

# About Edmonton Global



*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 created 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 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.



## 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.

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Edmonton Global

# Edmonton Global

## WE SUPPORT THE EDMONTON REGION 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 support the execution of these initiatives.



### Thinking Globally

Edmonton Global supports local companies by making international trade more accessible. We act as the connector to local resources that can streamline international market entry opening new global opportunity.



### 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.



### Advocacy

Edmonton Global advocates for pro-investment public policies to increase the Edmonton region's global competitiveness and enhance our ability to attract foreign direct investment and increase trade.

**The Edmonton Metropolitan Region is:**

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

## OUR IMPACT (2018 - 2023)

**42**

**FINAL INVESTMENT  
DECISIONS**

**\$2.6B+**

**IN INVESTMENT**

**+4200**

**JOBS CREATED**