

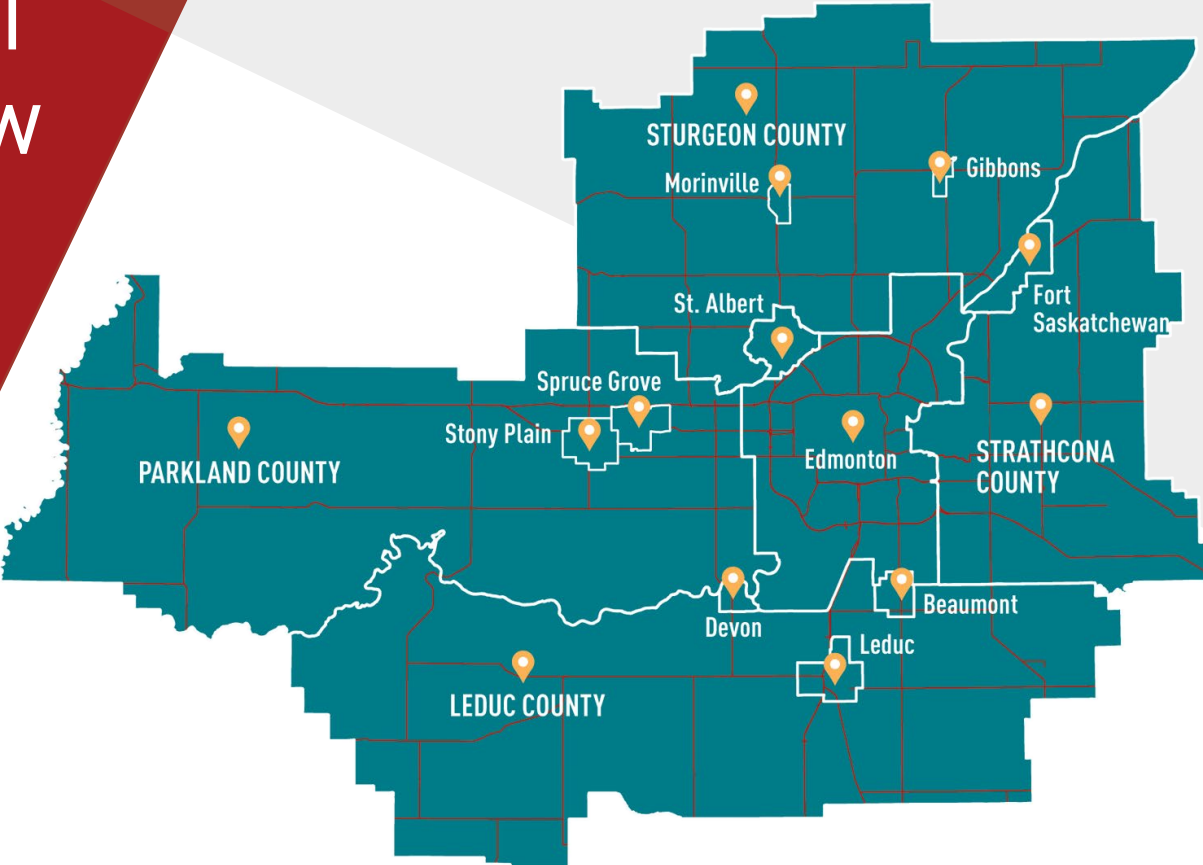


Edmonton  
Global. 



Who We Are

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



What We Do



Edmonton Global's value lies within its mission to be the catalyst for global investment and trade in the Edmonton Metropolitan Region.

# Edmonton Global

- Increase regional prosperity through foreign direct investment
- Attract international business
- Increase trade with the world

# Edmonton Global – What do we do?

## Internationally

**We provide confidential and free support** to businesses making investment decisions

**We connect investors** to sector experts and government

**We inform investors** about the regional market, community/business data, and industry analysis

## Regionally

**We collaborate** with municipal economic development offices and other regional stakeholders

**We advocate** for policies that support investment

**We pursue data-driven strategies**

**We unify and harmonize** the region around a shared narrative that we can bring to the world

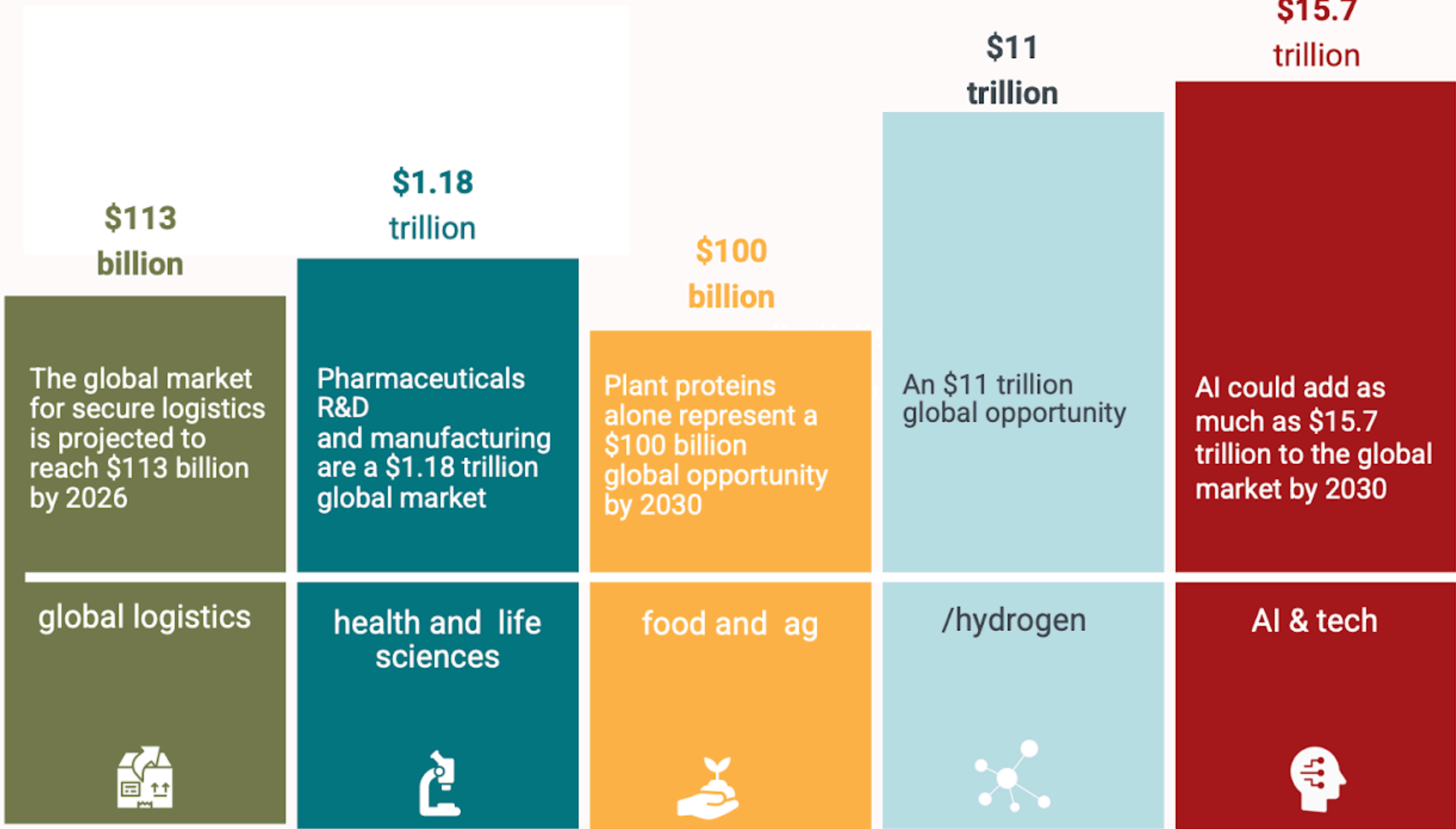
In 2021 Edmonton Global was ranked #21 for Foreign Direct Investment Strategy in the Americas

Source: <https://www.fdiintelligence.com/article/79912>



# Our Focus Areas

# Innovation in High Value/High Impact Sectors

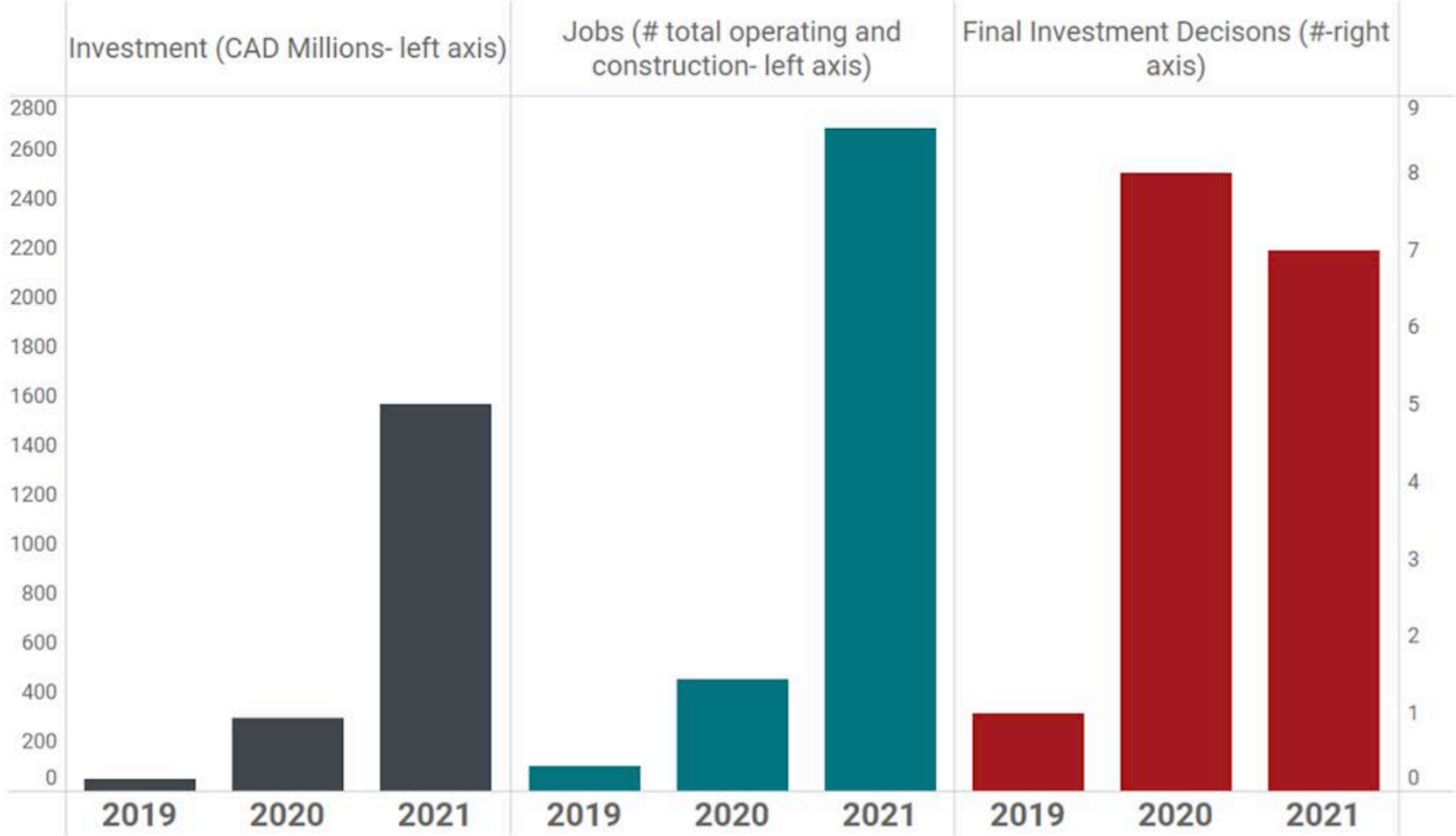




# Results

# How we measure success

### Edmonton Global Key Performance Metrics by Year





**2600**  
NEW JOBS CREATED

**\$1.57B**  
IN ANTICIPATED INVESTMENT

OPPORTUNITY FUNNEL INCREASED  
**25%**  
OVER 2020

**57%**  
INCREASE IN INTERNATIONAL WEBSITE TRAFFIC

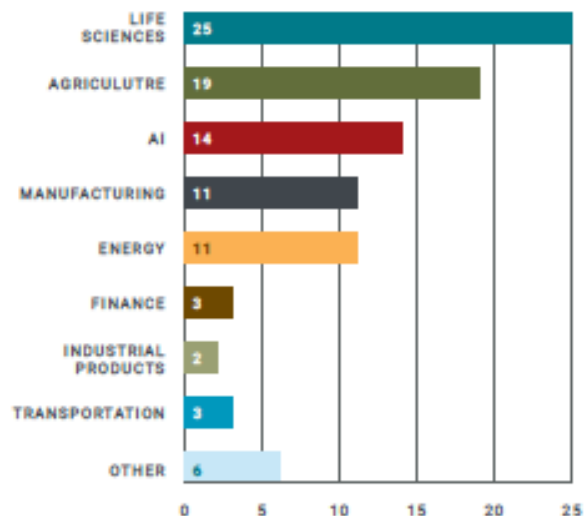
**83%**  
INCREASE IN WEBSITE DOWNLOADS OVER 2020

**230%**  
INCREASE IN WEBSITE DOWNLOADS OVER 2019

AS OF DECEMBER 31, 2021, EDMONTON GLOBAL WAS TRACKING 94 OPPORTUNITIES.



OPPORTUNITIES BY STAGE



OPPORTUNITIES BY SECTOR

**20**

REGIONAL BUSINESSES HAVE BEEN PROMOTED THROUGH MARKETING MATERIALS IN 2021  
(not counting partner organizations)

**75**

FACILITATED INTRODUCTIONS BETWEEN REGIONAL BUSINESSES AND OTHERS

SUPPORTED **21** UNIQUE INVESTOR TOURS OF THE REGION

(up 283% from 2020 and up 109% from 2019)

**6** VIRTUAL VISITS

**& 15** IN-PERSON VISITS

**28** REGIONAL BUSINESSES **& 26** PARTNERS PARTICIPATED IN INVESTOR VISITS

**80**

REGIONAL AND NATIONAL EARNED MEDIA STORIES

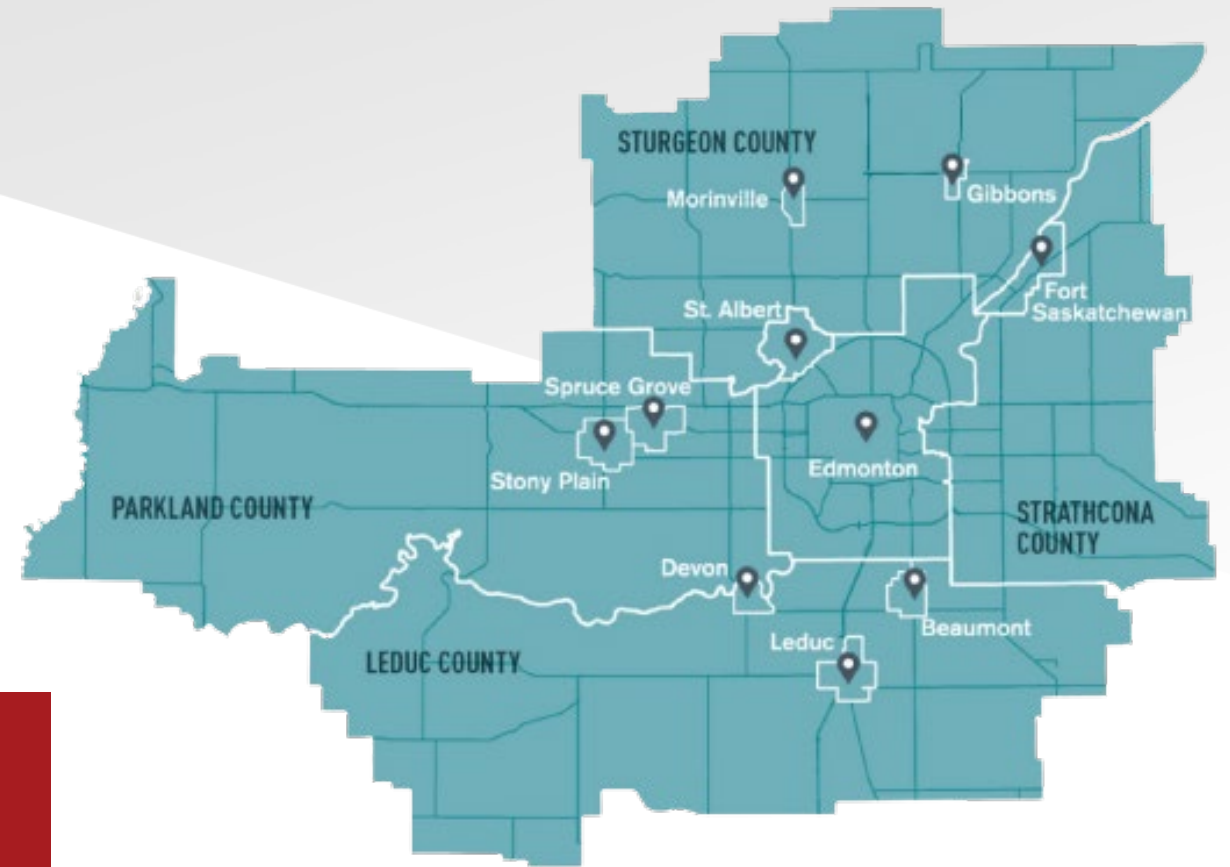
**21**

INTERNATIONAL EARNED MEDIA STORIES

Why Regional?

# Why Regional?

- Regional Value Proposition
- Site Selector Preference
- Economic Impacts
  - Direct, Indirect, & Induced Effects
- Future Investment



*“FDI, regardless of location, benefits the region. While the host jurisdiction sees the greatest share of economic benefits associated with any investment project, all regional jurisdictions ultimately benefit in terms of employment creation, taxes, the purchase of supplies and services as well as other benefits, to varying degrees”.*

*-Toronto Global Study (DiFrancesco, Wolfe, 2018).*

# Our partner network

Edmonton Global **collaborates with** and **connects** the region's economic development partners, industry, business, governments and institutions – all of which have a role to play in collectively pursuing greater regional prosperity



How Does This Benefit Parkland County?

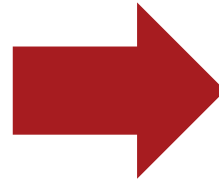
## Parkland County: Assets & Focus Areas

### **Assets:**

- Major Business Attraction Program.
- Strategic Location.
- Diverse Workforce.
- Land Availability:
  - 600 acres of “shovel ready” land.
  - 1400 acres of “ready to develop” land.
- Competitive non-residential tax rate.

### **Focus Areas:**

- Agriculture.
- Manufacturing.
- Oil and Gas Supply Services.
- Rural Development.
- Tourism.
- Transportation and Logistics.



## Edmonton Global: Value-Add

- Promote Parkland County to international investors.
- Connect local businesses to trade and export opportunities.
- Support ongoing connection to Parkland and aftercare.
- Transformational opportunities:
  - Global logistics.
  - Ag tech.
  - Agriculture.



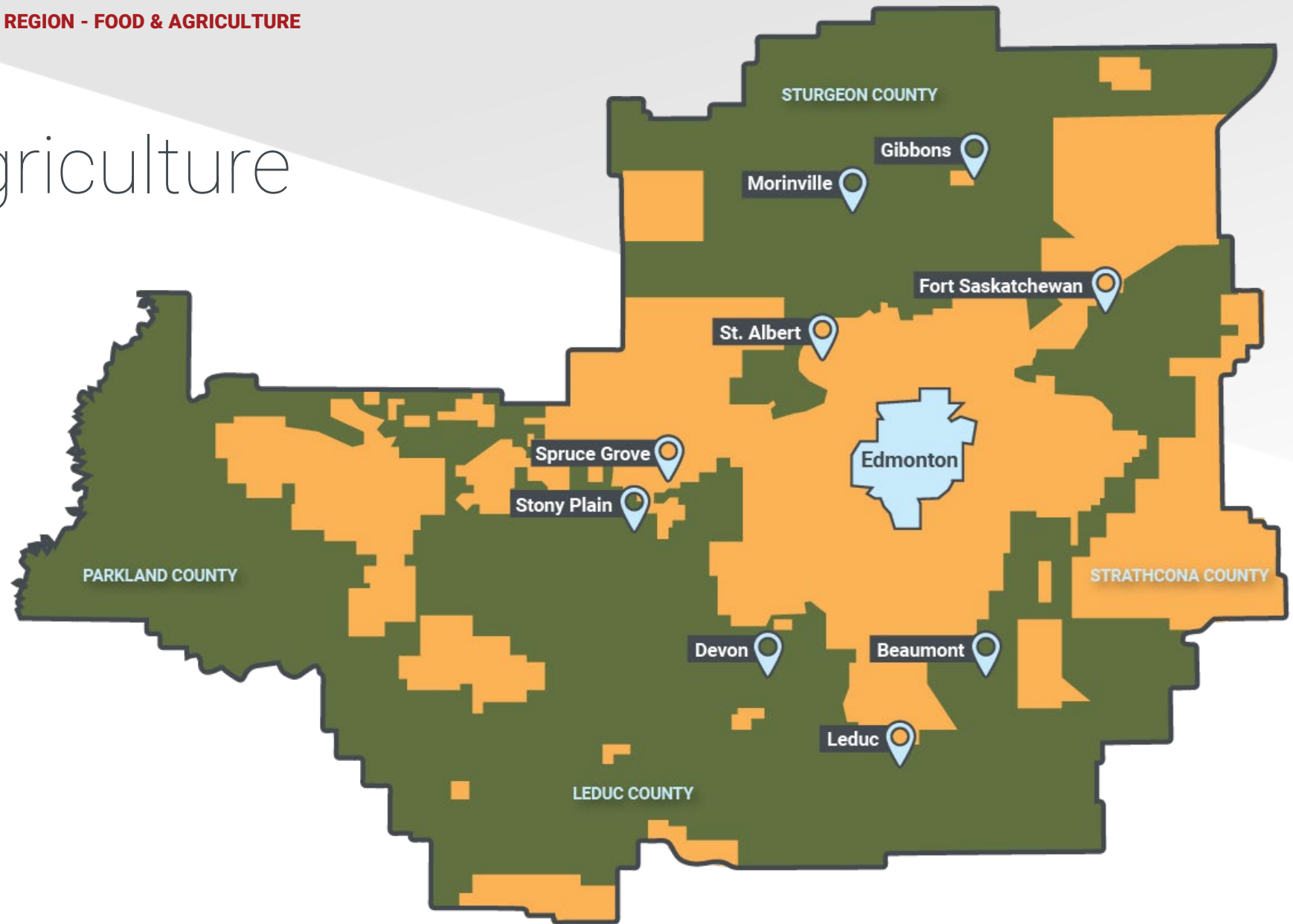
THE EDMONTON METROPOLITAN REGION

# Focus Sectors

**FOOD & AGRICULTURE**



# Rural Agriculture



Rural/Agricultural

Blended Agricultural and Industrial

Urban

THE EDMONTON METROPOLITAN REGION

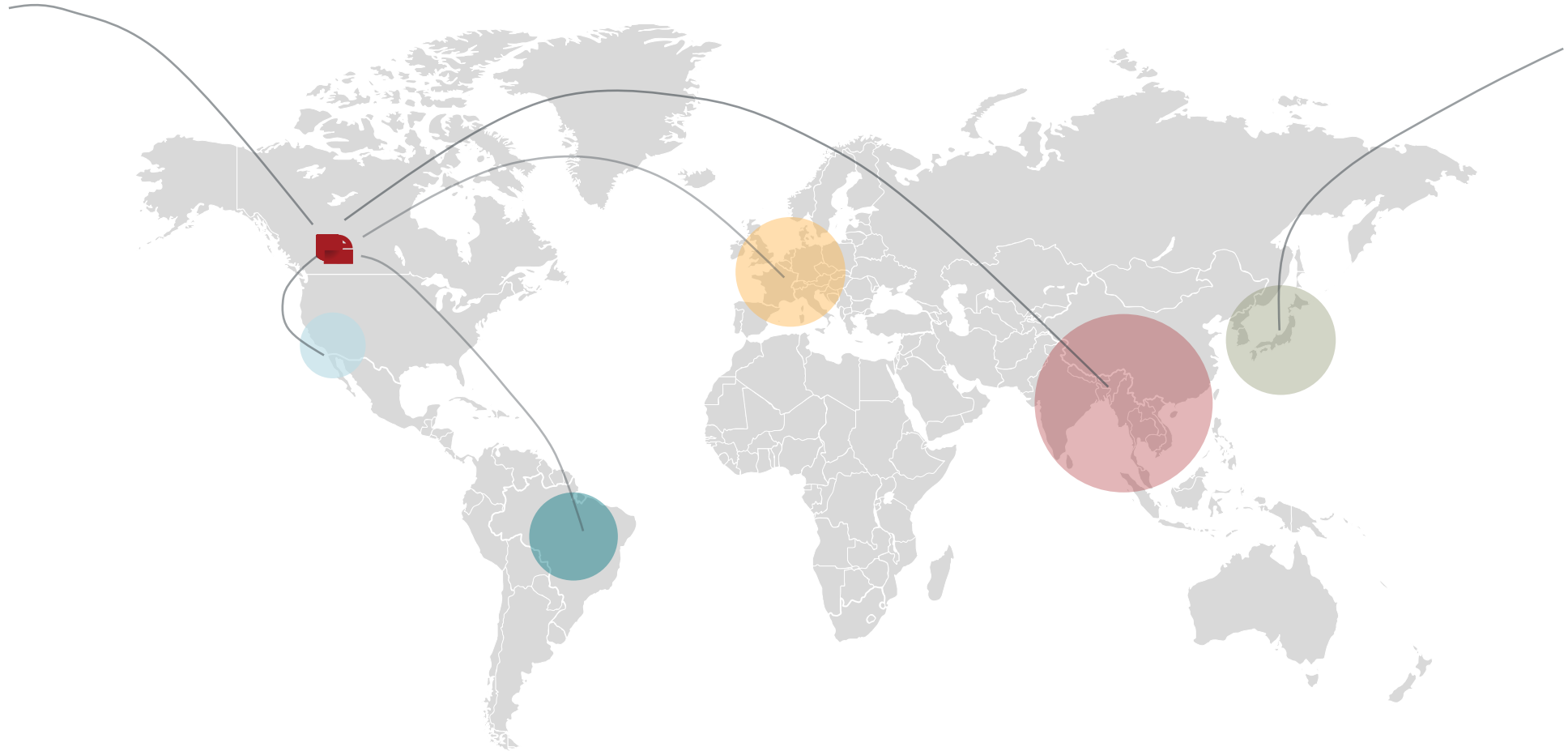
# Focus Sectors

**GLOBAL LOGISTICS**



# ACCESS TO 1.5 BILLION CUSTOMERS

Trade agreements and transportation routes that are unparalleled



Questions?