

is tough.

"Even though we're up against others which have a lot to offer, Belleville has a lot going for it."

One of the biggest trump cards in Belleville's hand is 800 acres of industrial land that will officially become part of Belleville Jan. 1, the result of annexation of 1,200 acres of neighboring Thurlow Township.

Still, Belleville's interest in new industry isn't limited solely to the confines of the city limits.

Zegouras says dialogue with councils of surrounding municipalities is resulting in good co-operation between the communities. Each recognizes that attracting new industry to the area has benefits for everyone involved -- whatever the ultimate location. (Belleville, Trenton, Sidney and Thurlow Townships and Prince Edward County have, in fact, joined forces in a bid to lure Toyota to the area. Officials of the five municipalities met this week to prepare a proposal to be submitted to the provincial Ministry of Industry and Trade.)

"We're looking beyond our boundaries in a larger scope," said Zegouras. "We realize that what benefits one will benefit us all."