



AWIB Priority Industries

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First question:
What is an industry?

Answer:
It depends.



Generally, companies are categorized in industries and individual workers are categorized in occupations.



Why does it matter?
It guides your focus.
Is the target of your efforts
companies or individuals? Or both?



Research and Analysis can tell you which industries and which occupations are expected to grow the most. That fits into our role as an objective research entity.



Research and Analysis can not tell you which industries or occupations *should* grow. That's a policy question that can't be answered with data or objective research alone.



What are the criteria for something
to become a priority industry?

What are the stakes?