

/ PROJECT OVERVIEW

WE'RE READY. ARE YOU SET?

OKGO

OKGo tells the stories of innovators and entrepreneurs in key business sectors and positions the region for future economic prosperity.

In an effort to increase the value proposition of the region to attract business events, talent, entrepreneurs and investment, OKGo shares success stories of local businesses in key sectors including: Agriculture, Viticulture, Manufacturing, Aerospace, Digital Tech, Clean Tech, Cannabis and Post Secondary.

This project is made possible by matching funding from Global Affairs Canada and includes aligned print and digital assets that tell a cohesive regional story and showcase local companies in the target industry sectors as it relates to innovation, entrepreneurship and infrastructure.

These assets and stories will be shared locally amongst community business leaders and partner organizations to showcase the Central Okanagan.

Advertising will be used to raise awareness, site visits for strategic businesses and industries will be held, and the collateral will be shared by the three organizations at events and in-person meetings throughout the Pacific Northwest and across Canada.

This project will continue to include in-depth profiles of local entrepreneurs and innovators as well as attendance at events and hosting site visits for strategic businesses and industries.

A PARTNERSHIP OF:

