



**Edmonton  
Global** 

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# **Strategy**

2023–2027

# Land Acknowledgment

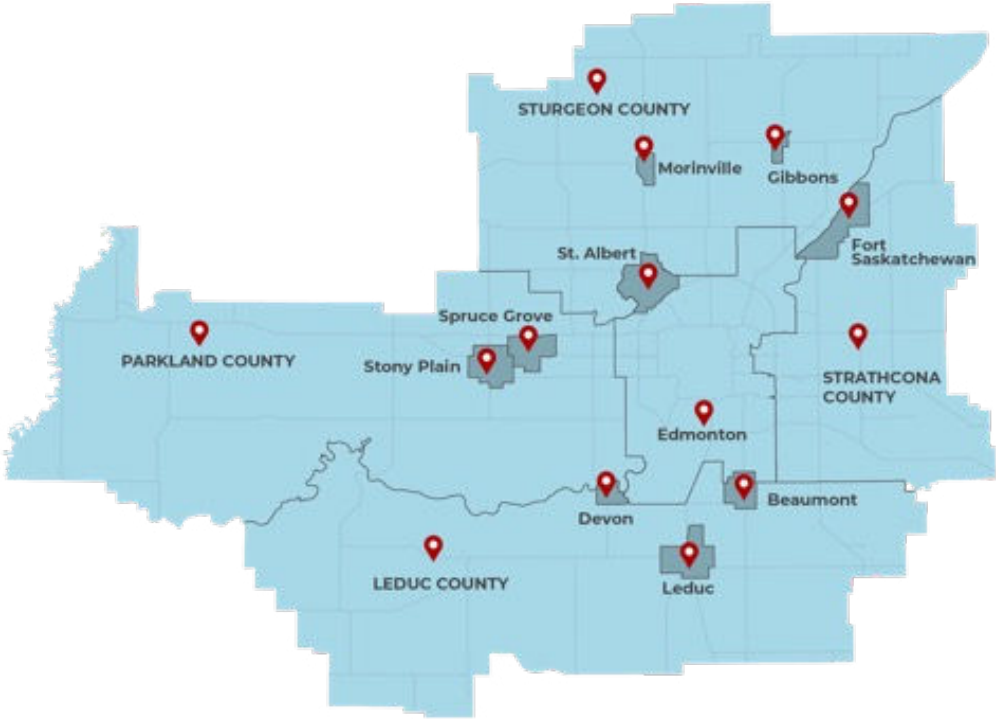
We acknowledge this land as the traditional gathering place and centre for trade for many Indigenous peoples, including First Nations, Métis, and Inuit. We recognize that inclusivity is at the heart of sustainable growth and understand that Indigenous partnerships and voices must be at the forefront of the radical transformation of our region.



Edmonton Global is the foreign direct investment (FDI) and trade export development organization representing 14 municipalities in the Edmonton Metropolitan Region. Our region is the fastest growing in Canada, with more than double the national average in export growth, generating \$105 billion in GDP.

As we mature and grow as an organization, it is important that our next 5-year strategy account for the shift in our culture, the increasing perception and global competitiveness of our region, and the strengths of our collaboration within our communities.

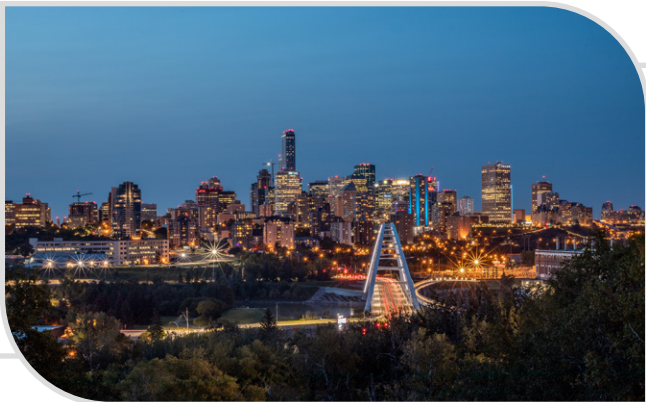
Edmonton Global acts as a hunter, enabler, collaborator, connector, and storyteller for the Edmonton region, and proudly represents the region as the ideal location for global investment. We are building a sustainable and prosperous future for the Edmonton region while working closely with local companies to expand their international reach through trade and export, and by establishing an international presence. We collaborate with and connect the region's economic development partners, regional municipalities, industry and businesses, Indigenous communities, post-secondary institutions, as well as the federal and provincial governments – all of which have a role to play in collectively pursuing greater regional prosperity.



*The Edmonton Metropolitan Region is located on Treaty 6 Territory and Métis Nation of Alberta Regions 2 and 4.*

# Global Competitiveness

Attracting investment is highly competitive, with jurisdictions throughout the world persistently looking at new ways to give themselves an edge over their competitors. Edmonton Global partners with our stakeholders to collectively increase our region’s global competitiveness and investment readiness by having up-to-date business intelligence, advocating for pro-investment policies and incentives, and supporting capital investment. As foreign investments are critical to the health of our regional economy, Edmonton Global and our regional community continue to support the integration, growth, and expansion of these businesses, for years to come.



# Leadership

Edmonton Global is a leader in our community. Our community includes people, businesses, and investors that call the Edmonton region ‘home’ today or will at some point in the near future. Through collaboration and leaning into our region’s diversity and strengths, we drive innovation in our focus sectors, taking a first-mover approach, and empowering those around us. We inspire others to achieve something new and better by connecting people and organizations, attracting foreign direct investments, expanding exports, growing the brand of the Edmonton Metropolitan Region with a unified narrative, and advancing impactful partnerships.



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

## Principles

1. Shared investment, shared value
2. Transparency and accountability
3. Diversity of people and ideas
4. Respect for local autonomy with a harmonized regional voice
5. Movement at the speed of business

## Values

### ***Integrity***

Earn trust through transparency and honesty.

### ***Collaboration***

Together, we are stronger and can contribute more. Shared goals, and mutual support lead to greater success.

### ***Leadership***

Leaders in our communities and the business world, being innovative in our approaches and adopting first-mover thinking.

### ***Empowerment***

Deliver excellence through thoughtful initiative and proactive decision-making.

### ***Transformation***

Solutions-oriented and take risks as we embrace new ways and drive change.

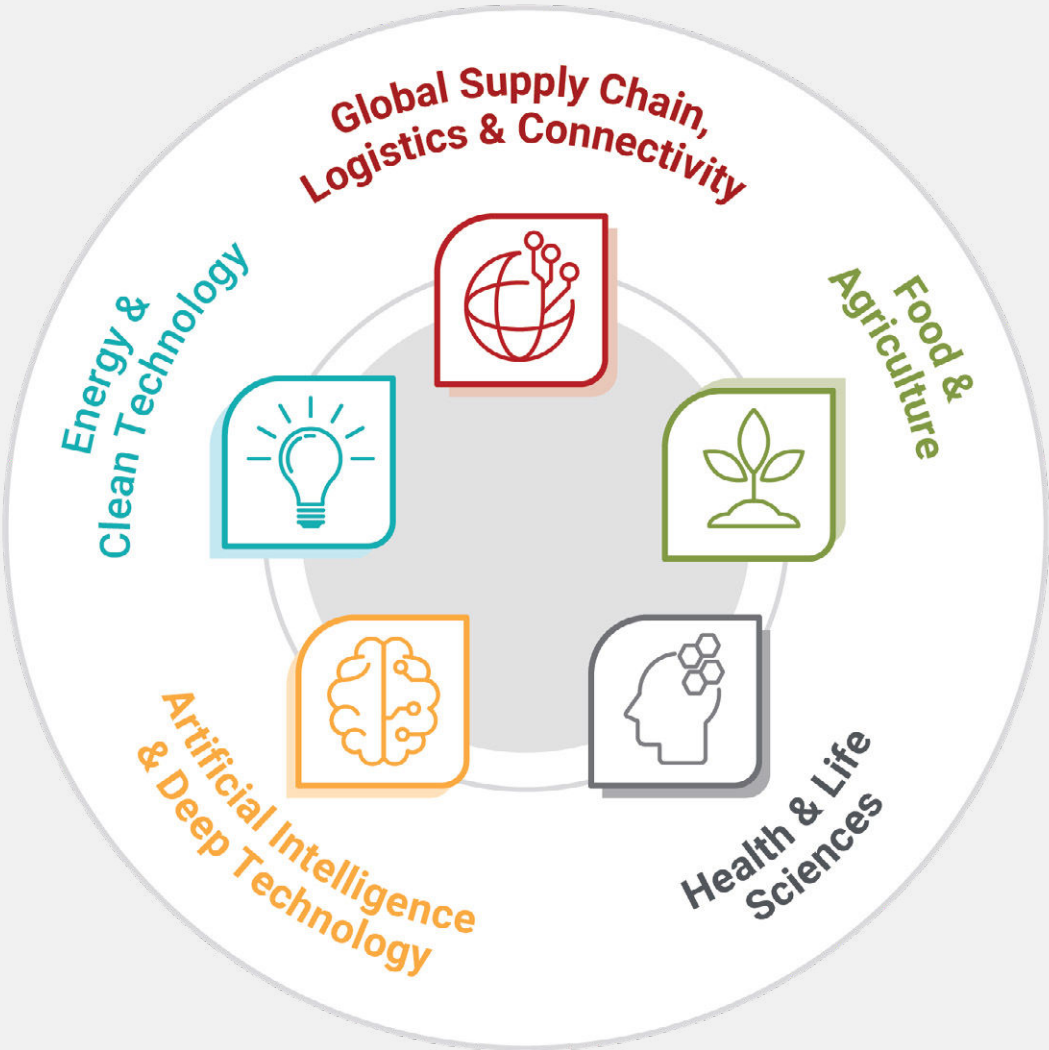
### ***Commitment***

Committed to, and see our work as, contributing to a cause greater than ourselves.

# Sectors

## Focus Sectors

A successful foreign direct investment attraction and trade strategy starts with focus. Edmonton Global continues to use a data-driven approach to identify sectors where the Edmonton Region has a clear competitive advantage and/or needs to become investment ready due to global industry trends. These are also sectors that have the potential to radically transform and grow the Edmonton region's economy. Edmonton Global's strategy targets investment and trade opportunities in these areas:





**Global Supply Chain, Logistics & Connectivity** including Port Alberta, storage and distribution centres, transportation, and pipelines



**Food & Agriculture** including value-added agri-food, proteins, and advanced agriculture technology



**Health & Life Sciences** including pharmaceuticals, small molecule production, medical devices, oncology and diabetes innovation, and nutraceuticals



**Artificial Intelligence (AI) & Deep Technology** including health and energy technologies, reinforced and machine learning applications, nanotechnology, and AI research and development



**Energy & Clean Technology** including hydrogen innovation and demand, expansion of hydrogen production, and carbon capture, utilization, and storage

## Enabling Strategies

Through regional collaboration, these strategies enable foreign direct investment and trade and improve the global competitiveness of the Edmonton Metropolitan Region. Edmonton Global may play a leading or supporting role in initiatives in this space.

**Attracting, retaining, and developing talent**

**Attracting research and innovation**

**Attracting and building capital funding and investment networks**

**Attracting manufacturing and advanced manufacturing**

# Organization Priorities

Edmonton Global creates value through prioritizing foreign direct investment (FDI) and trade. By enhancing our brand, leveraging effective working partnerships, and striving for organizational excellence we can multiply economic growth in the region.



## Priority 1: FDI & Trade

Internationalize and grow the Edmonton Metropolitan Region economy by acting as a catalyst for foreign direct investment and trade.

**DESIRED OUTCOMES:**



Attract investments



Grow exports



## Priority 2: Brand

Increase awareness and improve the perception of the Edmonton Metropolitan Region and Edmonton Global brands among key audiences.

### DESIRED OUTCOMES:



## Priority 3: Partnerships

Advance partnerships, global competitiveness, and investment readiness for the economic benefit of the region.

### DESIRED OUTCOMES:



## Priority 4: Organizational Excellence

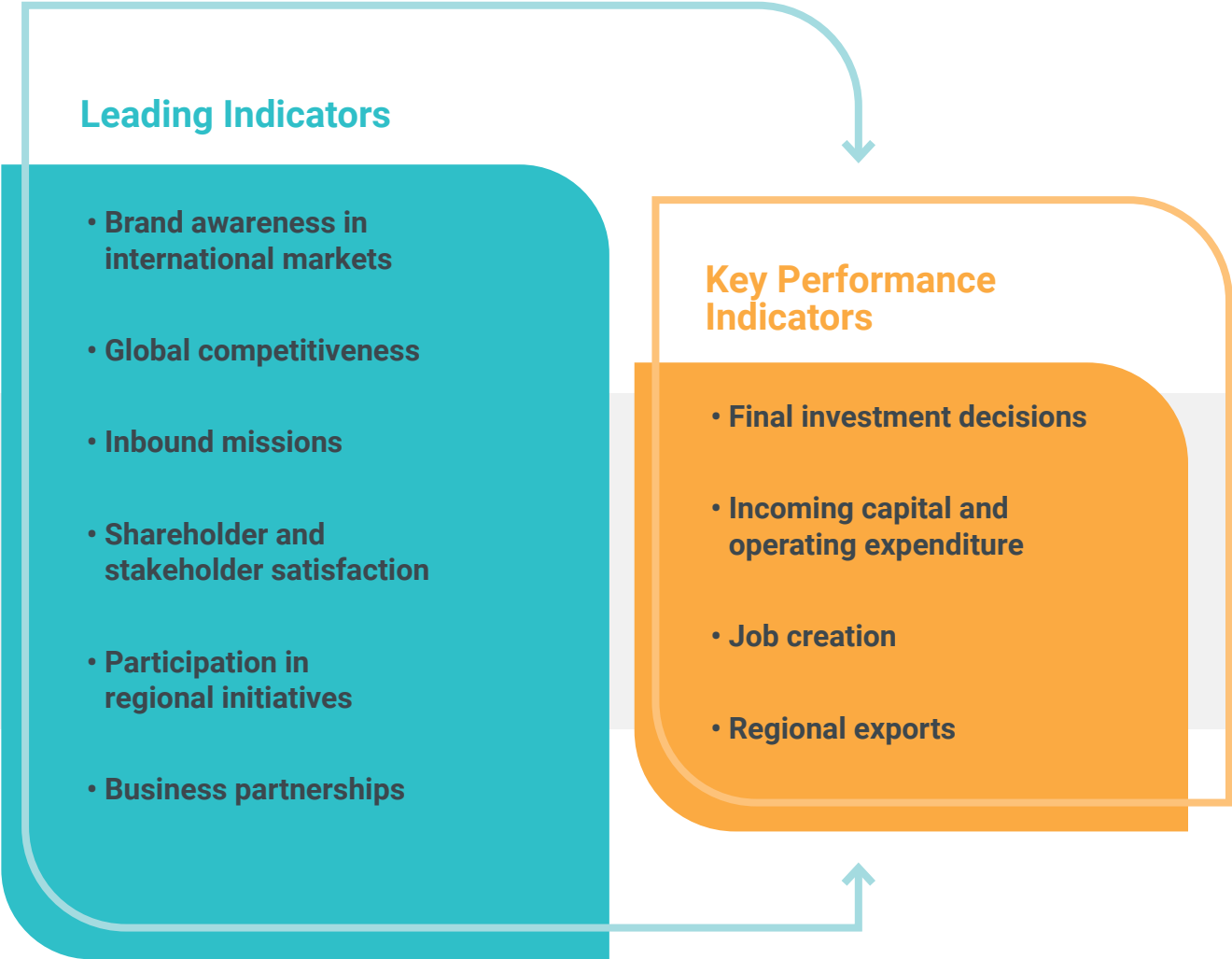
Be a learning organization continuously striving for excellence.

### DESIRED OUTCOMES:



# Metrics

Attracting foreign direct investment and expanding trade export are complex and intensive endeavors where larger deals may take years to come to fruition and involve foundational work from many parties. To accurately capture the pathway to success, key metrics are focused on enabling activities, as well as the final impact of success. Leading indicators will measure performance of outcome-driven activities, which helps guide our actions and determine if we are on the right path. Key performance indicators represent the economic impact to the Edmonton Metropolitan Region from our successful final investment decisions and trade exports. Aside from these direct benefits, many indirect and induced benefits are also recognized across our region and beyond.



# Mobilizing the Community

One of the founding principles of Edmonton Global is that the Edmonton Metropolitan Region is more competitive when all partners and stakeholders in our communities are focused on retaining and attracting investment and act together to drive economic growth. Collaboration within the local, regional, provincial, national, and global investment ecosystem will lead to increased growth and successes not only for the Edmonton Metropolitan Region, but for Alberta and Canada as a whole.

Edmonton Global is committed to supporting meaningful action towards economic reconciliation as outlined in Truth and Reconciliation Commission of Canada: Calls to Action (2015). Building respectful relationships and developing true partnerships with Indigenous Peoples, communities and businesses is vital to a sustainable and prosperous future for our region.

Edmonton Global’s collaboration strategy will focus on mobilizing the local, regional communities, encouraging alignment with entrepreneurial-minded investment and trade partners, industry, businesses, Indigenous communities, governments, and academia to collectively pursue opportunities that will lead to greater regional prosperity.



