

# CASCADIA INNOVATION CORRIDOR CONFERENCE

A CROSS-BORDER CONFERENCE

SEPTEMBER 12-13, 2017  
SHERATON SEATTLE HOTEL



Produced by the Seattle Times Advertising Department in partnership with the Cascadia Innovation Corridor Conference

# Cascadia Innovation Corridor

by Jay Inslee,  
Governor of Washington State



**T**he Cascadia region is more than geography. Cascadia is the strong and enduring ties between two remarkable countries, and between a forward-looking state and province with shared values, connected economies and a beautiful natural landscape that knows no boundaries.

We are stronger when we collaborate. It's why Washington state and British Columbia joined together to form the Cascadia Innovation Corridor last year, and it's an honor to welcome our friends from British Columbia to the Cascadia Innovation Corridor Conference this fall in Seattle.

Together, we are already making progress on key initiatives. We began a fea-

sibility study for a new ultra-high-speed rail line from Portland to B.C. that could promote economic integration, enable affordable housing and reduce traffic. We're also closer to establishing new seaplane service between Seattle and Vancouver, B.C.

Our collective universities, businesses and research institutions have led the world on everything from carbon fiber and airplanes, to vaccines and cures for cancer. The Fred Hutchinson Cancer Research Center is creating new partnerships with the B.C. Cancer Agency that could help revolutionize scientific discovery and save lives.

Earlier this year, I had the privilege of meeting with Prime Minister Trudeau and we discussed many topics important to Cascadia, including our mutual commitment to fight climate change. The Pacific Coast Collaborative, the West Coast Electric Highway and our pledge to uphold the Paris Climate Accord are great examples of action-oriented partnerships and policies that benefit the entire region.

The Prime Minister and I also discussed the importance of facilitating trade that

could be mutually beneficial to both countries. Canada is one of our state's largest trading partners with a market-value of \$8 billion. Equally important, we discussed the moral imperative of welcoming refugees and keeping the door open to those seeking freedom.

This special relationship between our two communities is worth celebrating,

cultivating and growing. Our rich history together and our confidence in the future will allow us to tackle our biggest challenges head on, and do it in a way that makes sure everyone throughout the great region has the opportunity to be a part of the progress, and the future we create.



## Bridging the 49th parallel

by Brad Smith,  
President and CLO, Microsoft Corporation



**W**hen George Vancouver and his lieutenant, Peter Puget, first explored the Pacific Northwest, they found a thriving culture of native peoples on both sides of the 49th

parallel that now divides Canada and the United States.

Roughly a century ago, Samuel Hill, who spent much of his time in Seattle as president of the Great Northern Railway, developed a friendship with Alfred Todd, the mayor of Victoria. In the early days of the automobile, both were fascinated by roads. Together, they shared a vision, to create the Pacific Highway, stretching from Vancouver to Tijuana.

As they pursued their vision, they realized that the United States' borders with Mexico and Canada were very different. Todd suggested building an arch to commemorate the centennial of the Treaty of

Ghent, which had ended the War of 1812 and brought peace to the Canada-U.S. border.

On Sept. 6, 1921, crowds from both sides of the border came together to commemorate the Peace Arch and celebrate over 100 years of peace.

There's a lot of discourse and discord around international borders these days, focusing on the lines that divide our world. But here in our corner of the continent, government, community and business leaders from across British Columbia and Washington state come together to talk about the shrinking "boundaries" that delineate our two countries and how to create greater prosperity for our entire region.

Last year, citizens from both sides of the border met in Vancouver to explore the common strengths, challenges and shared stewardship of the land that make our part of the world so special. We explored ways in which we could more closely link Seattle and Vancouver, creating a globally competitive innovation region stronger than its individual parts

– a Cascadia Innovation Corridor.

Our region already boasts world-renowned education and research organizations and a rich reserve of human capital. It is home to global leaders in aviation and aeronautics; software development; cloud computing; online retailing; big data management and analysis; the internet of things; mobile communications; biotechnology; life sciences and global health. Both cities are important gateways between North America and Asia.

The Cascadia Innovation Corridor is designed to leverage those assets to create new economic opportunities while promoting environmental sustainability and a diverse and inclusive culture.

In just one year, we've made substantial progress. Money has been appropriated to study the potential for high-speed rail linking our cities. Efforts are underway to establish convenient float plane service between Lake Union and Vancouver's Coal Harbour. The University of Washington and the University of British Columbia have launched a new coopera-

tive, urban-analytics institute to apply the latest data-analysis techniques to help solve vexing urban challenges, like homelessness and traffic congestion.

To build on this foundation, we'll discuss cooperation between the public and private sectors to create new economic opportunities; venture capital to spur innovation; application of emerging technologies to transform existing industries; and inclusion of all segments of our communities in the new opportunities created.

These discussions continue our long history of collaboration. The arch that was erected to commemorate a century of peace will itself soon be 100 years old. Sept. 6, 2021 – the Arch's centennial – will be Labor Day, a holiday common to both countries. We should use the coming years to ensure that more ideas flow across this border, and that those ideas create new jobs and greater economic opportunity and prosperity for more people than either country can create by itself.



# Growing prosperity with the Cascadia Innovation Corridor

by John Horgan,  
Premier of British Columbia



Just a year ago business and government leaders from Canada and the U.S. announced they would work together to build stronger economic ties in the region with the Cascadia Innovation Corridor.

In that time, we've already seen the beginnings of the corridor become a reality as academic, business and policy leaders in the region have started work on increasing connectivity and economic opportunity between Metro Vancouver and Seattle.

We've long known that Metro Vancouver is well positioned to grow as a vibrant international hub for technology development. It's a beautiful region with a

skilled workforce, strong public services and connections to communities across the globe.

With continued local and provincial leadership we can make Metro Vancouver a global innovation center by further capitalizing on our strengths in gaming and digital media to capture a bigger share of the emerging market for virtual reality and other 3D technology. This market is expected to be worth up to \$100 billion by 2025, and Vancouver is ready to benefit from that growth.

We already have 17,000 people working in 3-D technology development, and 800 companies that create jobs in digital media, film, gaming, animation and visual effects. We have the fastest-growing information and communications sector in Canada. And the good news is we can grow it even faster, creating more good paying jobs for people.

We're ready to invest in opportunities for local workers to gain the skills local entrepreneurs need so we can grow this important part of our economy. B.C.'s technology sector already offers high-paying, quality, long-term jobs to more than 100,000 people, and we're just get-

ting started. We want to make sure local workers are able to access these jobs of the future.

By developing the Cascadia Innovation Corridor, we have the opportunity to unlock even more jobs and opportunities, not just in Metro Vancouver but across the province.

The success of this initiative rests on the quality of our partnerships.

That's why we're excited that the University of Washington and the University of British Columbia have already come together. Their first project is focused on using research to help our cities solve the problems of today, prevent the problems of tomorrow, and lay the groundwork for

an even more prosperous and resilient future.

We're also pleased to see Washington has moved quickly to examine how we can further link our regions together with high-speed rail between Vancouver and Seattle. We're excited to see the results of their initial study, and we look forward to working with Washington and the Canadian government on ways to boost our economies by improving transportation across the region.

We're stronger when we work together. B.C. is looking forward to working with Gov. Jay Inslee and Prime Minister Justin Trudeau to develop opportunities across Cascadia.



## On both sides of the border, the future is Cascadia

by Ryan Holmes,  
CEO, Hootsuite



Despite being separated by an international border, there's a great deal more that unites the 140-mile stretch from Vancouver to Seattle than divides it.

The Pacific Northwest shares a deep sense of place, an identity shaped by the mountains and sea, and – increasingly – an understanding that the key to our future is technology.

Tech is among the fastest-growing industries in British Columbia, which has the most robust economy in Canada. B.C. recently eclipsed 100,000 tech jobs in the province, a milestone that even a few years ago would have seemed improbable. Most importantly, the region is turning decisively away from an unsustainable economy built on resource extraction – mining, logging and fishing – to one built around the longest-lasting

and most renewable of all resources, human ingenuity.

The Cascadia Innovation Corridor – an ambitious initiative to get companies, universities and governments on both sides of the border working closer together – is a key to sustaining this momentum. Strengthening connectivity in technology, transportation and education opens the door to the potential to transform Cascadia into a global hub for innovation and research – not to mention set the 12 million people living in British Columbia and Washington state on the path toward a prosperous future.

This isn't some pie-in-the-sky dream. Since the groundwork was laid last year, real momentum has built. In February, Microsoft invested \$1 million at the University of British Columbia to foster collaborative projects with the University of Washington. This spring, Canadian Prime Minister Justin Trudeau shared his vision for "innovation superclusters" at the Microsoft CEO Summit. Meanwhile,

resources and funding already have been committed to exploring a 250-mile-per-hour high-speed rail line between Vancouver and Seattle.

What's it going to take to bring the Cascadia Innovation Corridor to the next level? Sustaining this spirit of cooperation at a time when some global currents are tugging Vancouver and Seattle in different directions. Time and time again, it's been shown that collaboration across borders – not isolation or retrenchment – is the way to effect lasting, positive change. The surest way to safeguard and expand the enormous gains of the last decade is a redoubled commitment to sharing resources, human capital and ideas in the years ahead – and that's what the Cascadia Innovation Corridor is all about.

The good news, of course, is that Cascadia already has an incredible foundation to build upon. Both sides of the border share a highly educated workforce, diverse communities, world-class uni-

versities and friendly cities. Deeper still, Cascadia's biggest strength is an eagerness to look ahead, not back: a healthy willingness to acknowledge and try to solve problems – economic, environmental, political – rather than wish them away.

Climate change isn't a myth here; it's a dilemma to be addressed head on. Jobs in factories and mines aren't coming back; so energy turns to training tomorrow's workforce. Border walls and people bans hold little cachet in Cascadia. Instead, the focus is on finding ways for ideas and people to move freely.

There's a reason the vision of Cascadia has fascinated dreamers and idealists on this incredible section of coast for more than two centuries. The Cascadia Innovation Corridor, once realized, stands to bring that dream a little closer to reality.



# CASCADIA CORRIDOR

Last year the Cascadia Innovation Corridor, a new cross-border partnership, committed to position the region as a global leader in innovation and progress. Cascadia partners including government, academic and business leaders agreed the collaboration will harness the region's combined strengths, catalyze innovation and grow prosperity for citizens in Washington and B.C. alike.

**A**t last fall's inaugural Cascadia Innovation Corridor Conference, held in Vancouver, the Boston Consulting Group released a study highlighting how major city-regions around the world are becoming centers of innovation and economic growth. Think Singapore, San Francisco, London. The shared strengths and opportunities in Seattle and Vancouver offer a unique opportunity to collaborate and raise the region's profile as an innovation hub.

Governor Jay Inslee and then-B.C. Premier Christy Clark energized the Cascadia Innovation Corridor partnership with a formal memorandum of understanding to enhance collaboration in research, trade, transportation and education. The momentum builds this fall as Inslee and other key players from government, academia and business – including Microsoft, Hootsuite, the University of Washington and the University of British Columbia – meet in a second annual conference.

In only a year, the Cascadia Innovation Corridor already has begun fueling new cross-border collaborations in a number of areas.

## Higher education

With the 2017 launch of the Cascadia Urban Analytics Cooperative (CUAC), the University of Washington and the University of British Columbia have joined forces to dig into the data and create solutions for urban challenges ranging from traffic congestion to affordable housing.

Funded by a \$1 million grant from Microsoft, the CUAC is harnessing the research muscle of both universities to take closer look at the numbers and identify common solutions. Notably, this grant represents the largest industry-funded research partnership between the two institutions.

Although agencies in both Seattle and Vancouver already collect massive amounts of data – including housing statistics, transit ridership and sales tax revenue – much of it routinely goes unanalyzed. For instance, the ORCA transit card debuted in King County in 2009. But until now its electronic ridership data has been underutilized to inform transit planning. Similarly, data from King, Pierce and Snohomish counties about services for homeless families had never before

been combined to provide a citywide analysis.

CUAC researchers are investigating how the opening of the Husky Stadium light-rail station has affected transfers and trips to Seattle's University District. The scientists will create algorithms and models to predict rider behavior, and compare them to older models. The goal: improve the available transportation options, ensure equitable access to these options, and share data-driven solutions with colleagues on both sides of the border. In British Columbia, CUAC researchers are analyzing everything from land-use patterns in the city of Surrey to available tourism resources across the province.

CUAC brings together two world-class public research universities to tackle the region's common challenges. Their shared mission is to accelerate research breakthroughs and develop new ideas that will benefit both Washington state and British Columbia.

## Government's role in innovation

Innovation flourishes where the public sector enacts supportive public policies and makes strategic investments to spur innovation and job creation. Many factors work together to spur innovation and grow an economy. A good investment climate and venture



capital lay a solid foundation. Research universities and nonprofits fuel creative thinking and community engagement. Anchor companies offer stability, boost economic growth and create a ripple effect in the economy. Startups, agile and full of energy, can pivot and innovate quickly, attracting new talent and generating needed buzz. And sound public policy underlies it all, ensuring the infrastructure and support systems are in place so that innovation and the economy can thrive.

In the case of the Cascadia Innovation Corridor, fast, frequent and convenient transportation between Seattle and Vancouver will be vital to enhanced economic integration. But today, an intra-city trip typically requires at least a three-hour car ride (and potentially cumbersome border crossing) or a four-hour train journey on rails dominated by freight lines.

High-speed train service could slash the travel time between Seattle and Vancouver to less than an hour. In Washington, legislators have included \$300,000 in the 2017 transportation budget to study the potential for high-speed rail linking the two cities. Efforts also are underway to establish fast and convenient seaplane service between Lake Washington and Coal Harbour in Vancouver.

This year at the federal level, the Canadian government recently created the Innovation Supercluster Initiative to invest in innovation and job growth throughout the nation, providing as much as \$250 million in federal funds over five years to a supercluster. Microsoft, TELUS, University of British Columbia and others are working to position Vancouver as a Digital Technologies Supercluster, leveraging the region's strength in augmented reality and virtual reality technology.





## Venture capital

Besides a talented workforce, access to funding is one of the top drivers of innovation. Despite gains in both areas, the region's leaders believe there is still much progress to be made to keep the area not only competitive, but to take a leadership position in the global economy. By joining forces, Seattle and Vancouver venture funders can create a larger pool of potential investors, encouraging startups and growth.

Venture-capital firms currently invest significantly more in Seattle than they do in Vancouver. But Canada is more open to foreign talent than the United States. Some of Seattle's tech giants, including Microsoft, Amazon, Boeing and Tableau, already have a presence in Vancouver. And global companies from outside the region, such as Cisco, Disney, GE, Sony and Electronic Arts, are increasingly attracted to the province.

Access to venture capital continues to be a challenge for both cities, which lag behind tech hubs such as Silicon Valley in terms of total venture funding availability. Joining efforts increases the pool of local investors, and raises the profile of the Cascadia Innovation Corridor to potential investors in other regions. Infrastructure support, such as connecting the two cities with high-speed rail, encourages and nurtures relationships between investors and innovators.

## Life sciences

The life sciences are reaping the benefits of computing power and big data, two globally recognized strengths of the Cascadia region. Partnerships and collaborations boost this core power, allowing research institutions to access larger volumes of data, which in turn provides faster, more accurate results.

The growth and evolution of computing technology – analyzing large amounts of data in a short amount of time – has created new opportunities in life sciences by accelerating the pace at which research and analysis can be conducted. What may have taken years in the past is now more manageable.

Increased collaboration between research and academic institutions in Seattle and Vancouver opens the door to discoveries that could improve quality of life, and even save

lives. Advances in life sciences are increasingly intertwined with advances in information technology. Innovation improves the tools the life sciences sector can use, including big data, 3-D imaging and artificial intelligence. Having access to those tools draws top health care talent to the region, improving the quality of life for all.

Seattle's Fred Hutchinson Cancer Research Center and Vancouver's B.C. Cancer Agency have both made great strides battling cancer. Last year, they signed a memorandum of understanding to enable



clinical research collaborations that are expected to accelerate discoveries and enhance the research of both organizations. It also could expand patient access to innovative therapies and provide better training opportunities for scientists and researchers.

## Future of Cascadia Innovation Corridor

The Peace Arch, dedicated in September of 1921, sits on the border between Blaine, Washington, and Surrey, British Columbia. The inscription on the U.S. side reads "Children of a common mother," and on the Canadian side, "Brethren dwelling together in unity."

The Cascadia Innovation Corridor is an example of these quotes in action. Its goal is to bring business, government and academic leaders together to identify and pursue initiatives that will drive regional growth and foster international collaboration, in the spirit of unity that the Peace Arch symbolizes – with demonstrable progress made by the centennial of the arch in 2021.

The foundations of B.C.'s core technology platforms, such as data connectivity, data analytics and data visualization, will accelerate the digital economy and propel exponential growth. For example, the landscape of augmented reality/virtual reality, an area in which B.C. is a global leader, is expected to grow globally to \$100 billion by 2025.

Combining that growth with Seattle's strengths in big data and computing power could put the Cascadia region at the forefront of the industry worldwide.

This vision extends beyond the tech world. Life sciences, mining, telecom, aerospace and other industries are using technologies now that fundamentally transform their operations and that will position them for the next 10-15 years.

Augmented and virtual reality technologies already are enabling mines of the future, while remotely connected sensors and visualization technologies are helping to improve forest health. Transportation and industrial sectors are transforming into smart infrastructure and transportation with smart technologies, data collection platforms and visualization technologies changing city planning, emergency response and infrastructure such as parking lots.

Yet for all the talk about technology, it starts with people. In the Boston Consulting Group's assessment of Seattle, Vancouver, and other cities around the world, Seattle and Vancouver came out No. 1 and No. 2 in the category of human capital. And that is significant.

"If you had to pick one thing in which you wanted to be best, I would argue this is the thing that you would pick," Microsoft President Brad Smith noted at the inaugural Cascadia Innovation Corridor Conference in Vancouver last fall. "Because if you can start with great talent, whether you're a company or a city or a region, you can build the rest."





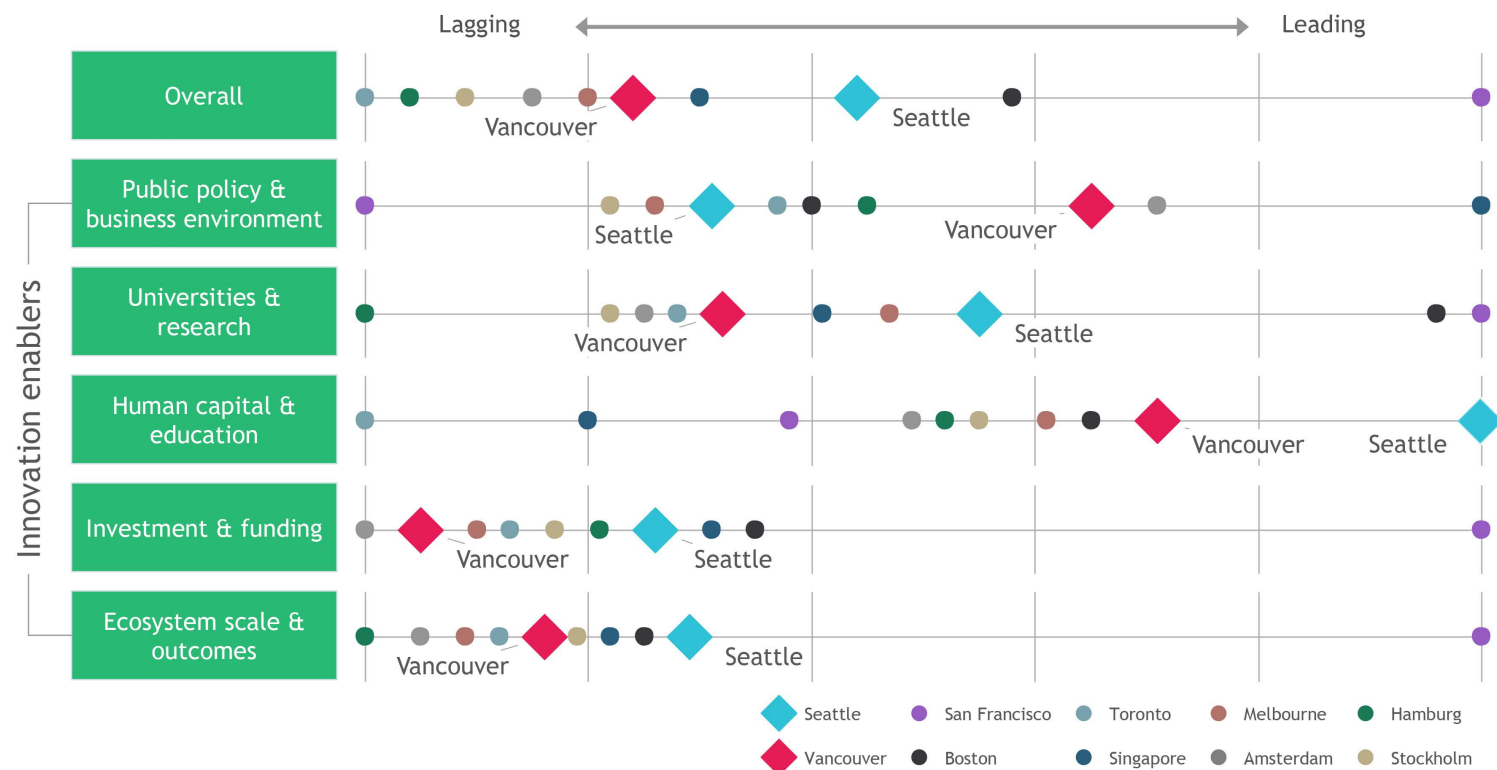
# Better together: Seattle, Vancouver with the potential to form a world-class innovation hub

With the goal of better understanding the strengths of an innovation-oriented economy, The Boston Consulting Group designed an Innovation Index that uses 70+ metrics across five categories of commonly considered innovation enablers. The index was used to compare the innovation strength of Vancouver and Seattle to eight other global cities.

Overall, Seattle ranks 3rd and Vancouver 5th in the Innovation Index. San Francisco is the overall leader. Seattle and Vancouver rank particularly high on human capital (1st and 2nd) due to the favorable quality of life and the ability to attract top-skilled talent. Vancouver is strong in public policy & business environment due to the city's favorable tax structure and visa processing. Seattle has a strong position in universities & research, influenced by the strength of the University of Washington. The biggest gap for both Seattle and Vancouver is in attracting investment funding.

When combining the strengths of the two cities, can you imagine what they could achieve together?

## Better together: Seattle, Vancouver poised to form a world-class innovation hub





## Local Talent. Local Jobs. Global Success.

With 700,000+ job openings over the next five years, it's critical that local businesses ready themselves for the workforce for the future. This fall, join the Seattle Metro Chamber as we highlight local and national examples of success and explore opportunities to address our region's talent gap at two of our signature events—our Annual Meeting and Regional Leadership Conference.



135th Annual Meeting  
Thu, Sep. 28



Regional Leadership Conference  
Wed, Oct. 18 - Fri, Oct. 20

*learn more at [www.seattlechamber.com](http://www.seattlechamber.com)*

# Let's build world-class tech together

We are excited to work with our neighbors in Washington State to develop the Cascadia Innovation Corridor. Together we will grow one of the most vibrant economies in North America.



LEARN MORE  
[www.wearebctech.com](http://www.wearebctech.com)

WHERE LEADERS MEET TO UNLOCK BC'S FULL POTENTIAL



## The Business Council of British Columbia is proud to work with our partners in BC and Washington State to support the Cascadia Innovation Corridor.

BC and Washington State led North America in economic growth in 2016 and have a tremendous opportunity to harness our collective strengths to create a globally competitive, interconnected region. Through the power of innovation and collaboration, we will attract talent and capital to drive greater productivity and business growth across all sectors of both our economies to the benefit of the people and communities of the Pacific Northwest.

Join the conversation #ConnectCascadia

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## Support Washington's immigrant workforce

WTIA brings together tech, government, and education to collaborate on practical solutions to tough community challenges. Join us at WTIA's FullConTech Conference on September 26 as we focus on immigration.

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- **Hon. Ed Murray**, Mayor of Seattle
- **Brad Smith**, President and CLO, Microsoft Corporation
- **Jeff Booth**, President and CEO, BuildDirect
- **Jonathan Wilkinson**, Parliamentary Secretary to the Minister of Environment and Climate Change and Member of Parliament for North Vancouver
- **John Wenstrup**, Senior Partner & Managing Director, The Boston Consulting Group
- **Bill Tam**, President and CEO, BC Tech Association
- **Ryan Holmes**, CEO, Hootsuite
- **Geoff Entress**, Managing Director, Pioneer Square Labs
- **Greg D'Avignon**, President and CEO, Business Council of British Columbia
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- **Hon Dow Constantine**, King County Executive
- **Fazil Mihar**, Deputy Minister, Ministry of Jobs, Trade and Technology, Province of British Columbia
- **Hon Jay Inslee**, Governor of Washington
- **Bill Howe**, Program Director and Faculty Chair, UW Data Science Master's Degree, University of Washington
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- **Charles Lavigne**, Co-founder and CEO, LlamaZOO
- **Maria Klawe**, President, Harvey Mudd College
- **Alexandre Guertin**, Associate, Kensington Capitol Partners BC Tech Fund
- **Scott Jacobson**, Managing Director, Madrona Venture Group
- **Brian Krieger**, Acting Assistant Deputy Minister, Ministry of International Trade Province of British Columbia
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- **Ryan James**, Co-Founder, PearMed

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