- Stakeholder priorities
- Investment logic strategy
- SEATS implementation

3. Regional Awareness

- Scope a marketing strategy
- Advocate to stakeholders
- Gain political support
- Build brand recognition