



CONNECTING CANADA
WITH THE WORLD FOR
15 YEARS



STRATEGIC PLAN

JUNE 2024

EXECUTIVE SUMMARY

CentrePort Canada is the largest tri-modal inland port in North America and a key driver of Manitoba's economic growth. Its strategic and purposeful development – led by CentrePort Canada Inc. – has attracted new businesses and jobs and generated palpable momentum, all while elevating Manitoba's profile as a centre for international trade in the heart of the continent.

Established in 2008, CentrePort Canada Inc. grew out of the private sector's desire and support for an inland port in Manitoba. Today, hundreds of companies are located at CentrePort, leveraging its unparalleled tri-modal services and infrastructure to move goods globally. Over 2,300 acres are in various stages of development and more than 3 million square feet of new industrial space is complete or underway – and we're just getting started.

Our strategic plan, with a five-year horizon, serves as a blueprint for the next chapter of CentrePort's story – further establishing the inland port as a national and international trade gateway. Grounded in a profound understanding of our purpose and potential, this plan charts a course for unprecedented economic opportunities and growth.



Sincerely,

A handwritten signature in black ink that reads "Carly Edmundson".

CARLY EDMUNDSON
President & CEO



MANDATE

CentrePort Canada Inc. is the master planner and facilitator of development for the inland port project. As outlined in the CentrePort Canada Act, the Corporation's mandate is to:

- Facilitate long-term development and operation of the inland port;
- Facilitate and encourage investment in the inland port; and
- Promote the inland port by marketing it domestically and internationally.

DEVELOPMENT OVERVIEW

CURRENT STATUS



2,300 acres
currently under
development

5 YEAR IMPACT (2018-2023)



\$750+ million
in development
permits issued



3+ million square
feet of industrial
construction
initiated



9 new
industrial parks



250 new
companies

FULL DEVELOPMENT IMPACT



98,377
person-years of
employment



\$1.18 billion in
provincial tax
revenue



\$7.9 billion boost
to Manitoba's
GDP

PROCESS

CentrePort Canada Inc. undertook a strategic planning process over a period of twelve months. Stakeholder engagement and community collaboration is a cornerstone of CentrePort's ongoing success and was a key component of this process, ensuring a diversity of perspectives were considered.

The Corporation gathered insights from stakeholders and partners, including: organizations who contribute to economic development and investment attraction; private industry, including companies located at CentrePort and CentrePort's partners; business and industry associations; and government.

CentrePort analyzed its strengths, weaknesses, opportunities and threats in order to have a holistic understanding of the organization's landscape. This set the framework for a new mission, vision, and values that reflect the future direction of CentrePort Canada Inc.

Finally, CentrePort identified strategic goals that align with the newly established mission and vision, providing a roadmap for the organization's growth and success. This process not only fostered clarity but also instilled a sense of purpose and direction, guiding the organization towards the future.



VISION:



As the premier inland port,
we **connect Canada with the world.**



MISSION:



CentrePort Canada Inc. drives **economic growth for Canada** by leading the tri-modal inland port's development and connectivity.





VALUES:

**The CentrePort Canada Inc.
team works together to ACT:**

We embrace our role as **Ambassadors**
driving growth and lasting impact.

We are effective, efficient, and **Collaborative.**

We act with **Transparency** and integrity.

STRATEGIC GOALS

The CentrePort Canada Inc. team has built short- and long-term actionable objectives, along with corresponding measures, to ensure that the organization’s five-year strategic goals are achieved.

These goals are expressed below in language, reflecting the resulting end state of our purposeful actions.



REVENUE

We have created a sustainable business model

ORGANIZATION

We have the resources to get the job done



BRAND AWARENESS

People know what CentrePort is

INVESTMENT ECOSYSTEM

We attract and support global businesses and activities





COMMUNITY COLLABORATION

CentrePort Canada Inc. is part of a strong network of stakeholders and community partners. This plan was developed with the input and support of stakeholders from a variety of sectors and industries. This inclusive approach ensures a comprehensive plan that aligns with private sector foci, the economic development ecosystem in Manitoba and national trade and transportation priorities.

CENTREPORT CANADA INC.

BOARD OF DIRECTORS

CentrePort Canada Inc. operates under the strong leadership of a private sector led board of directors that shares the Corporation's vision for growth and supports the team's strategic priorities. The Board includes nominees from the Business Council of Manitoba, Economic Development Winnipeg Inc., Manitoba Chambers of Commerce, Manitoba Federation of Labour, Manitoba Trucking Association, Winnipeg Airports Authority, Winnipeg Chamber of Commerce, the Rural Municipality of Rosser, City of Winnipeg, Province of Manitoba and Government of Canada, as well as up to four directors at large.

PEGGY MAY

Southport Aerospace Centre Inc.
Chair

WAYNE ANDERSON

St. Boniface Pallet Company

TIM FEEMSTER

Foremost Quality Logistics

MEGHAN FURST

Toowoomba Land Company

PETER JESSIMAN

Jessiman Family Investments

CRYSTAL KLIPPENSTEIN

UFCW Local 832

CHRIS LORENC

Manitoba Heavy Construction
Association

MARTY MAYKUT

Anvil Management Limited

RICHARD MORANTZ

Globe Capital Management

SHREERAJ PATEL

Royal Bank of Canada

BOB SILVER

Western Glove Works

PAULINE WIEBE PETERS

Payne Transportation

CENTREPORT CANADA INC.

PARTNERS

BUSINESS & FINANCIAL SERVICES

Avo Solutions
BDC
BDO
BFL Canada
Bison Fire Protection
Cambrian Credit Union
Clear Concepts
Cunningham Business Interiors
FCC
HUB International
Inland Audio Visual
Johnston Group
KMR Delivery Solutions
Pinnacle
Quintex Services
Relish New Brand Experience
Staffmax Staffing & Recruiting
Swish Maintenance
Tripwire Media Group
Winnipeg Free Press
Xpromo

TRADE & ECONOMIC DEVELOPMENT

Economic Development Winnipeg*
Winnipeg Metropolitan Region*
World Trade Centre Winnipeg*

EDUCATION & TRAINING

Red River College Polytechnic*

LAND DEVELOPMENT, CONSTRUCTION & PLANNING SERVICES

Bayview Group
Behlen
Bituminex Paving
Brandt
Canotech Consultants
CGM Engineering
Concord Projects
Contempora Steel Builders
Earth Max Construction
Exemplar Developments
f-BLOK architecture
Focus Equities
FWS Group
KGS Group
M.D. Steele
M Richard & Associates
Meridian Plumbing & Heating
MMI Asset Management
PCL
PowerTec Electric/PowerTec Solar
Scatliff+Miller+Murray
Stephenson Equipment

*Supporting Partner

Superior Projects
The Munro Group
Thomas Design Builders
Tri-Core Projects
Whiteland Developers
WSP

GOVERNMENT & CROWN CORPORATION

City of Winnipeg*
Efficiency Manitoba
Government of Manitoba
Rural Municipality of Rosser

HOSPITALITY

Best Western Plus Winnipeg Airport
Inn at the Forks
Lakeview Hotels & Resorts
Motel 6 Headingley
Super 8 Winnipeg West
Wyndham Garden Winnipeg Airport

LEGAL

MLT Aikins
TDS Law

MEMBERSHIP

Manitoba Chambers of Commerce*
Manitoba Real Estate Association*
Manitoba Trucking Association*
NASCO*
Winnipeg Chamber of Commerce

REAL ESTATE

Colliers International
Cushman & Wakefield | Stevenson
Winnipeg

TRANSPORTATION & LOGISTICS

4Tracks
Bison Transport
Prairie Rail Solutions
Winnipeg Airports Authority

LOOKING AHEAD

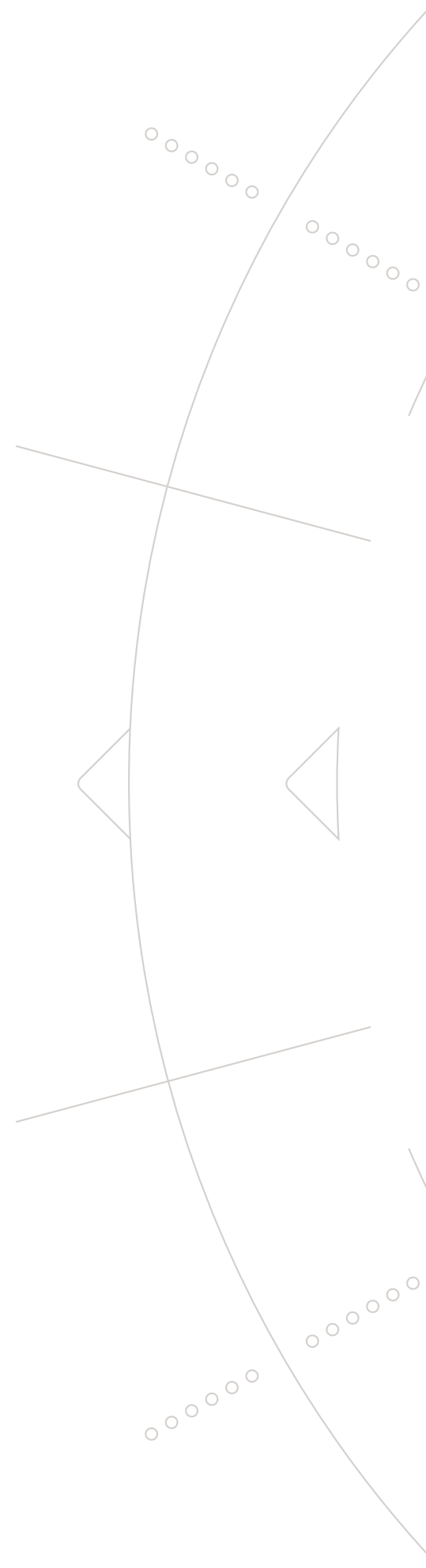
The inland port has seen transformative growth since CentrePort's creation in 2008, and the landscape is constantly evolving. With over 2,300 acres now in active development, this is proof that strategic infrastructure investments result in private sector activity and economic opportunity for all.

We look forward to continuing to work in close partnership with community and industry leaders, the private sector and government partners to align with, and deliver on, provincial economic development priorities such as the ongoing development of the Port of Churchill, the critical minerals strategy and green economy initiatives.

As we embark on this next chapter in the Corporation's evolution, we are looking ahead with excitement and enthusiasm as CentrePort propels Manitoba into the national and international spotlight.

Located at the intersection of key trade corridors, CentrePort is a national gateway located in the centre of the continent. Leveraging its geography, infrastructure and strong public and private partnerships, CentrePort is strongly positioned to connect Canada with global markets.

With demonstrable success to date, significant forecasted economic impacts and a clear path forward, CentrePort's continued strategic development is transforming the Manitoba landscape – now and well into the future.





CentrePortCanada.ca

CPKC
Rail Lines

CN
Rail Lines

BNSF Rail
Lines

Hudson Bay
Railway

Highway
Routes

★
Port
Cities



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