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## ECONOMIC DIVERSIFICATION

UPDATE FALL 2020

# DIVERSIFICATION EXTERNAL CONSULTANTS

- **Parkland County branding and marketing project**
  - The consultant project is in the implementation phase
  - Media interviews and editorials on IT data opportunities
  - Staff has been actively engaged in virtual tradeshow across US market
  - Agri-food media articles and editorials for India, Japan, Australia and Singapore
  - video and photo is being finished in the region
- **Tri-Region Ag study (Leduc County, Sturgeon, Parkland)**
  - Study has been completed and growth opportunities are identified
  - The three regions are analyzing opportunities for joint developments
- **Agriculture Small Co-Generation study**
  - Study has been completed and growth opportunities are identified

# DIVERSIFICATION EXTERNAL CONSULTANTS

- **Irrigation Study**

- Study has been completed and growth opportunities are identified

- **Consulting projects next steps**

- The findings of the studies indicate good opportunities for economic development. Staff is consolidating the recommendations and is looking at leveraging this work for greater probability of commercial success.
- Evaluate in the Tri-Region context
- Economic Diversification Committee review
- Input into future projects that support coal diversification

## OTHER UPDATES

- Acheson Business Park is showing relative strength and resilience in the context of the general economic outlook and challenges from Covid-19
- There is increased interest in tourism and destination type developments in the County
- Staff is evaluating barriers and opportunities that are resulting from this and will make recommendations on the matter where appropriate.

# EDMONTON GLOBAL UPDATE

- Edmonton Global is preparing market sector strategies and detailed business cases for the region.

## FUTURE OPPORTUNITIES

### **Food & Agriculture**

- Food traceability/safety
- Hemp
- Pork processing

### **Health & Life Sciences**

- Medical device manufacturing
- Other health tech (ie. Immersive tech)

### **Energy**

- Circular economy
- Geothermal
- Blue hydrogen

### **Technology**

- Interactive/digital media
- Robotics
- Nanotech
- Quantum materials
- Geomatics

# QUESTION & ANSWER