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GEDC To CONDUCT GREENSTONE REGION INVESTMENT READINESS PROJECTS

Greenstone Economic Development Corporation (GEDC) has received funding through the Northern Communities Investment Readiness Program (NCIR) administered by the Northern Ontario Heritage Fund, as part of the ongoing community development projects. The funding received is to complete an asset inventory, a visual satellite imagery program, completion of a market study as well as a needs analysis and ambassador training, as part of the overall Greenstone Region Investment Readiness program.

These programs will help the Greenstone region become Investment Ready. It will assist in further understanding the opportunities within the region and present them to their potential client base, as well as to relay information in a timely manner through web-based applications.

Individual aspects of the project can be broken down as such:

- Greenstone Region Asset Inventory: to present the various assets to established and potential investors.
- Greenstone Region Visual Satellite Imagery of the Asset Inventory: to provide the local team with an effective

the Greenstone region asset inventory information in a timely manner via web based applications.

- Greenstone Region Gap Analysis: to conduct a gap analysis with the objective of clearly understanding all investment barriers with the goal of developing solutions that can be pursued.
- Greenstone Region Market Study: to clearly identify target markets and prepare for the identified target market by better understanding the market.
- Greenstone Region Ambassador Training Program: to provide training to all individuals involved in investment attraction activities.

An article will follow for each separate project, outlining the goals, purpose and benefits of each program. Greenstone Economic Development Corporation fosters and encourages the start-up and operation of successful enterprise in all economic sectors within the Greenstone region.

The Corporation is a community-based, non-profit organization administered by a volunteer Board of Directors and is funded by FedNor Industry Canada. For further information please contact 807-854-2273 ext 22.