

July 18, 2019

Alex Sangha
Project Developer – South Asia International Expo
Email: alexsangha@gmail.com

Re: 10138 Whalley Boulevard by Rize Atelier (WLY) Limited Partnership

The Surrey Board of Trade is pleased to offer this letter of support for to bring a South Asia International Expo to Bear Creek Park in Surrey.

The South Asia Expo has the potential to harness significant economic activity in Surrey, as well as for the South Fraser region.

In summary, the benefits are:

1. **INCREASED ECONOMIC ACTIVITY** - The Expo will inject thousands if not millions of dollars of economic activity into the local economy. This is great for jobs, businesses, and economic growth.
2. **INCREASED TOURISM** - The Expo will attract visitors and tourists from throughout the Metro Vancouver region, Canada, and the world. High profile dignitaries visiting the South Asia International Expo from abroad will lend buzz, excitement, and enhanced profile for the event and the city.
3. **POSITIVE GLOBAL MEDIA COVERAGE** - Increased media attention and exposure about Surrey from all over the world.
4. **FOCUSED AND FEASIBLE** - Surrey has an established South Asian population. An international Expo of this nature is much more realistic for a city the size of Surrey because it has a clearly defined mandate.
5. **UNIQUE CULTURAL AND EDUCATIONAL EXPERIENCE** - Increased opportunities for locals to participate in a unique arts and cultural event and learn about the diversity and diaspora of South Asia.
6. **PROMOTING PEACE AND HARMONY** – To demonstrate to the world that we can build bridges and peace and harmony between the diverse peoples, cultures, languages, and faiths of South Asia by coming together to showcase art, culture, ideas, and innovation and celebrate diversity.



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7. PROVIDE A PLATFORM FOR LOCAL ARTISTS AND TRIGGER NEW IDEAS AND INNOVATION
To encourage creation, collaboration, connection, community, celebration and provide a platform for local artists to showcase their work in various exhibits and pavilions. The Expo will allow us to learn from each other and have the opportunity to share local knowledge and expertise with the ideas and innovation of South Asia and trigger new creative enterprises.
8. ENJOY INTERNATIONAL SOUTH ASIAN FOOD, FLAVOURS, COLOURS, MUSIC, DANCE, AND PERFORMANCES - To experience the food and culture of all the countries of South Asia. The countries would be directly invited to set up their exhibits and pavilions which would provide a unique first-hand perspective.
9. TIMELY, RELEVANT, AND UNIQUE - Reflection of what's going on in Surrey since about 40% of the population in the city is South Asian.
10. LASTING LEGACY OF NEW FACILITIES AND NEW MARKETS FOR CANADIAN EXPORTS - The Expo will create a lasting legacy for Surrey such as a new Stadium and expanded Surrey Arts Centre in Bear Creek Park. The countries of South Asia and their diaspora will also be building long term partnerships and networks with businesses, organizations, government, and Surrey residents for mutual socio-economic benefit. This is a great way for Surrey and Canada to diversify its market for Canadian goods, services, and other exports.

The Surrey Board of Trade supports and attracts business to Surrey. We represent approximately 6,000 business contacts as members of our city building business organization.

The Surrey Board of Trade looks forward to an active participation in the South Asian Expo in Surrey. Please contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'A. Huberman', is written over a light blue horizontal line.

H. Captain (Navy) Anita Huberman
CEO, Surrey Board of Trade
604-634-0342