

*The purpose of Edmonton Global is to radically transform and grow the economy of the Edmonton Metropolitan Region.*

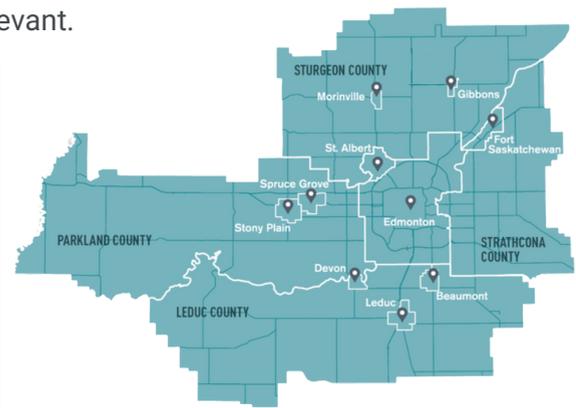
Edmonton Global is a not-for-profit corporation supported by 14 municipalities that make up the Edmonton Metropolitan Region. Our focus is on attracting foreign investment, helping regional businesses export with the world, enhancing our region's global competitiveness, and bringing our region together with a unified voice to attract the attention and interest of investors the world over.

## WHY IS FOREIGN INVESTMENT IMPORTANT?

Foreign investment connects our region to the global marketplace. These investments create jobs, improve quality of life, link our region to international supply chains and innovation, and ensure our regional economy remains sustainable and globally relevant.

## OUR PRIORITIES

- Serve as a catalyst for investment, job attraction and retention
- Align and harmonize the voices of the Edmonton Metropolitan Region around a shared narrative we can bring to the world
- Leverage regional, provincial, national, and international partnerships to sustain the long-term sustainability of our economy



## OUR SUCCESSES (2019-2021)



## COLLABORATING LOCALLY TO COMPETE GLOBALLY

Competition in foreign investment attraction is fierce. By working together our region can compete on a global stage.

When we combine the assets of the entire Edmonton Metropolitan Region, we represent a value proposition that is both nationally distinct and globally relevant.

Telling our collective story together will make us loud enough for the world to hear.

## OUR FOCUS SECTORS

Edmonton Global uses a data-driven approach to proactively identify sectors where the Edmonton region has a clear competitive advantage. When opportunities in these sectors intersect with our region's world-class expertise in technology and innovation, we can compete to win.



**TECHNOLOGY & INNOVATION**

## WE SUPPORT OUR BUSINESS COMMUNITY BY:



### Making Connections

We connect international investors to relevant organizations and businesses across our region so they have the information needed to make investment decisions.



### Improving Competitiveness

We take a data-driven approach to identify where we can improve our region's competitiveness and then work to advocate for those changes.



### Thinking Globally

Edmonton Global's **Global Growth Trade Service** makes international trade more accessible for small-to-medium businesses. Designed to streamline international market entry, this service connects businesses with a trade advisor who identifies and helps remove challenges and opens opportunities in international trade.



### Promoting our Regional Narrative

We promote a regional narrative, grounded in research, that tells the story of our strengths from an international investor perspective. The Edmonton region is among the youngest, most educated, and fastest growing in Canada - and our northern location is a strategic advantage. It's fitting that our narrative is tied to our international airport code - YEG.

Edmonton Global also operates **Port Alberta**, a foreign trade zone designed to facilitate trade with the world.

### The Edmonton Metropolitan Region is:

- **Young,**
- **Educated,**
- **Growing,**
- **and Connected**

## COLLABORATION IN ACTION: REGIONAL AIR SERVICES OPPORTUNITY FUND

During the COVID-19 pandemic, the Edmonton region lost 75 percent of its direct international flights. Recognizing the severe blow this could have on our regional economy, our region's municipalities came together to establish a fund of almost \$15 million to attract direct international and US routes. This will fast-track our economic recovery, support our businesses, keep jobs here, and ensure we remain competitive. The fund is expected to:

- Create 7,000 jobs
- Increase GDP by \$415 million
- Have a total economic impact of \$811 million

*Let's work together. Our partners in economic development, industry, Canada's and Alberta's international trade offices, academia, and business community are working together. Join us.*

### MORE ABOUT US

[Strategic Plan \(2018-2023\)](#)  
[2020 Annual Report](#)  
[Meet our Board of Directors](#)



## Meet our Executive Team

Malcolm Bruce, CEO  
Mustafa Sahin, Executive VP, Trade & Investment  
Riya Ganguly, VP, Strategy & Innovation  
Chris McLeod, VP, Global Marketing & Communications

