

## **Saint John, New Brunswick Builds Innovative Data Hub**

*Smart & Connected Community Data Strategy will drive our economic future*

*For immediate release*

**May 25, 2017-Saint John N.B.** –The 4th Industrial revolution is happening. Data will be to this century, what oil was to the last. It is a resource that can be tapped and mined for job growth and economic prosperity across our region. Enterprise Saint John with its community partners, is excited to announce the launch of a *Smart & Connected Community Data Strategy*.

A data repository will be built to collect community and business data all in one place to be analyzed and shared. The insights gathered by researchers and innovators will create opportunities for business and the community that will be marketed to the world.

Over the next three years, three projects will use data from industry, business, and tourism sectors to develop new technologies to improve efficiencies and increase competitiveness of businesses. The communities that embrace data today will be the job creators of tomorrow.

Data becomes truly powerful when we look at information from several places and points of view. Once municipalities add data about how the city works, there is an opportunity to come up with better solutions and services for citizens.

The Government of Canada is providing Enterprise Saint John with a non-repayable contribution of \$1,151,780 through ACOA's Innovative Communities Fund. The Government of New Brunswick is investing \$100,000 while Enterprise Saint John is investing \$110,248 towards the project. Cisco is providing in-kind contributions of \$200,000, while Bell Aliant is providing \$60,000. That brings the entire project to more than \$ 1.6 million.

“We are five municipalities, but one community. This project fits perfectly with our vision to be Canada’s Most Connected Community. The strength of our community lies in how

easily we are connected through our technology, our people and our strategic location. We already have global technology leaders such as Cisco and T4G as well as local innovators who have invested in this community because they know Saint John is a hub of innovation. We hope this major project will attract even more innovators who will work with data from our world-class industrial base and business community to come up with new opportunities. These opportunities will drive this region's economy and be a model for others around the world," says Enterprise Saint John CEO, Steve Carson.

The strategy will be managed by Enterprise Saint John with an Advisory Board made up of community leaders and data experts from CISCO, Bell Aliant, T4G, Rogers, University of New Brunswick, EY, and the City of Saint John.

"Our world is about to be rocked by the overwhelming access to real time data and its smart application in solving problems, creating opportunities and transforming our communities. Saint John is perfectly poised, with its industrial base, its IT infrastructure and its connected communities, to be a global leader. It has the potential to transform how we live, how we work and how we prosper," added Community Data Strategy Advisory Board Chair, Andy McGillivray.

Work on the data repository will begin immediately, projects in the business, tourism and industry sector are underway.

For more information on the Smart & Connected Community Data Strategy, go to our website at [www.enterprisesj.com/smart-and-connected-community/the-strategy/](http://www.enterprisesj.com/smart-and-connected-community/the-strategy/)

You can also check out this video: [www.enterprisesj.com/media](http://www.enterprisesj.com/media)