

The North is Returning to Ottawa

More than 1,000 participants expected to attend Northern Lights 2012

by Julianne Philpott

The Northern Lights Business and Cultural Showcase has come a long way since its inaugural event in 2008.

With both excitement and expectations high, the Northern Lights Organizing Committee is once again gearing up for the 2012 event taking place in Ottawa, Ontario, from February 1-4 at the new Ottawa Convention Centre.

Established to promote the eastern arctic and north tourism, culture and arts, and to assist businesses, government and other organizations in the creation or strengthening of business partnerships between northern and southern Canadian regions and organizations, Northern Lights is planned jointly by the Labrador North and Baffin Regional Chambers of Commerce (LNCC and BRCC respectively), two small Canadian chambers with a combined membership of less than 300 members.

Deemed as Canada's premiere business and cultural showcase of the eastern arctic and north (Labrador, Nunatsiavut, Nunavut and Nunavik), Northern Lights was first held in Ottawa in January of 2008 and attracted more than 100 exhibitors and 500 delegates. After an incredibly successful inaugural event, the Northern Lights Committee is pleased to announce its return to Ottawa.

With the third event just a mere seven months away, interest is steadily increasing with the four-day event expected to attract over 140 exhibitors and more than 1,000 delegates.

"After four years, we're glad to announce that we will be returning to Ottawa once again for the Northern Lights show," says Sterling Peyton, president of the LNCC and co-chair of Northern Lights. "Ottawa is a



Brian Fowlow (left) and Hal Timar, co-event managers of Northern Lights 2012, during a press conference held in Ottawa to announce Northern Lights 2012. (Photo: LNCC)

vibrant and culturally-rich city with strong business and cultural ties to Canada's north. The passion and talent in the Arctic and North is incredible. We're thrilled to bring these regions together again."

With an abundance of economic opportunities in various sectors in the north, the 2012 event will include a trade exhibition, arts and culture pavilion, conference sessions and roundtable discussions relating to topics including northern sovereignty, infrastructure, mining and energy.

"During each event we strive to highlight the opportunities and partnerships that are available in the north," says Brian Fowlow, executive director of the LNCC and co-manager of Northern Lights. "The north is rich in resources in virtually every industry, and people are continuing to take notice. Businesses are excited at these prospects and to partner with the major players in the north."

The arts and culture industry in the eastern arctic and north regions are also rich in talent. From carvings and paintings to

throat singing and drum dancing, these northern artists who proudly showcase their heritage are continuing to demonstrate the talent for which the north is known.

"Each year, Northern Lights strives to not only highlight the business developments taking place, but also the unique arts scene in the north," says Chris West, president of the BRCC and co-chair of Northern Lights. "These regions are known for its arts and culture on an international scale and it's easy to see why."

For more information, please contact the BRCC in Iqaluit, Nunavut, at (867) 979-4654, the LNCC in Happy Valley-Goose Bay, Labrador, at (709) 896-8787, or visit the website at www.northernlightsottawa.com. ■

