



EDMONTON GLOBAL 

EDMONTON GLOBAL **VALUE PROPOSITION**

The value of Edmonton Global lies within its mission to be the catalyst for Global Investment & Trade in the Edmonton Metro Region.

EDMONTON GLOBAL



Reaching our Global Potential



Diversification



PROGRESS UPDATE



Focus

Strategy – phase II
Informed approach
Measuring performance
Branding & Marketing
Regional Narrative and
competitive advantages

Collaboration

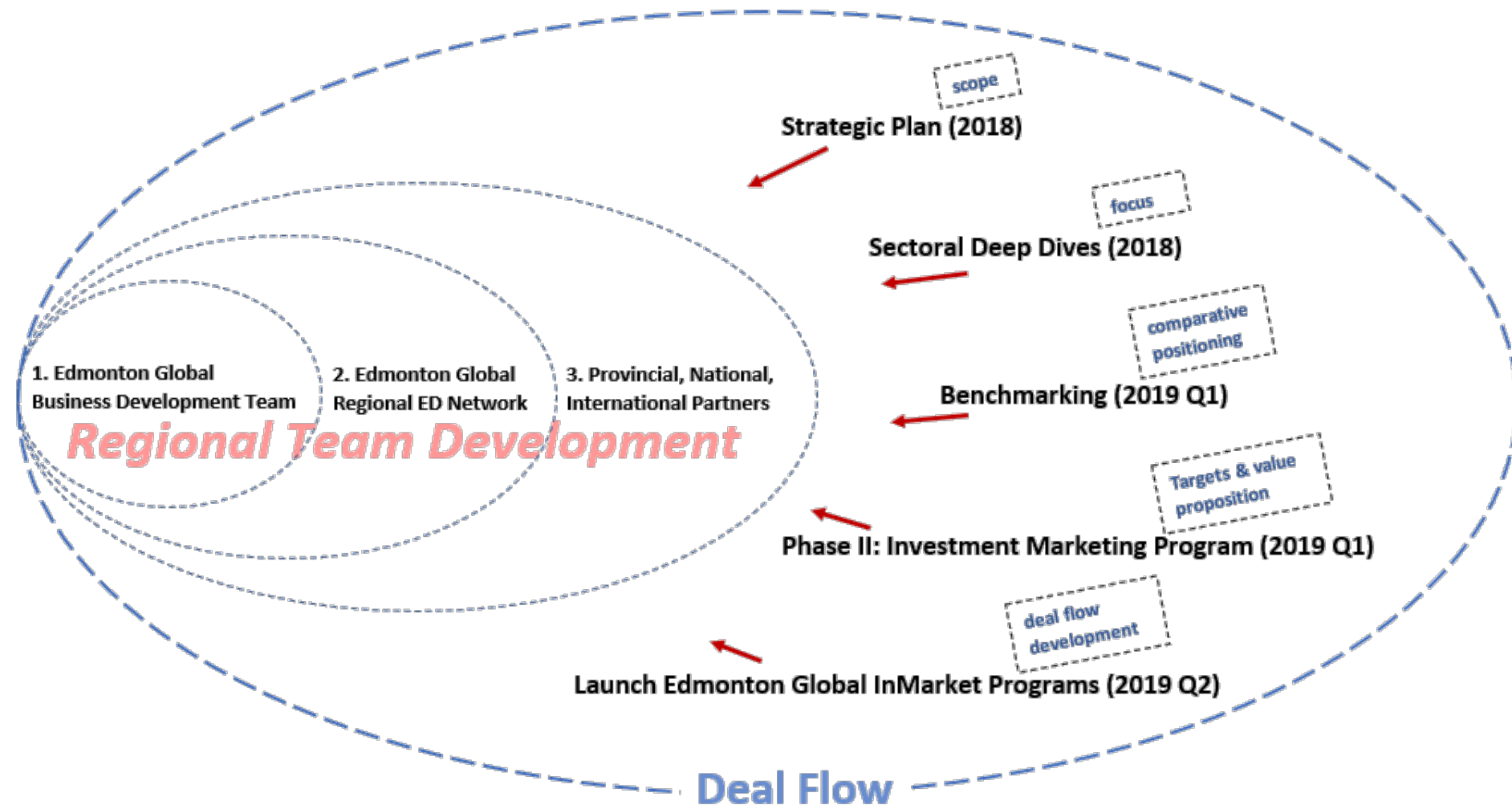
Investment & Trade
leads
EDO network

- Investment readiness
- Deal flow

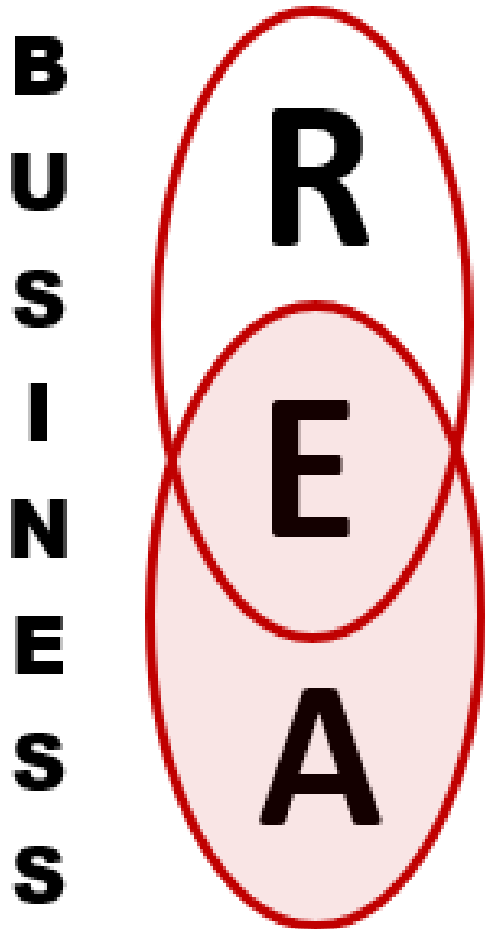
Innovation

Innovation strategy
Maximising regional
benefit of investments

COLLABORATING ON DEAL FLOW



How Does Edmonton Global Fit Into the BRE+A Process



Local Governments

- Local Business Supports and BRE Intel
- Local leads, supported by EG

Both – Partnered Approach

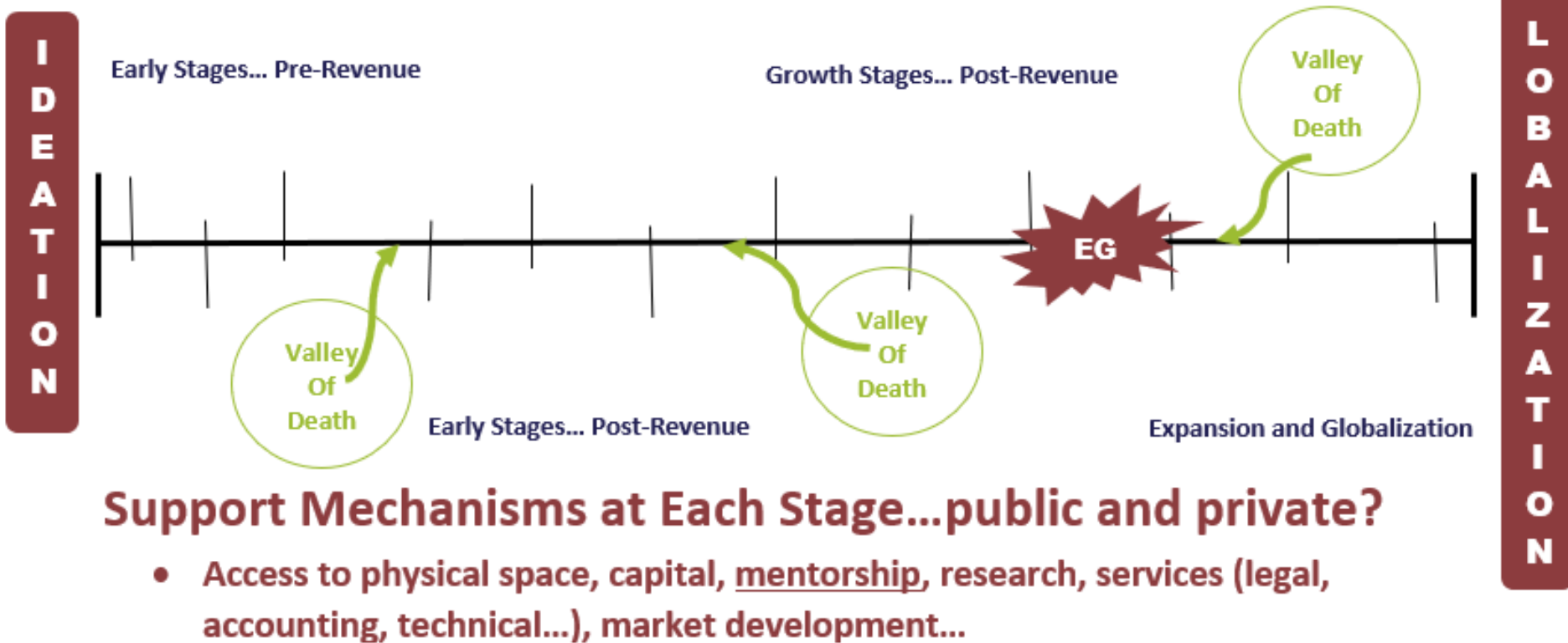
- Investment, export market development, trade
- Joint leads, supporting each other's objectives

Edmonton Global

- International focus on investment, export markets, trade
- Lead generation, qualification and development

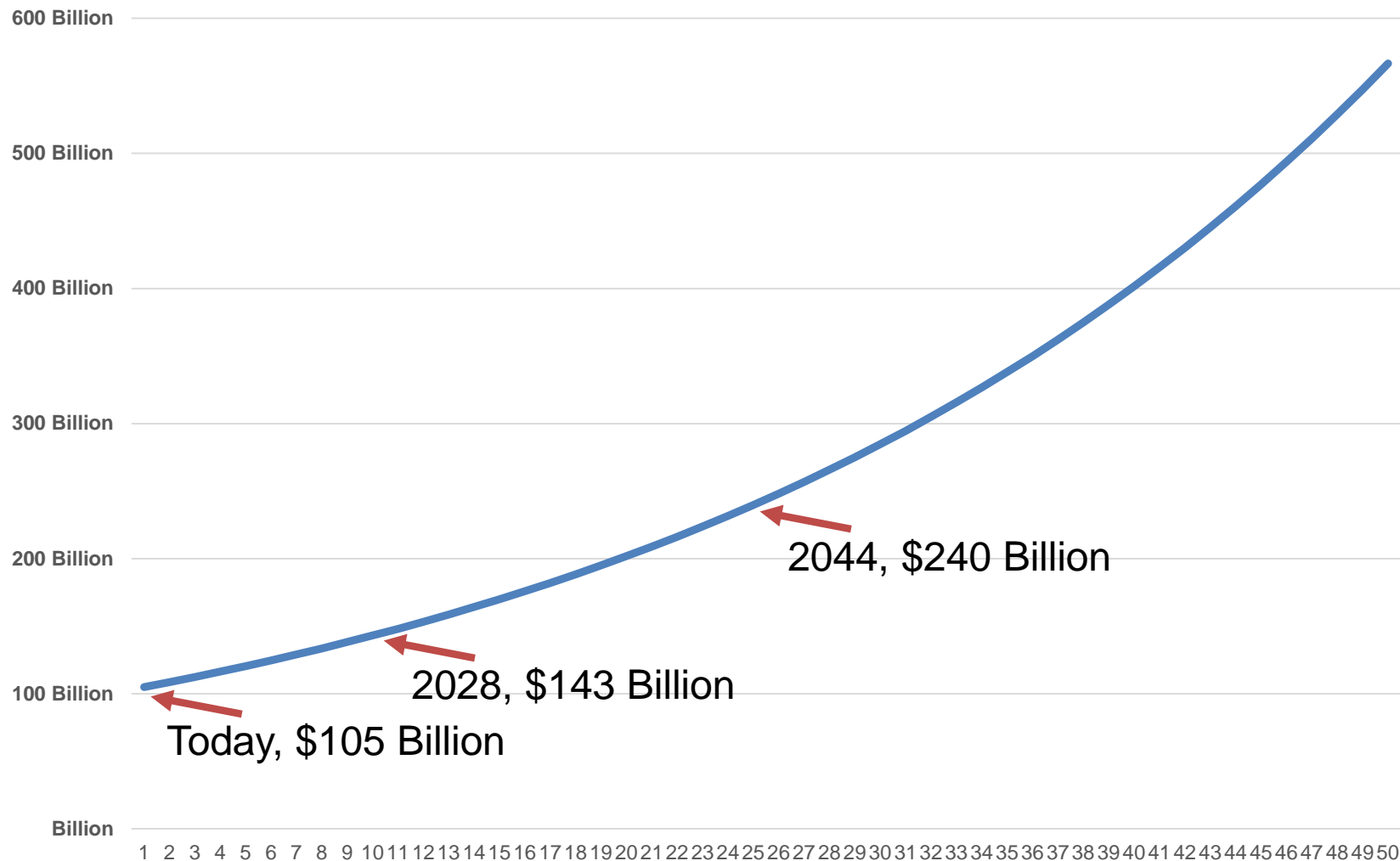
The Importance of the Startup Ecosystem To Edmonton Global's Success

Business Growth Continuum...



REGIONAL GDP GROWTH

3.5% over long-term (\$3.5 Billion/year - today)



Thank You.

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www.edmontonglobal.ca