



*Pacific NorthWest  
Economic Region*

*The Pacific Northwest Economic Region Presents:*

# **TECHNOLOGY SOLUTIONS TO PANDEMIC CHALLENGES**

**Monday, August 16th | 10:45am-11:45am**

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**Microsoft**



**Moderated by:**



**Dr. Laurie Trautman**

*Director*

Border Policy Research  
Institute, WWU



**Brandon Lee**

*Consul General*

Consulate General of  
Canada, Seattle



**Gerry Bruno**

*Executive Advisor  
to the CEO*  
Vancouver Airport  
Authority



**Solomon Wong**

*President & CEO*  
InterVISTAS



## Overview of FBC Strategy

### *Reimagining the next-generation U.S.-Canada Border*

Launch: August 2021

Target Completion: Q1 2022



## Major Successes in the Past 25 Years

- Common framework for border management
- Inter-agency cooperation (policy & technical)
- Clarity of rules and processes
- Actual gains in border efficiency and security
- Support of cross-border trade and travel





## Since March 2020

### Uncoordinated Border Policies

- Increase in processing times
- Complexity of rules across modes
- Duplication of efforts (public & private)
- Confusion and uncertainty for users
- Added administrative burden



We are ill-prepared to take full advantage of USMCA and coordinate our pandemic recovery. This ultimately affects our overall global competitiveness.

# Opportunity: A Renewed Border Vision



1995



2001



2004



2011



1995

# Opportunity: A Renewed Border Vision



2001



2004



2011

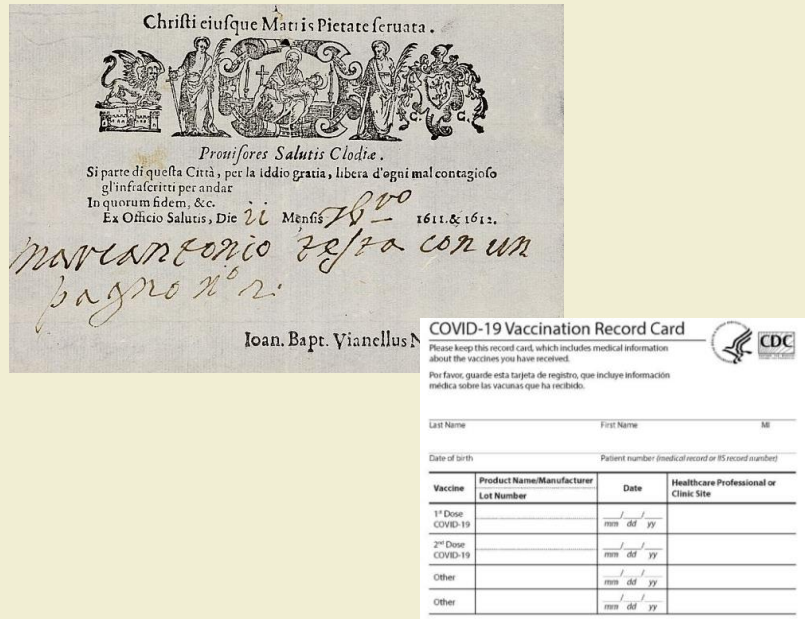


2022?

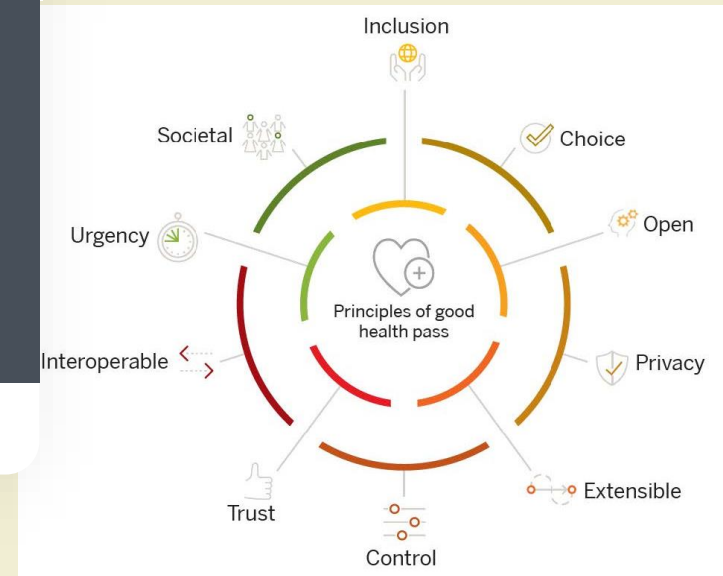
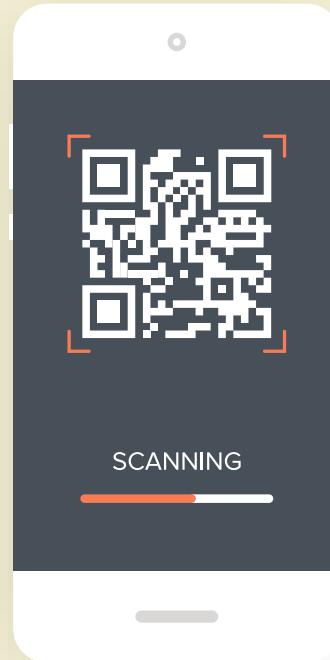
Future Borders Coalition is launching a major applied research project to input into a future border US-Canada border vision.



# Theme 1: Digital Trust for Efficient/Effective Borders

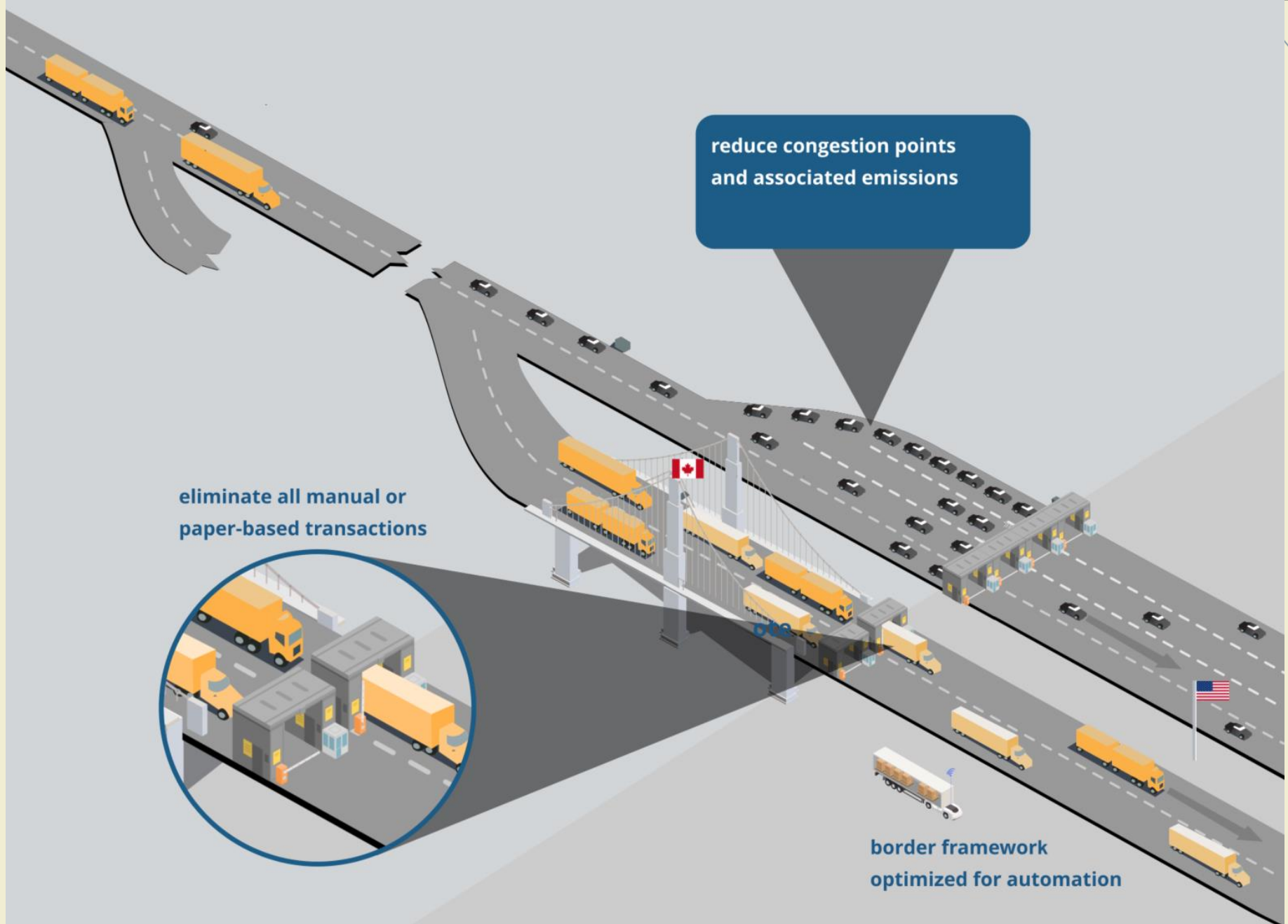


Paper-based approaches used since 18<sup>th</sup> Century Great Plague to Now

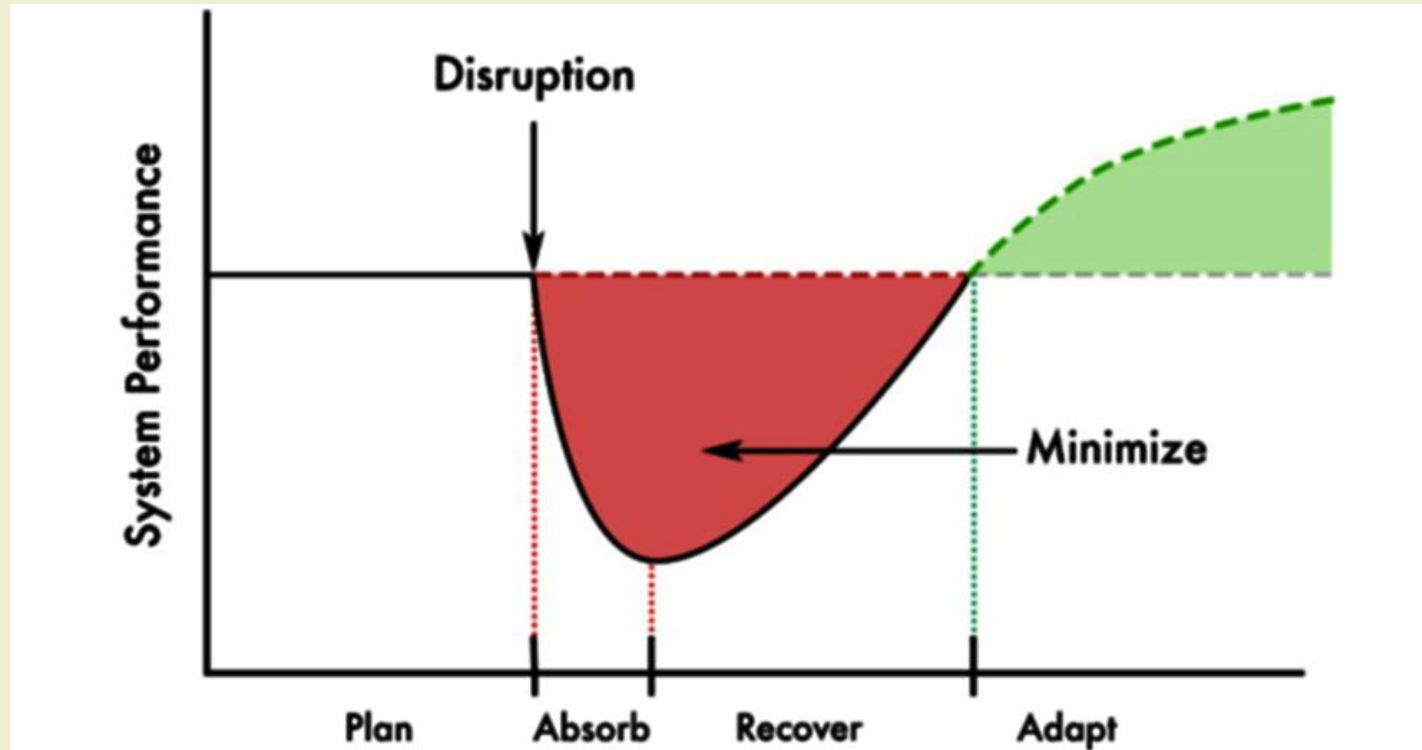


Interoperable digital credentials, built off of privacy, equity and user-control (e.g. adhering to Global Health Pass Collaborative)

# Theme 2 Greening Our Borders



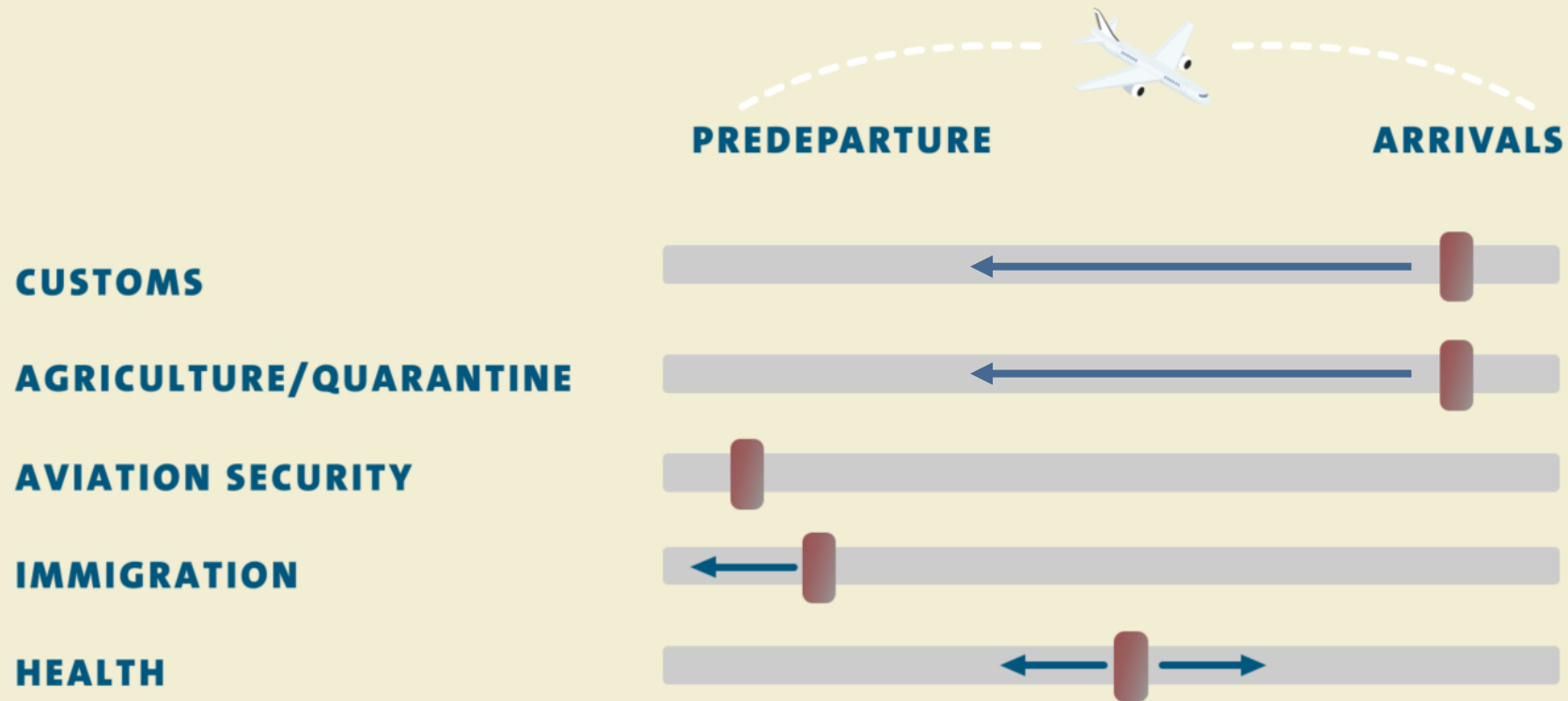
# Theme 3: Resilient Borders



Source: OECD, A systemic resilience approach to dealing with Covid-19 and future shock, 2020



# Theme 3: Resilient Borders: *When Do We Address Risk?*



# Call To Action: Where Do You See Future US-Canada Borders?



[www.futureborderscoalition.org](http://www.futureborderscoalition.org)

# CONGREGATE SOLUTIONS ACCELERATOR



**Sen. Mia Costello**  
*State Senator*  
Alaska State Legislature



**Nirav Desai**  
*CEO*  
Moonbeam



# *PNWER Congregate: A Solution Accelerator*

to Reopen  
Tourism, Performing Arts, Travel, and Hospitality (TPATH)



*Pacific North West  
Economic Region*

Congregate is a solutions accelerator to reopen the Tourism, Performing Arts, Travel, and Hospitality (TPATH) sectors with broad support from government and industry.

### Regional Government Support for U.S. EDA Funded Grant

#### Alaska and Washington State

Alaska Lt. Gov. Kevin Meyer  
AK Department of Health and  
Social Services

WA Department of Commerce  
6 Members of the U.S. Congress  
21 – Washington State Legislators

### Private Sector Partners

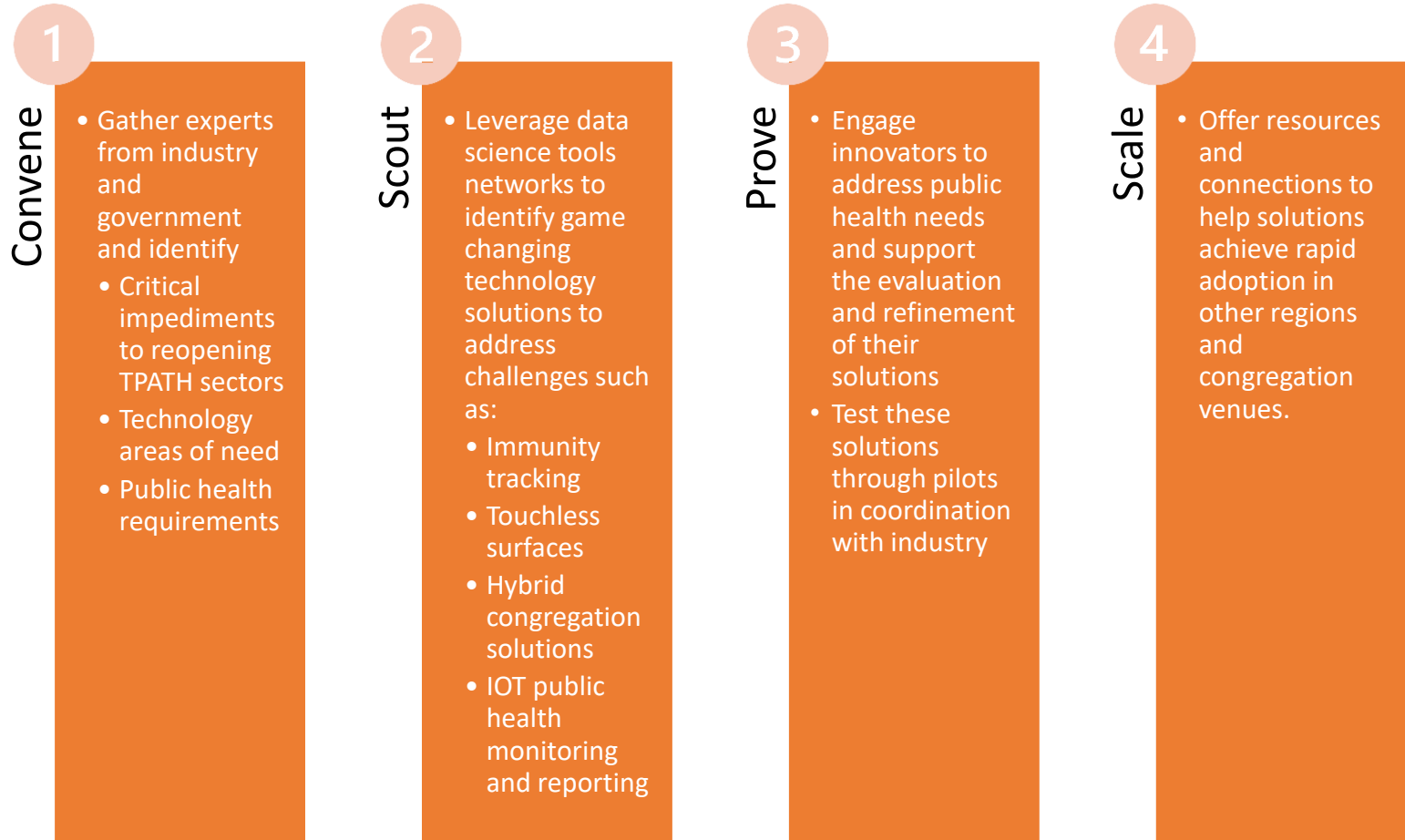


# Congregate's "Challenge-Driven" approach engages and supports the innovation ecosystem to address societal and industry challenges.

## Key Objectives

- We are looking to the innovation economy for solutions – collaboration between industry, regulators, and innovators is key.
- Members of the innovation economy accepted into the program includes startups, corporate innovation labs, or academic research teams looking to spin out companies.
- We want member with capabilities to address a need – not technology solutions looking to find a market.

**Find 16-24 startups – accelerate their product development to successfully scale 6-10 solutions for resilience in the Tourism sector**





Congregate is a solutions accelerator to reopen the Tourism, Performing Arts, Travel, and Hospitality (TPATH) sectors with broad support from government and industry.





## Expected Outcomes



### **Reopen**

Re-opening the TPATH sectors will return millions to the state and provincial budgets and billions to GDP – including addressing a disproportionate impact on minority jobs



### **Export**

By creating the technology for reopening venues, we will create an exportable capability rooted in the PNW



### **Innovate**

This will help the Pacific Northwest retain and grow its position as a global innovation hub and a leader in the future economy. Establish as a model for other sectors, states, provinces, e.g., green tech, broadband, etc.

## Ways to partner



### Help identify industry challenges and secure industry engagement

- **What we are looking for:** Companies with a critical need and willingness to work with external innovators to pilot solutions



### Help recruit mentors

- **What we are looking for:** Industry experts with deep domain knowledge and understanding of what it takes to implement technology in an enterprise



### Help diversify representation in the Industry Advisory Council

- **What we are looking for:** Executives that will identify challenges, evaluate candidate companies, and help scale solutions