



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.

Corporate Objectives

- 1 - **advance economic development and cooperation** in and among stakeholders located in the Edmonton Metropolitan Region (EMR)
- 2 - To promote the EMR globally to **attract and retain business investment** in the Region
- 3 - To pursue a **regional brand, database, and economic development strategy**
- 4 - To **advocate** at the local, provincial and federal levels for policy that removes barriers to economic development in the Region
- 5 - To pursue **business and investment opportunities** to support the Region

Progress

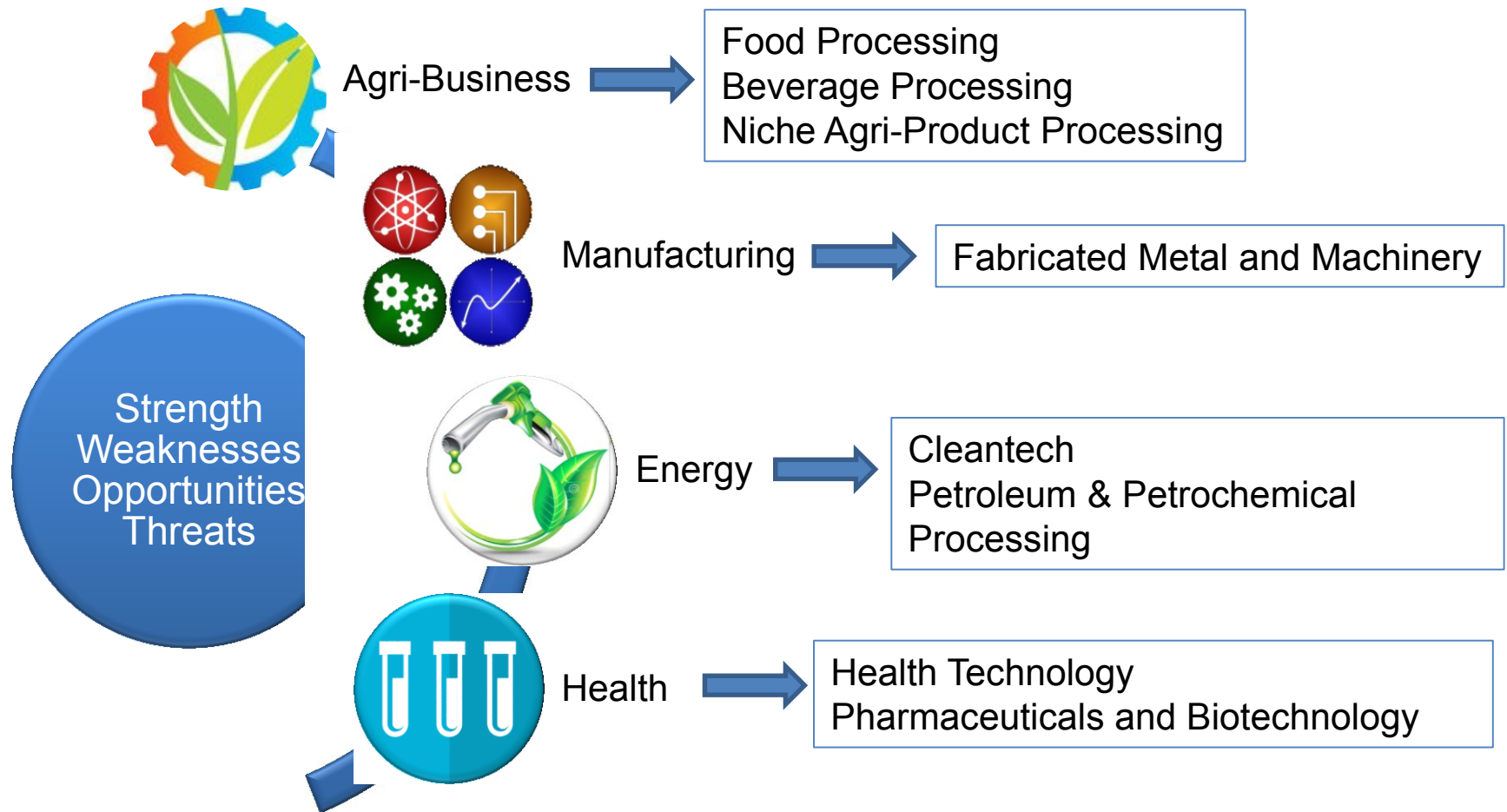
Completed

- ✓ Federal funding of \$2.3 million secured
- ✓ Management Team in place
- ✓ Sectoral Analyses
- ✓ Benchmarking Scorecard
- ✓ Headquarters and Major Investment Attraction Program partnership: \$74.5M in economic impact, ~200 new jobs from 29 deals

In Progress

- ✓ Working with regional partners on a Compact and Lead Share Protocols
- ✓ Developing Regional Narrative ****save the date: June 20****
- ✓ FDI & Trade Strategy
- ✓ Municipality Investment Readiness Assessment
- ✓ Regional Advocacy and Innovation

Focus Sector Analysis



SWOT & Market Analysis: Key Findings

- Each of the target subsectors has unique needs, growth potential, and opportunities for export development or investment attraction.
 - Regional businesses face challenges in innovating and scaling up.
 - Challenges across sectors include (but not limited to):
 - Access to capital
 - Scale-up infrastructure
 - Fragmentation, confusion, lack of collaboration in ecosystem
 - Cost and regulatory barriers
- 
- Report also concluded innovation is key to competitiveness and growth in the focus sectors. Adoption of new technologies would allow producers to reduce costs, improve quality or create new goods and services

2019 Benchmarking Scorecard

- Conference Board of Canada and Steering Committee of regional partners – selected comparator jurisdictions and indicators
- 21 comparator jurisdictions (global)
- Three Categories:
 - Economy (10 indicators)
 - Competitiveness (18 indicators)
 - Social (17 indicators)
- Report card rankings of A–B–C–D are used to assess each area's performance in each indicator.



Overall Ranking

- | | |
|-----------------------|------------------|
| 1. Austin | 14. Melbourne |
| 2. Kitchener–Waterloo | 15. Pittsburgh |
| 3. Stockholm | 16. Perth |
| 4. Denver | 17. Lyon |
| 5. Stuttgart | 18. Manchester |
| 6. Netherlands | 19. Houston |
| 7. Los Angeles | 20. Daejeon |
| 8. Montréal | 21. Kuala Lumpur |
| 9. Portland | 22. Milan |
| 10. Kansas City | |
| 11. Dusseldorf | |
| 12. Scotland | |

**13. Edmonton Metro
Region**

Edmonton Metro Region Ranking: Economy

19/22 - D Overall

- A:
 - Participation Rate
- B:
 - Real GDP per capita
 - Disposable income per capita
- C:
 - Employment Growth
- D:
 - Real GDP per capita growth
 - Unemployment rate
 - Disposable income per capita growth
 - Manufacturing employment
 - Office vacancy rate
 - Air cargo tonnage/\$1M GDP

Edmonton Metro Region Ranking: Competitiveness

12/22 - C Overall

- A:
 - Time to start business
 - Corruption index
 - Electricity rates
 - Government credit ratings
 - PISA scores
- B:
 - Labour productivity
 - Entrepreneurial ambition
 - Marginal effective tax rate on capital investment
 - Effect of taxation on incentive to invest
- C:
 - Labour productivity growth
 - Population with bachelor's degree
 - Index of transport prices
- D:
 - Non-stop flight destinations
 - Startups per 100K population
 - VC funding per capita
 - Minimum wage
 - Market size
 - Patents

Edmonton Metro Region Ranking: Social

5/22 - A Overall

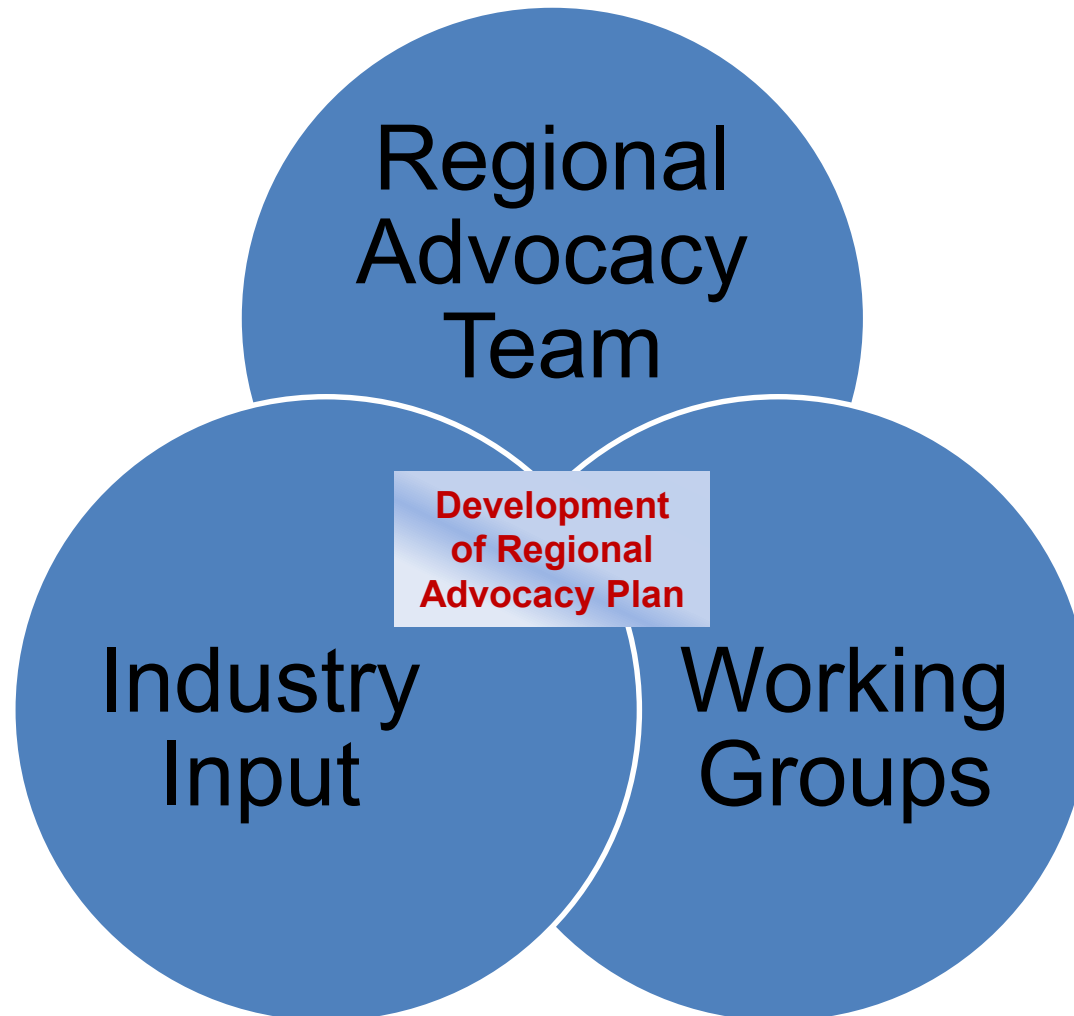
- A:
 - Female labour participation rate
 - Gini coefficient
 - Housing affordability
 - Democracy index
 - Air quality
 - Commute time
- B:
 - Age dependency ratio
 - Immigrant population
 - Homicide rate
 - Index of health goods and medical services
- C:
 - Number of museums per 100,000
 - Non-auto commuting
- D:
 - Comfortable climate index
 - Cultural employment
 - Number of public libraries per 100,000
 - Number of hospital beds per 100,000
 - Public transit railway network length

Special Lens on Artificial Intelligence

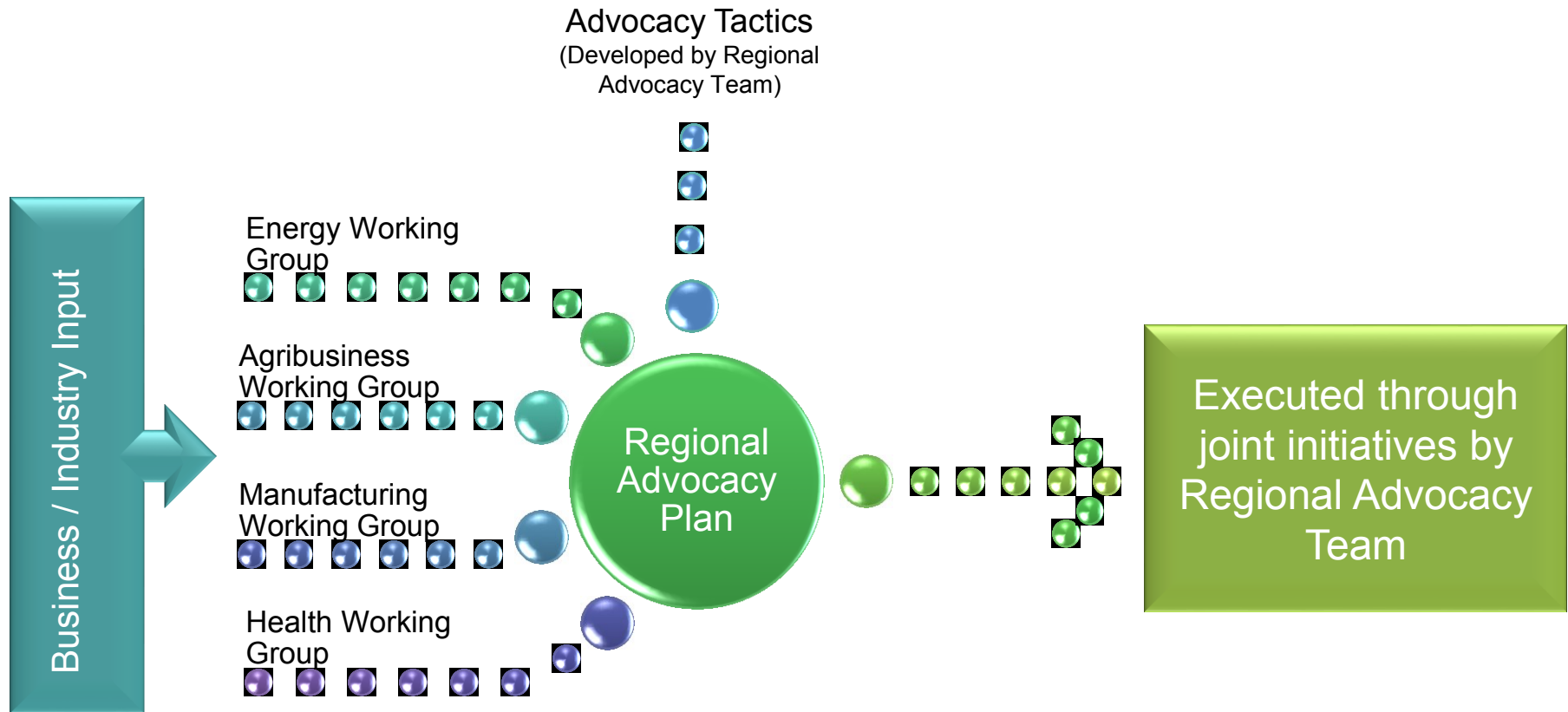
- “AI has a hopeful future in the Edmonton Metropolitan Region, which features world-renowned academics, distinguished researchers, a burgeoning start-up industry, interest from large companies, and potential access to valuable data sources.”
- Connectivity between key players makes for a promising and developing cluster.
- Holds opportunities and benefits for improving competitiveness, productivity and innovation in focus sectors.
- Access to talent will be important for further development of this cluster.

Next Steps: Advocacy

A Team Edmonton Metro Region Approach to Advocacy



Process: Regional Advocacy Plan Development



Thank You.

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