



## MEDIA RELEASE

### BINATIONAL PARTNERS RELEASE PRELIMINARY FINDINGS OF FIRST COMPREHENSIVE NIAGARA BORDER STUDY MARCH 11: WHAT THIS MEANS TO BUSINESS & TOURISM OVER NEXT FIVE YEARS

For Immediate Release:  
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Business, Tourism and Government Leaders in the cross-border Niagara Region are encouraged to attend the Binational Dialogues Summit 2011 to learn about the preliminary findings of the Niagara Border Remedial Action Study, and the impact that changes at the border and new processes will have on business and tourism development and marketing plans in the binational region over the next several years.

On Friday, March 11, 2011, **Jason Burgess**, Vice President and Director, Deloitte & Touche Corporate Finance Canada Inc., the organization contracted to complete the study, will provide the opening plenary with the preliminary findings of this comprehensive cross-border study commissioned by the Binational Economic & Tourism Alliance and a consortium of partners including Erie County Industrial Development Agency, Niagara Region, World Trade Center Buffalo Niagara, the Buffalo and Fort Erie Public Bridge Authority, the Niagara Falls Bridge Commission, Motor Coach Canada and NITTEC.

“Many things have impacted the Niagara border and how we do business since 2001 – the circumstances of September 11, the Global and North American economies, SARS, WHTI, West Nile Virus, gas prices – and although extensive anecdotal information has been collected over the years, we have never before had the specific, detailed, local level, cross-sectoral research that individual businesses need to help them develop new plans, products and marketing that will successfully attract new visitors and investment back to our cross-border region.” advised Arlene White, Executive Director of the BETA, the study initiators and Project Lead, “The preliminary findings confirm what we all know in Niagara – our four bridges are the busiest along the northern border and ensuring they work most efficiently, while properly addressing security risks, is key to the long-term economic growth and health of the Southern Great Lakes region and both our countries. We are looking for additional input from the broader business community to include in the final report and remedial implementation plan that will be released later this spring.”

The study, which began in August 2010, examines the changes at the Niagara border since 2001, both positive and negative, and the economic impact these have had on the cross-border region. Using a combination of background research and case studies based upon recent binational events and procedural changes various industry sectors have made to adapt to the “new normal” over the past decade, the preliminary report identifies several areas of business and infrastructure improvements that can benefit businesses and create new jobs in Niagara.

The preliminary findings also identify the tremendous investment in infrastructure and process improvements that the Bridge Authorities and Canadian and U.S. federal governments have made

at the border, and new expertise and collaborative partnerships demonstrating binational business development successes in tourism, academics and transportation.

For complete details and registration information, go to [www.btapartners.com](http://www.btapartners.com)

The Binational Dialogues Summit 2011 is a collaborative effort of the Binational Alliance, Niagara University, Niagara College, Brock University, University at Buffalo, Erie County Industrial Development Agency, Niagara Region, Niagara 1812 Bicentennial Legacy Council and Niagara Sport Commission along with the support of more than 15 public, private and non-profit binational sponsors

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