



Spruce Grove Update

March 27, 2023



 Update for the City of Spruce Grove

Outline



Edmonton Global overview

Mission, region, transformational opportunities, how we work, our partners



2022 in review

Opportunity pipeline, outbound missions, inbound visits, conferences, final investment decisions (\$ and jobs), roundtables, international trade action plan



How we work together

Portal, opportunity sharing, travel, engagements



Looking forward

Outbound and inbound missions, conferences, roundtables, working groups, new trade and investments



Q&A

Edmonton Global's Corporate Objectives

As a foreign direct investment (FDI) and international business development company, we work as an ally to attract investment to, and promote trade from, Canada and our region.

Advance Economic Development

Advance economic development and cooperation in and among stakeholders located in the Edmonton Metropolitan Region

Attract and Retain

Promote globally to attract and retain business investment in the region

Regional Brand, Database & Strategy

Pursue a regional brand, database and economic development strategy

Advocate

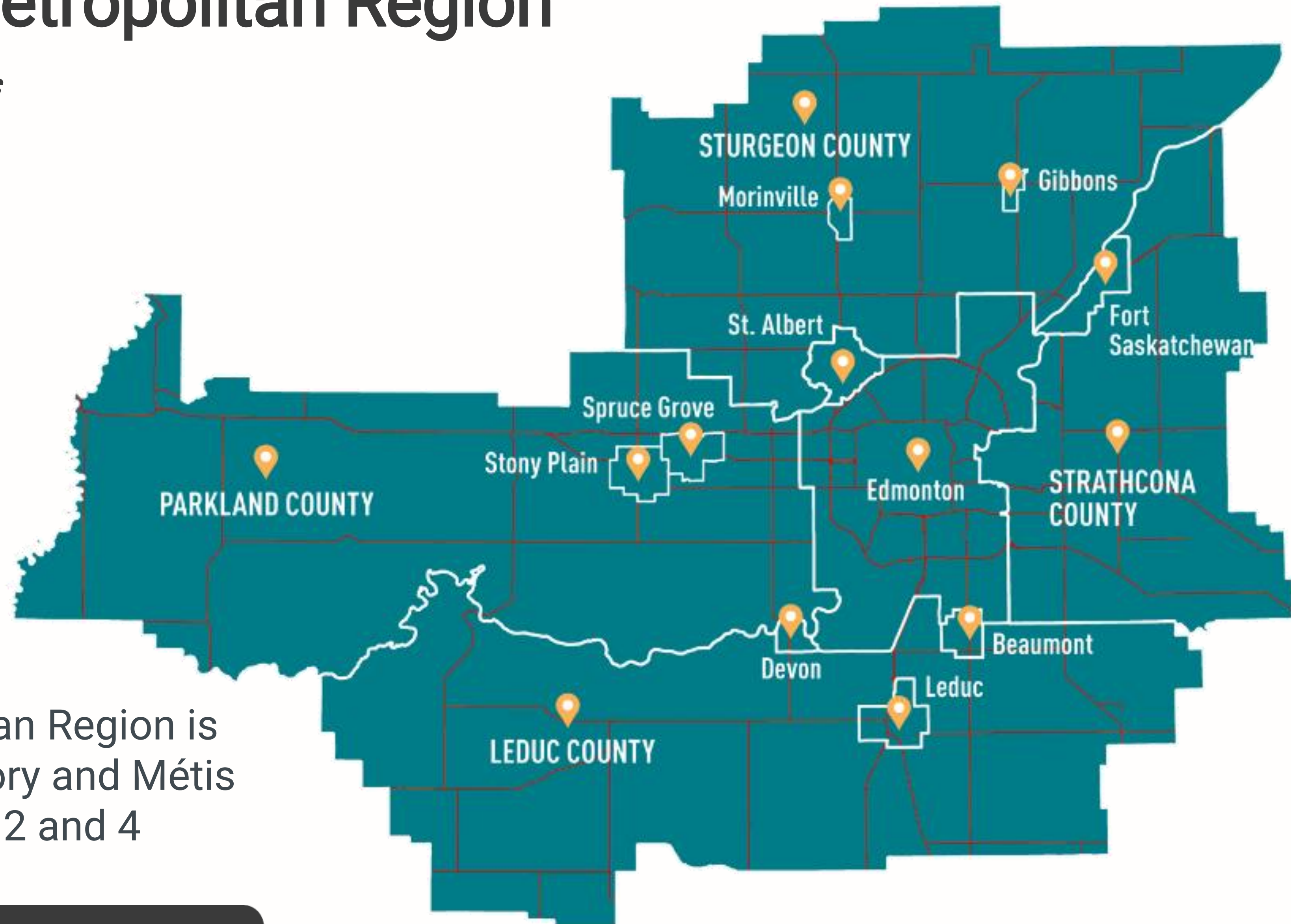
Advocate at the local, provincial, and federal levels for policy that removes barriers to economic development in the region

Business and investment

Pursue business and investment opportunities to support the region

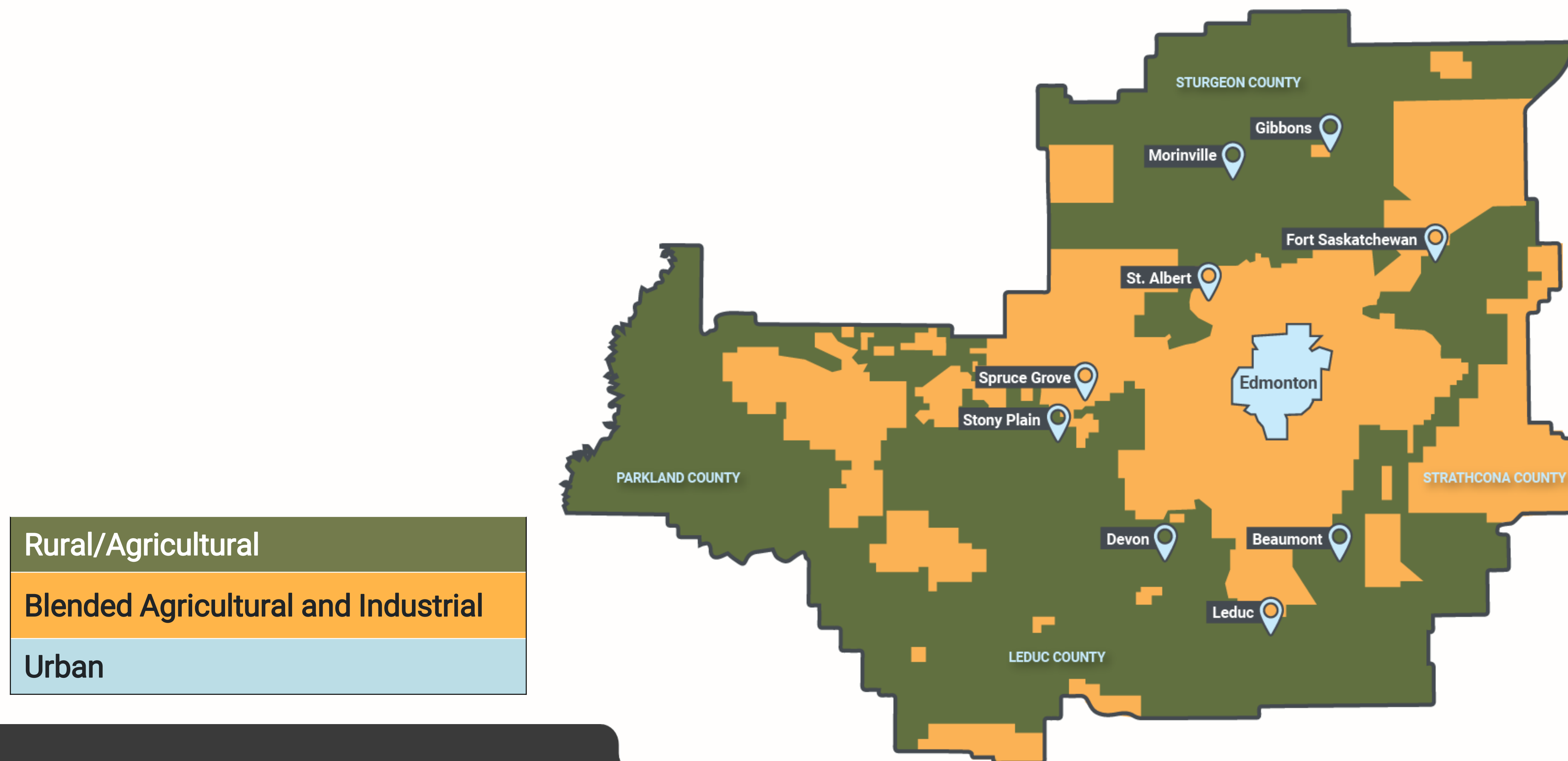
Edmonton Metropolitan Region

Shareholder Municipalities

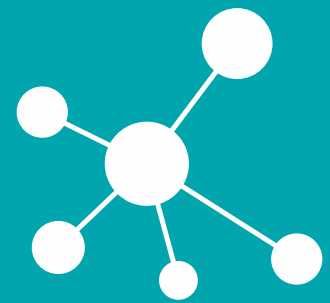


The Edmonton Metropolitan Region is located on Treaty 6 Territory and Métis Nation of Alberta Regions 2 and 4

Unique mix of Rural/Agricultural, Industrial, and Urban



Transformational Opportunities



Energy & Clean Technology

- \$100B opportunity
- Hydrogen Hub
- Carbon Capture



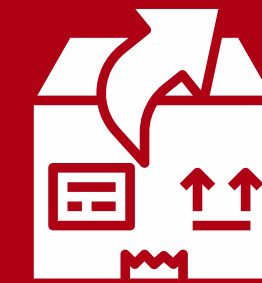
Health & Life Sciences

- Pharmaceuticals R&D and manufacturing
- Diabetes



Food & Agriculture

- Value-added agriculture
- 1:1 vs 1:3
- Plant proteins



Global Logistics & Supply Chain

- Port Alberta
- Foreign Trade Zone



AI & Tech

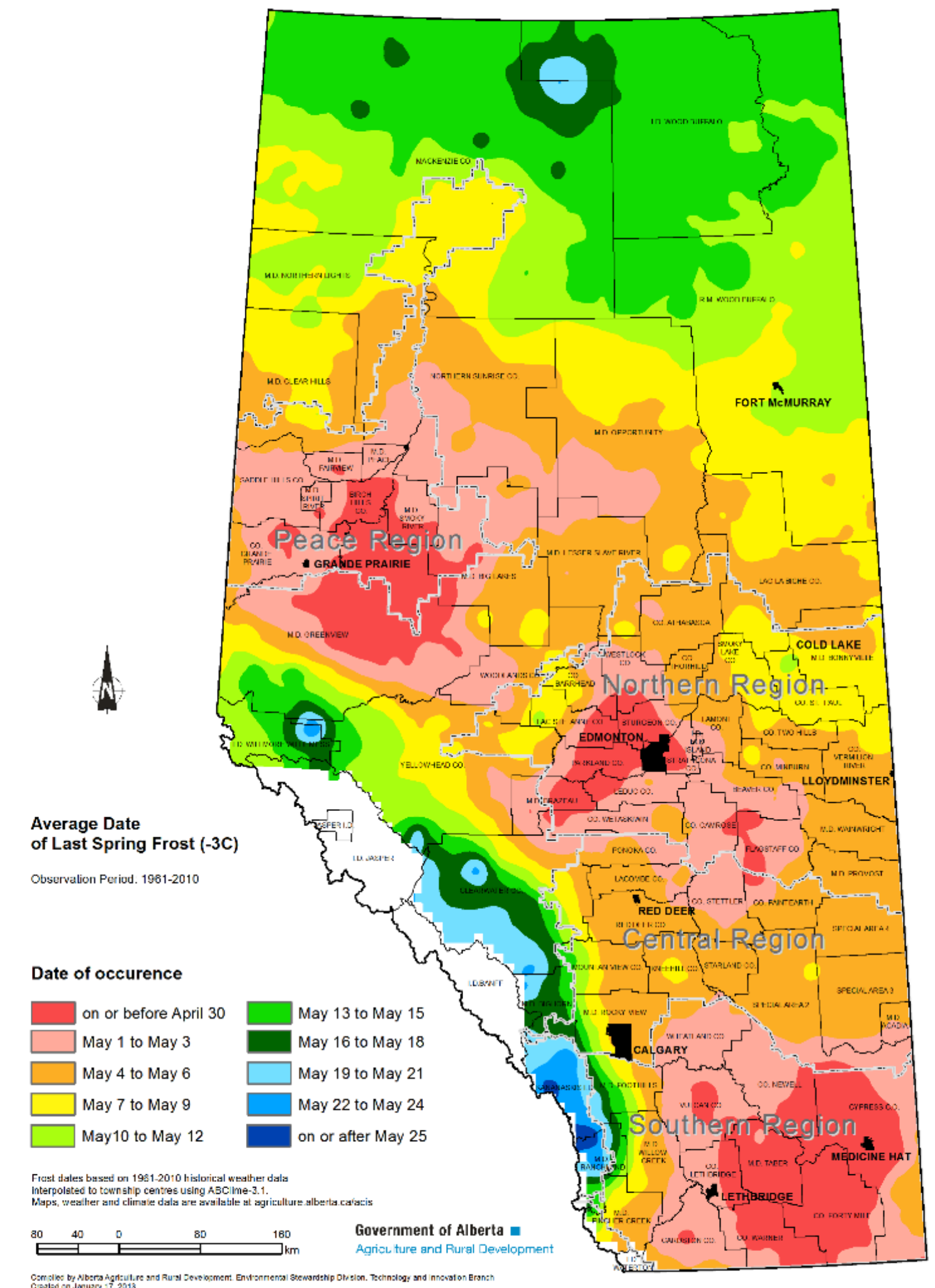
- Ranked 3rd globally in AI
- Fast growing tech hub

Uniqueness of region – value to agribusiness

- Edmonton region occupies a unique microclimate with high potential for diversification
- Large urban base + strong agriculture potential creates significant opportunity
- Opportunities in value-added agriculture
- Focus on environment
- Transportation routes (e.g., Anthony Henday)

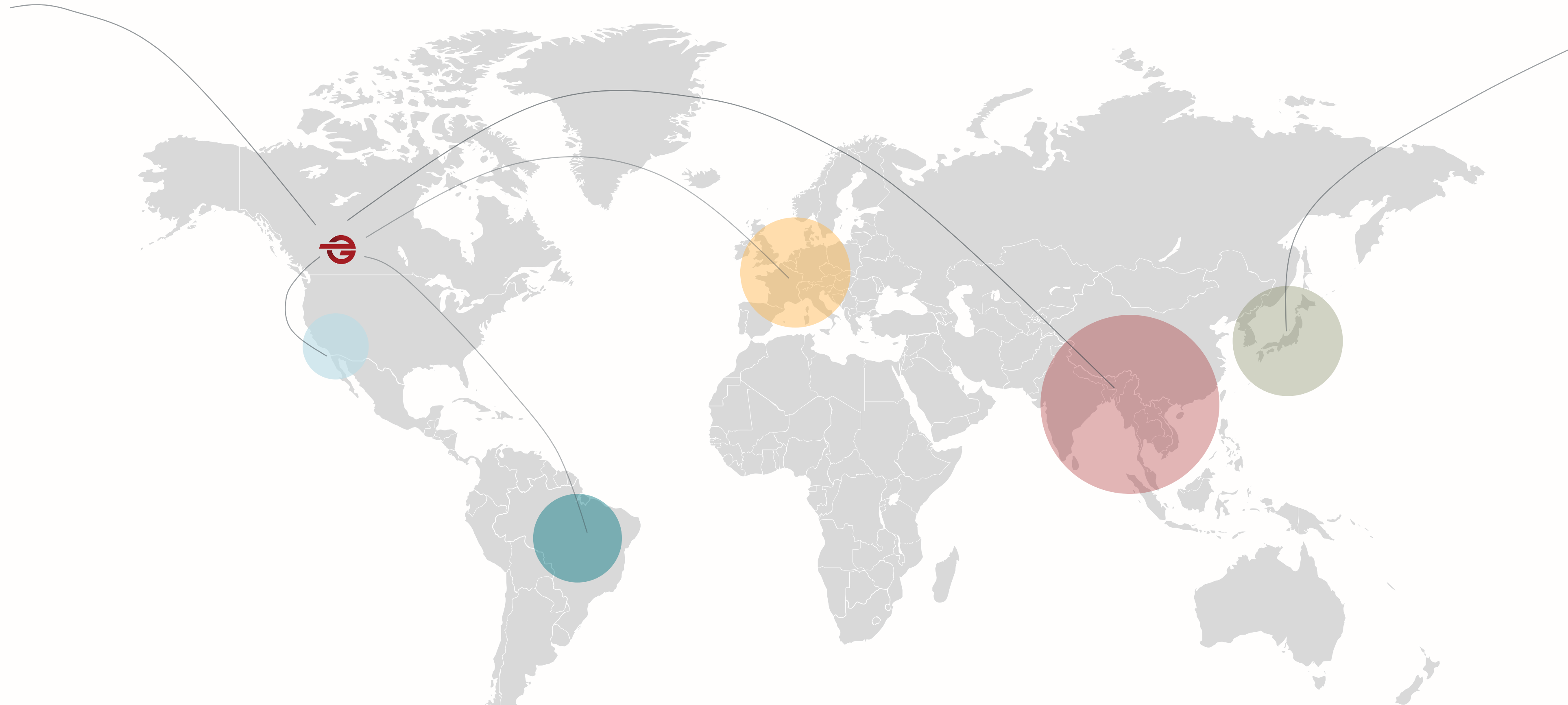
By global standards, regional soil quality, climatic stability, and water availability will be key future economic drivers

Edmonton Global is promoting the untapped potential of the region



Access to 1.5 billion customers

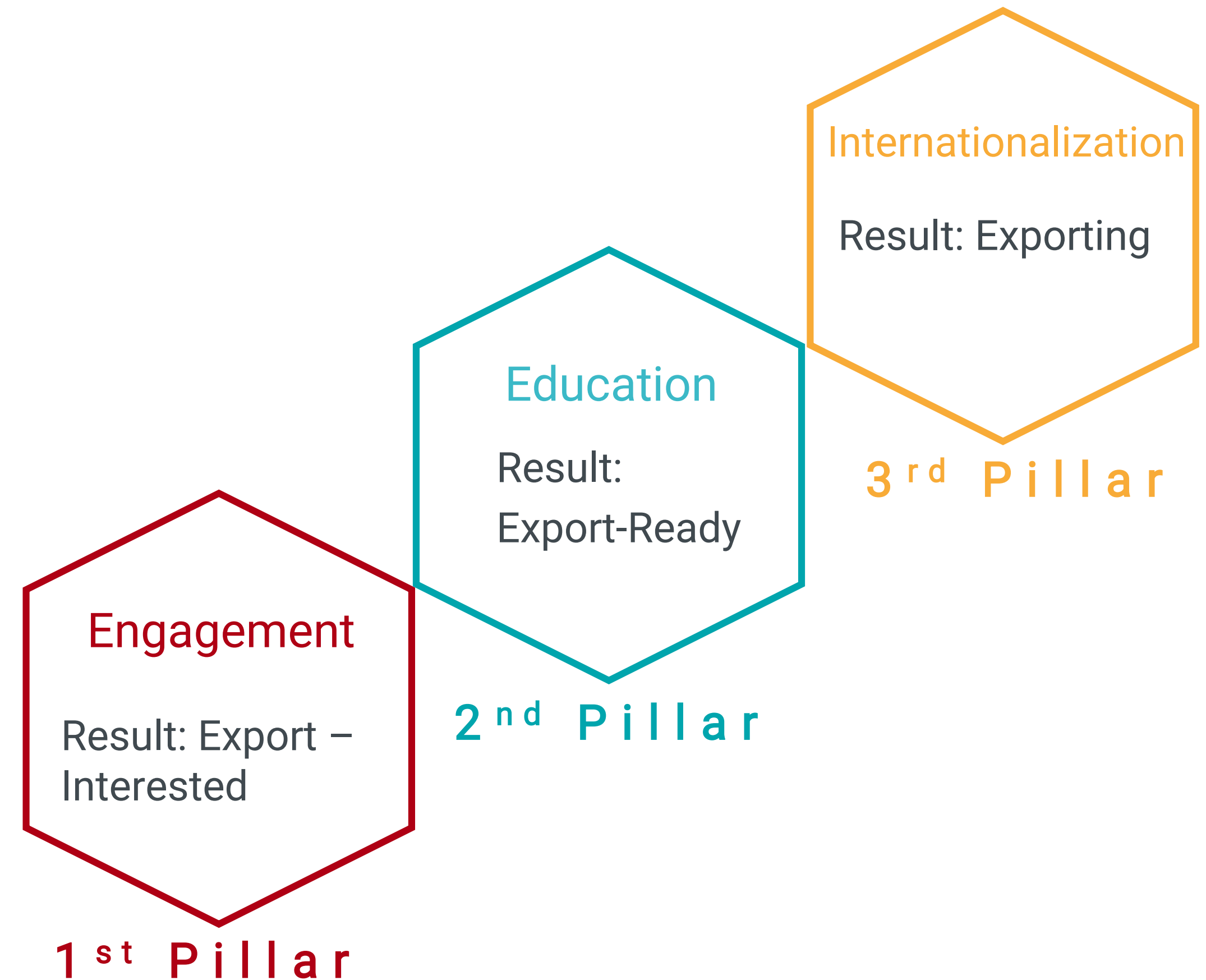
Trade agreements and transportation routes that are unparalleled



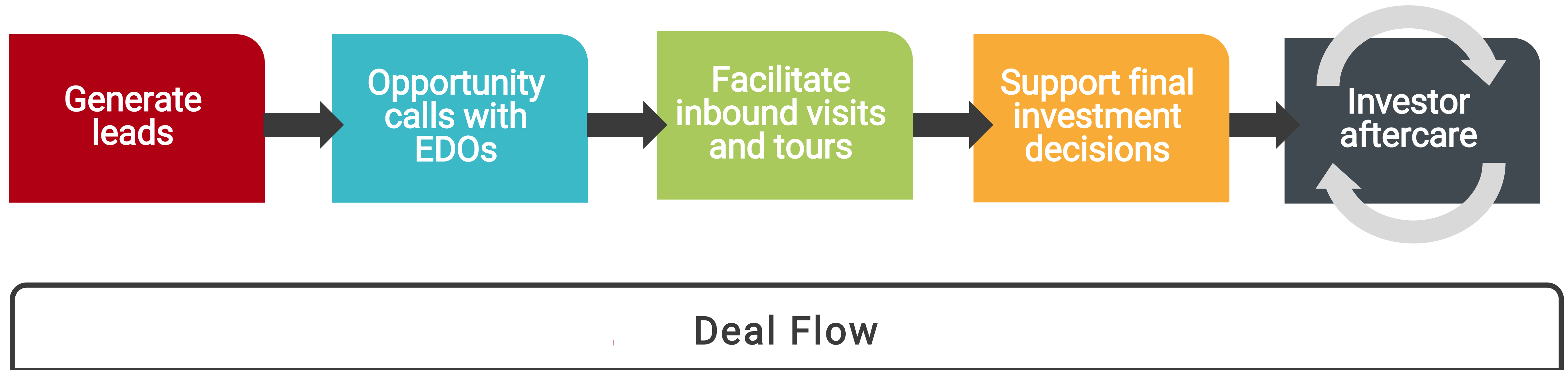
PORT ALBERTA: AIR – ROAD – SEA – PIPELINE – RAIL

International Trade Action Plan

- **Export Readiness** - Increase the number of export ready companies in the Edmonton Metropolitan Region
- **Export Growth** - Help companies achieve significant increases in export volumes and value in markets that offer the highest growth potential
- **Engagement** - Educate, facilitate, develop, and promote the export ecosystem
- **Leadership** - Serve the Edmonton Metropolitan Region by becoming the leader in trade
- **Innovate** - Find innovative solutions to simplify an overly complex export ecosystem
- **Attract** - Make local ecosystem attractive to international expansion of global logistics and supply chain companies as well as companies in manufacturing.



How we work



Our partner network

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



2022 at a glance



150+
Opportunities in
pipeline



83 Inbound visits



42 Outbound
missions



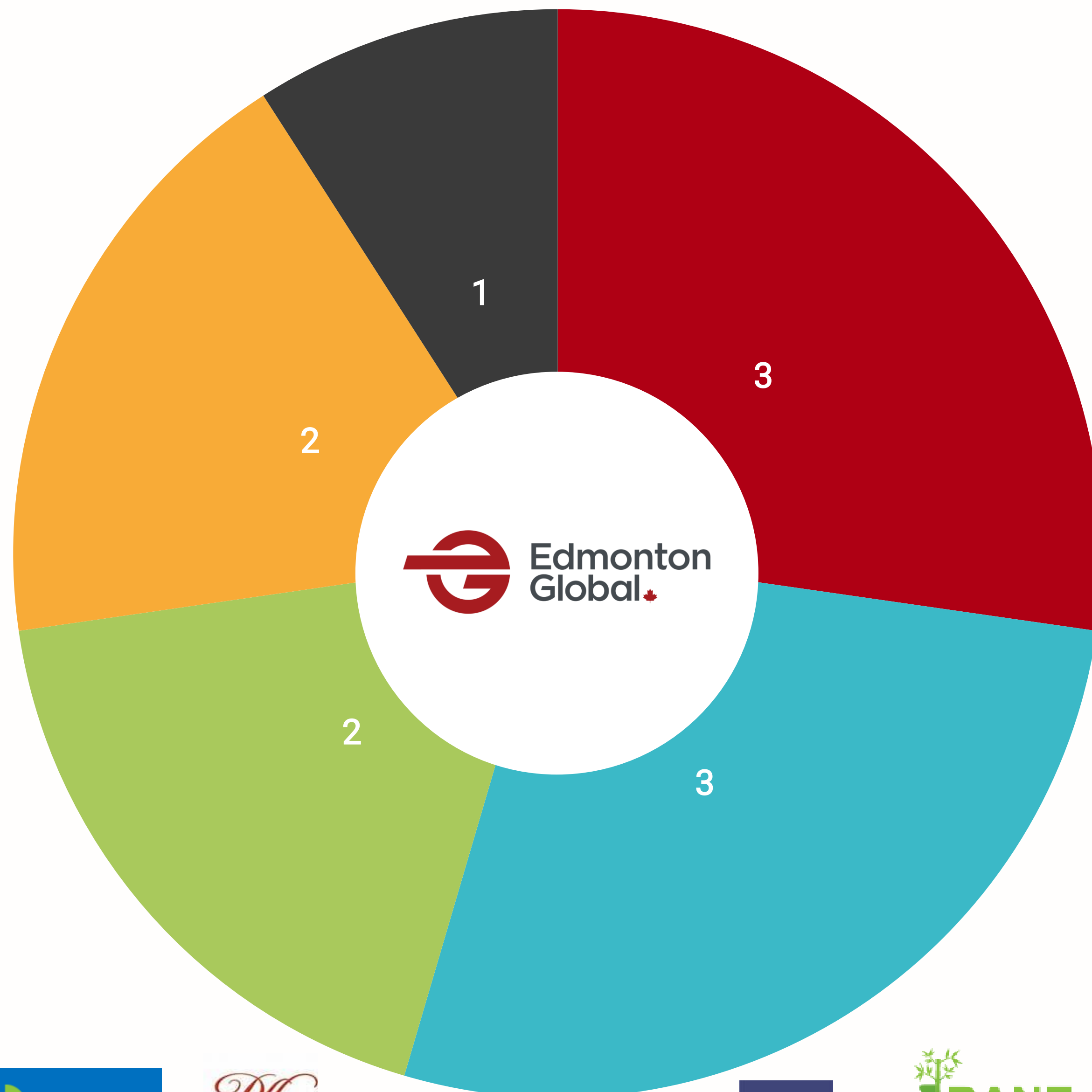
4 Conferences
hosted

2022 at a glance

11 Final Investment Decisions

\$108+ Million of Investment

194+ Jobs



- Energy (Hydrogen, renewables, storage, etc.)
- Agriculture and Food & Beverage
- Technology (AI, software, hardware, etc.)
- Life Sciences, Healthcare and Biotechnology
- Finance, Information, Technology and Services

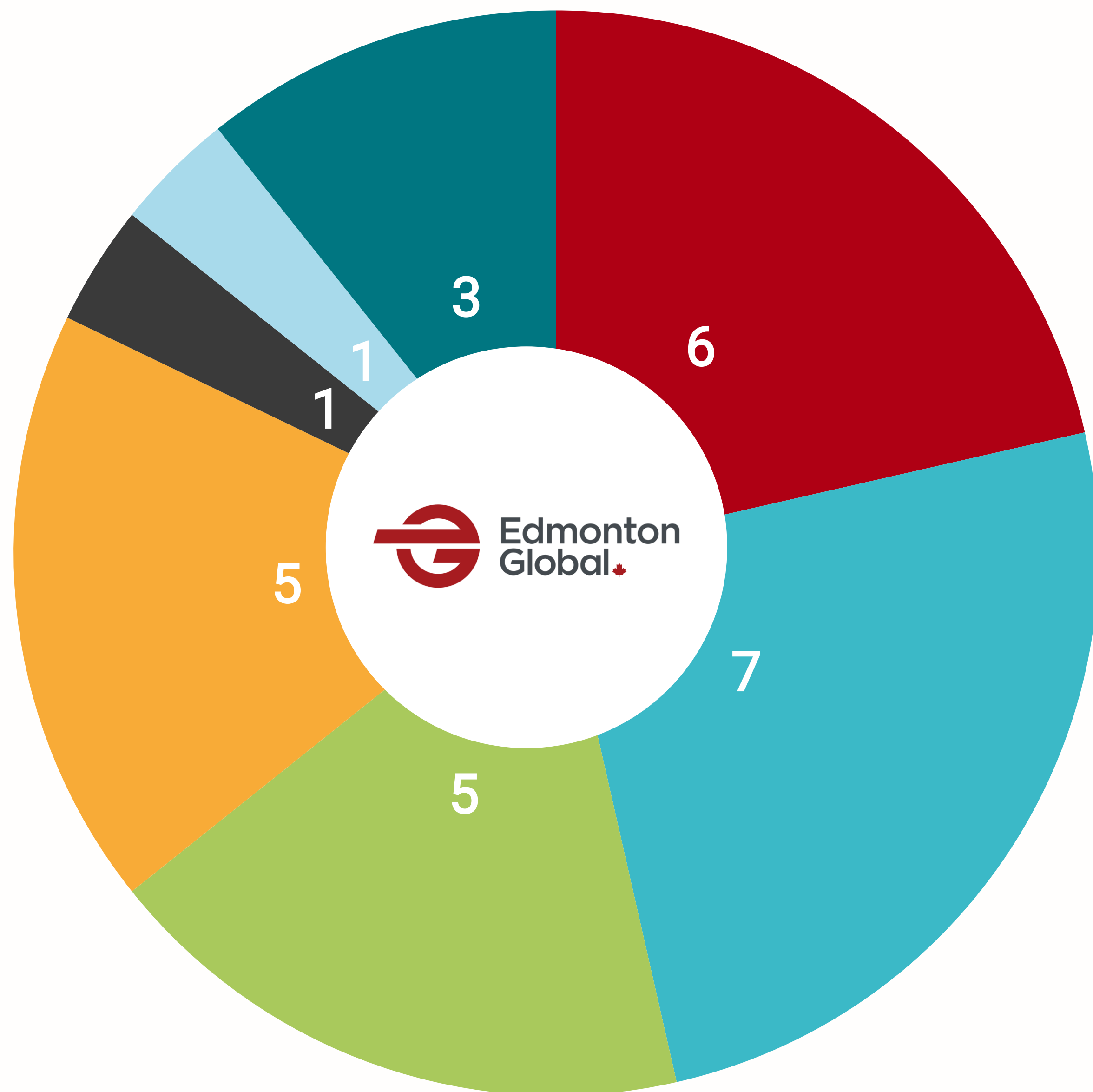


DEEP+TECH CANADA



groH=RE





Results 2018-2022

28 final investment decisions
\$2.4+ billion of investment
3,498+ jobs

- Energy (Hydrogen, renewables, storage, etc.)
- Agriculture and Food & Beverage
- Technology (AI, software, hardware, etc.)
- Life Sciences, Healthcare and Biotechnology
- Finance, Information, Technology and Services
- Manufacturing
- Other



2022 IN REVIEW

Canadian Hydrogen Convention

Canada is playing a critical role in the development of the global hydrogen economy with innovators in production processes and pioneers in fuel cell technology. The inaugural year of this 10-year conference in the Edmonton region was hosted in April 2022.



April 26-28, 2022

4000 attendees

20+ countries

**100 exhibitors/speakers/
presenters**

**Significant announcements and
media**





2022 IN REVIEW

forward/slash Economic Summit

Start the movement of bringing the Edmonton region together to unite behind a powerful vision for its economic future



September 28, 2022

1000 attendees

50 partner organizations

6 sub-committees



Continuing the Momentum



Roundtables

Talent & Labour Force Roundtable - November 2022

Food & Agriculture Roundtable - December 2022

EDO Value-Added Agriculture Subcommittee

- The subcommittee had its first meeting in February 2023.

How We Work Together

Joint pitch
development

Opportunity sharing
(25 in 2022)

Collaborating on
Inbound and Outbound
Missions

Shared data portal



Support regional
initiatives

Supporting Spruce Grove and the Region

- Develop economic strategy for the region
- Collaborate with municipal economic development teams
- Promoting and bringing international investors to region
- Connect local businesses to trade opportunities
- Building a unified narrative for the region
- Enhancing competitiveness through policy and global benchmarking
- Work with regional economic development partners, business, government, and institutions on pursuing greater regional prosperity

Strategy

Collaboration

Investment

Trade

Partners

Narrative

Competitiveness

- Edmonton Global's former Engagement Specialist visited Spruce Grove in August 2022 to meet with Economic Development staff and tour the city.
- Edmonton Global participated in an interview conducted by Deloitte in 2022 to support the City of Spruce Grove in creating its Economic Development Strategy.
- Edmonton Global coordinated a site selector visit in September 2022 with five site selectors joining from the United States. Economic and Business Development Director, Dave Walker, met and engaged with site selectors at a session hosted for the regional EDO network.



Looking Forward

Expecting some significant investment announcements and increased trade export in 2023

2023 Outbound Missions

Nano - Japan, Jan
Arab Health - Dubai, Jan
Investopia - Abu Dhabi, Mar
Smart Cities Taipei - Taiwan, Mar
fCELL Canada - Vancouver, Jun

2023 Inbound Missions

Japan Trade - Jan
Asian Tech - Feb
Hydrogen Delegations - Apr
Gaming Delegations - July
Nutraceuticals - Aug
More to come...

2023 Roundtables and Initiatives

5,000 Vehicle Challenge
Venture Capital Network
Service Providers
Youth
Regional Narrative
Sector-based
Trade

2023 Conferences

Can Hydrogen Conv - Apr
Upper Bound - May
DeepTech Canada
NASCO Reunion - Aug
Carbon Capture Canada - Sep
Farmfair International - Nov

Questions & Answers