

VALUE-ADDED WOOD PRODUCTS

Business Profile



LADYSMITH: A NATURAL FIT FOR THE VALUE-ADDED WOOD INDUSTRY

Value-added wood product manufacturing includes items such as pre-built housing, millwork, furniture, cabinets, engineered building components, and timber frame and log homes. This sector makes up more than 25% of British Columbia's annual forest product sales, and directly employs over 20,000 British Columbians.

British Columbia's government is actively supporting market diversification, research, and product development. In partnership with industry, the BC government is helping open up new markets in Asia, particularly China.

Why Locate a Value-Added Wood Product Business in Ladysmith?

- Presence of well-established lumber industry in the region, allowing quick access to quality lumber and other supplies
- Central location offering easy distribution to local, national and international markets
- Knowledgeable workforce
- Proximity to high-end custom home market locally and elsewhere on Vancouver Island
- Business-friendly local government
- Affordable West Coast lifestyle

THE BEAUTIFUL TOWN OF LADYSMITH

- Ladysmith is built right next to the ocean. Its natural 5-mile harbour provides excellent boating access to the Gulf Islands.
- Ladysmith's downtown features beautifully preserved turn-of-the-19th-century architecture and a friendly, small-town atmosphere.
- Harrowsmith Country Life magazine named Ladysmith one of the "10 prettiest towns in Canada". The town has also won first place in the popular "Communities in Bloom" contest.



Easy Access to Markets and Urban Centres:

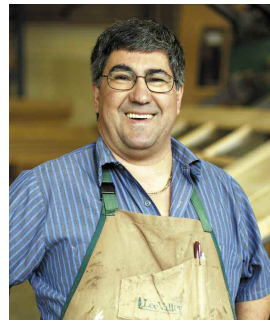
- By road: Ladysmith is located right on the #1 Highway. Victoria is 85 km to the south. Nanaimo is 26 km to the north
- By ferry: Ladysmith is close to Nanaimo's two ferry terminals, which provide regular service to the mainland
- By air: Nanaimo Airport, nine km from downtown Ladysmith, provides regularly scheduled flights to Vancouver and the Lower Mainland. Floatplanes offer service straight to downtown Vancouver

"Being located just off the highway means it's no trouble to reach our clients, whether they are local or overseas" – Ladysmith entrepreneur.

- Ladysmith is located on the east coast of Vancouver Island, right on the 49th parallel. Population: 8,100.

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A SUPPORTIVE BUSINESS ENVIRONMENT

Our province

BC is a great place to run a small business. In 2007, BC had more small businesses per capita than any other province, with 87 small businesses per 1,000 people. Small businesses account for 56% of all private sector employment – the highest rate in the country.

Our community

Ladysmith has been hard at work diversifying its economy. In the last few years, there has been a considerable increase in the number of new enterprises in the community, as both new and current residents establish businesses in our dynamic Vancouver Island setting.

Our strategy

Ladysmith has a vision for a prosperous and sustainable future, which is supported by the Economic Development Commission and its many pro-business initiatives. The EDC is committed to fostering growth through its established strategy for business development.

THE IDEAL WEST COAST LIFESTYLE

- **Climate:** Ladysmith has a temperate climate with moderate rainfall in the winter. Summers are usually dry and sunny
- **Outdoor activities:** Ladysmith's natural harbour makes it the perfect location for boating of all kinds. The area also has great hiking, mountain biking, golfing, skiing and much more
- **Cultural events:** Ladysmith is home to a vibrant arts community and a waterfront art gallery. Two professional theatre companies operate in nearby communities. Special events and celebrations take place year-round
- **Schools:** Both English and French Immersion streams are available in Ladysmith at the primary level. Vancouver Island University (formerly Malaspina University-College) is located in nearby Nanaimo
- **Real Estate:** House prices in Ladysmith are relatively affordable in comparison with other locations on the south Island. A new waterfront live/work development will provide an exciting alternative for residents wanting to work from home

“By locating my business in Ladysmith I get to be on vacation every day... and never have it end.” – Ladysmith entrepreneur

SOUTHWOOD PRODUCTS

Southwood products manufactures quality doors and custom wood products for specialty homes. The owners chose to locate their business in Ladysmith because of its central location and proximity to the high end home markets in Nanaimo and Victoria. Ladysmith also offered them easy access to quality lumber, and to the glass artists and carvers who help create their top-notch products. The icing on the cake? Ladysmith's fabulous quality of life. One of the business owners loves boating, and the other is a scuba diver. With the ocean only minutes away, they are out on the water every chance they get.