



FOR RELEASE
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Yukon promoting competitive advantages and mineral potential during Asian tour

WHITEHORSE—Economic Development Minister Currie Dixon is highlighting Yukon as a modern territory with extraordinary mineral resources and untapped business potential during his trip to Asia this month.

"With tremendous economic growth in Asia there is increasing demand for natural resources, which makes it a logical trading partner for Yukon," Dixon said. "Asia offers a potential source of investment as well as a promising market for our natural resources."

Dixon is travelling to Beijing and Hong Kong to meet with Canada Trade Commission representatives, state-owned organizations, and private companies. While in Hong Kong, Dixon will be making a presentation at the Precious Metals Summit on January 24. The Precious Metals Summit is a renowned mining forum and provides an opportunity to showcase Yukon on a competitive global stage.

The minister is also hosting a networking luncheon in Tokyo and will speak about Yukon's strategic investment advantages including its proximity to the Asian market, its stable investment climate, and its high potential ore deposits that are well suited to meet Asian mineral demand.

"Attracting investment from outside our borders is critical for the development of economic projects in Yukon," Dixon added. "In order to attract investment we need to raise awareness of Yukon's business opportunities and economic potential in key markets like Asia."

The Government of Yukon has been sending trade missions to Asia since 2005 and many successful business ventures have resulted from these efforts. The Department of Economic Development has identified Asia, along with the USA and Europe, as target markets for trade promotion.

For more information, go to www.precioussummit.com.

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