



# Shareholder Update

EDMONTON GLOBAL

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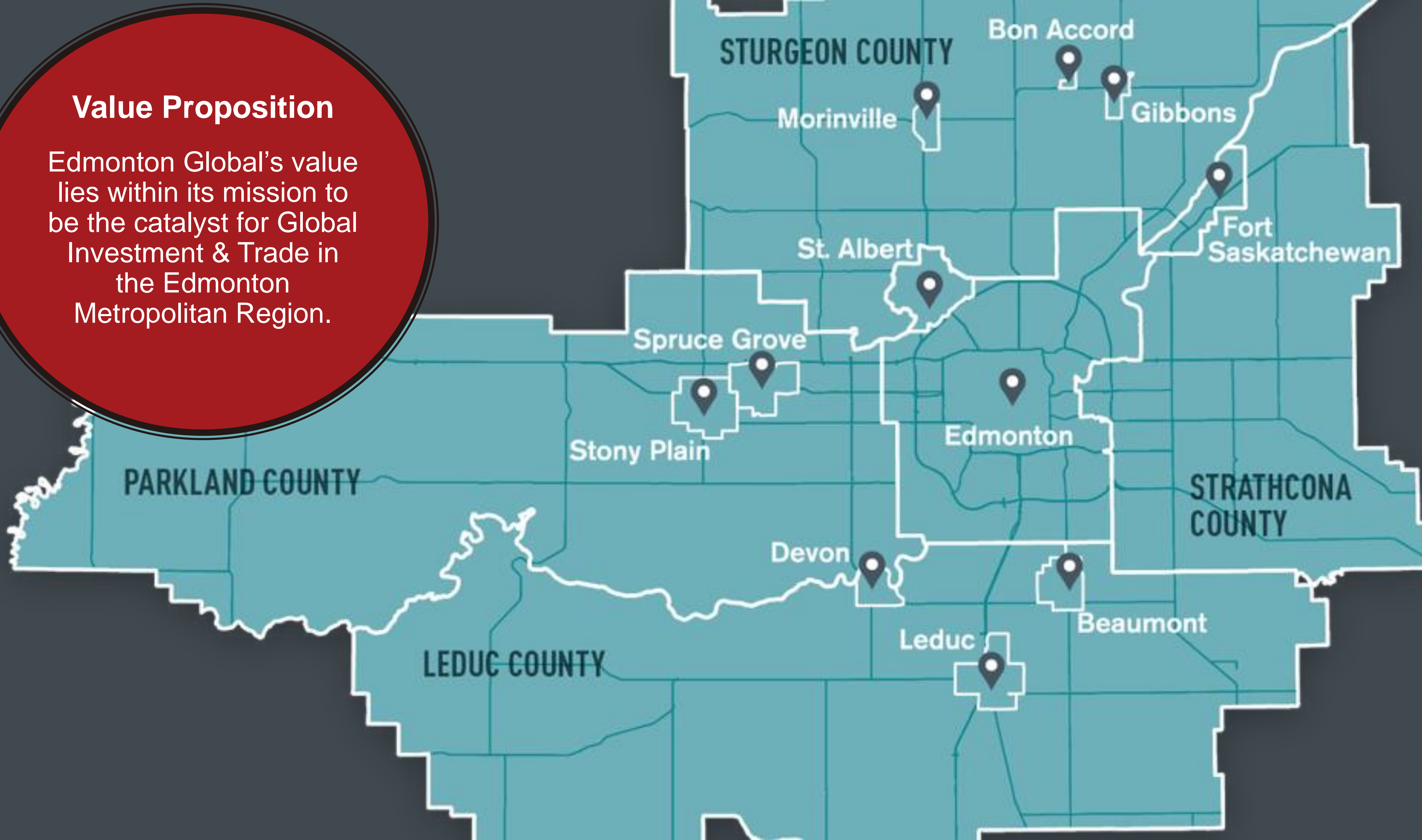
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## Value Proposition

Edmonton Global's value lies within its mission to be the catalyst for Global Investment & Trade in the Edmonton Metropolitan Region.



EDMONTON GLOBAL

# CORPORATE OBJECTIVES

## ADVANCE ECONOMIC DEVELOPMENT

Advance economic development and cooperation in and among stakeholders located in the Edmonton Metropolitan Region (EMR).

## ATTRACT AND RETAIN

To promote the EMR globally to **attract and retain business investment** in the region

## REGIONAL BRAND, DATABASE & STRATEGY

To pursue a **regional brand, database**, and economic development **strategy**

## ADVOCATE

To **advocate** at the local, provincial, and federal levels for policy that removes barriers to economic development in the region

## BUSINESS AND INVESTMENT

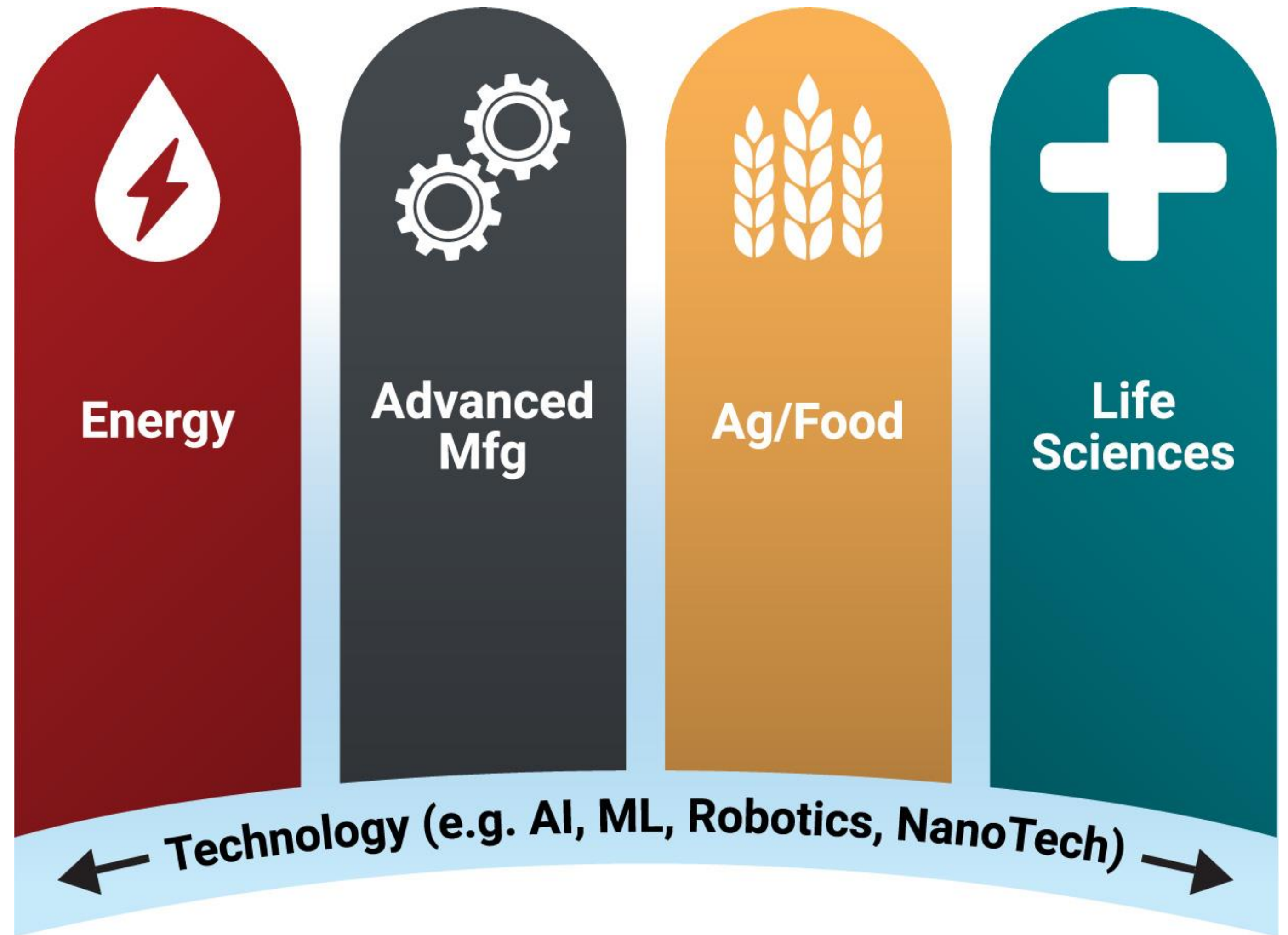
To pursue **business and investment opportunities** to support the region



# PROGRESS

Completed	In Progress
<ul style="list-style-type: none"><li>✓ Federal Funding of \$2.3 million secured</li><li>✓ Sectoral Analyses</li><li>✓ Benchmarking Scorecard</li><li>✓ Headquarters and Major Investment Attraction Program partnership: \$74.5M in economic impact, ~200 new jobs from 29 deals</li><li>✓ Launched the Regional Narrative on June 20<sup>th</sup></li><li>✓ Launched new website</li></ul>	<ul style="list-style-type: none"><li>✓ Compact which includes Code of Practice and Protocols - have been distributed to Shareholders for signature</li><li>✓ Bi-lateral protocols in progress with AIHA, EIA, EEDC, AMII and Health City</li><li>✓ Finalizing the FDI &amp; Trade Strategy</li><li>✓ Finalizing 3-year Investment &amp; Trade Action Plan that includes marketing and value propositions for focus sectors</li><li>✓ Municipality investment readiness assessment</li><li>✓ Regional advocacy and innovation plans</li></ul>

# Our Focus Sectors



# SECTOR AND EXPORT MARKET ANALYSIS

Subsectors were examined in the report: **Energy**: clean tech, petrochemicals; **Agribusiness**: food & beverage processing, hemp/cannabis, protein fractionation; **Advanced Manufacturing**: metal and steel fabrication, plastics; **Life Sciences**: health technology, biotechnology, pharmaceuticals. Each sector and subsector has unique needs and growth potential, but some common themes emerged across multiples sectors.

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## Strengths

- Access to talent & inputs
- Land availability
- Research strength & expertise
- Logistics

## Weaknesses

- Scale up capital & infrastructure
- Collaboration / coordination
- Regulatory barriers
- Commercialization

## Opportunities

- Improving scale up ecosystem/infrastructure
- Supply chain gaps/efficiencies
- Value-add in traditional sectors

## Threats

- Low confidence in business environment
- Aggressive US-based FDI attraction
- Policy & regulatory instability

# BENCHMARKING THE EDMONTON METRO REGION GLOBALLY

## OVERALL RANKING

- |                                |                                  |
|--------------------------------|----------------------------------|
| 1. Austin, Texas               | 12.Scotland                      |
| 2. Kitchener-Waterloo, Ontario | 13. <b>Edmonton Metro Region</b> |
| 3. Stockholm, Sweden           | 14.Melbourne, Australia          |
| 4. Denver, Colorado            | 15.Pittsburgh, Pennsylvania      |
| 5. Stuttgart, Germany          | 16.Perth, Australia              |
| 6. Netherlands                 | 17.Lyon, France                  |
| 7. Los Angeles, California     | 18.Manchester, England           |
| 8. Montréal, Quebec            | 19.Houston, Texas                |
| 9. Portland, Oregon            | 20.Daejeon, South Korea          |
| 10.Kansas City, Missouri       | 21.Kuala Lumpur, Malaysia        |
| 11.Dusseldorf, Germany         | 22.Milan, Italy                  |



# BENCHMARKING THE EDMONTON METRO REGION GLOBALLY

## CATEGORY RANKING



# REGIONAL ADVOCACY PLAN DEVELOPMENT



Business Engagements

Identify growth barriers & opportunities and potential solutions



Policy Working Group

Develop policy recommendations



Regional Advocacy Team

Identify opportunities and tactics for joint and collaborative advocacy

# Policy Recommendations

## Provincial and Federal Government

- Focused on internationalizing our economy and businesses to support the region's FDI & trade goals
- Data- and engagement-driven, and solutions-focused
- Webinar August 26<sup>th</sup> for municipalities to view the paper and ask questions before it will be shared with the Provincial and Federal governments in September
- All municipalities will receive detailed background documents and advocacy materials

## Municipal

- Focused on policy and regulatory options to create the conditions for the Edmonton Metropolitan Region to become an investment opportunity zone
- Will be working with regional municipalities and businesses throughout September and presenting draft to Shareholders at the October 10<sup>th</sup> Shareholder Mid-Year Update







Thank you