



Edmonton
Global 



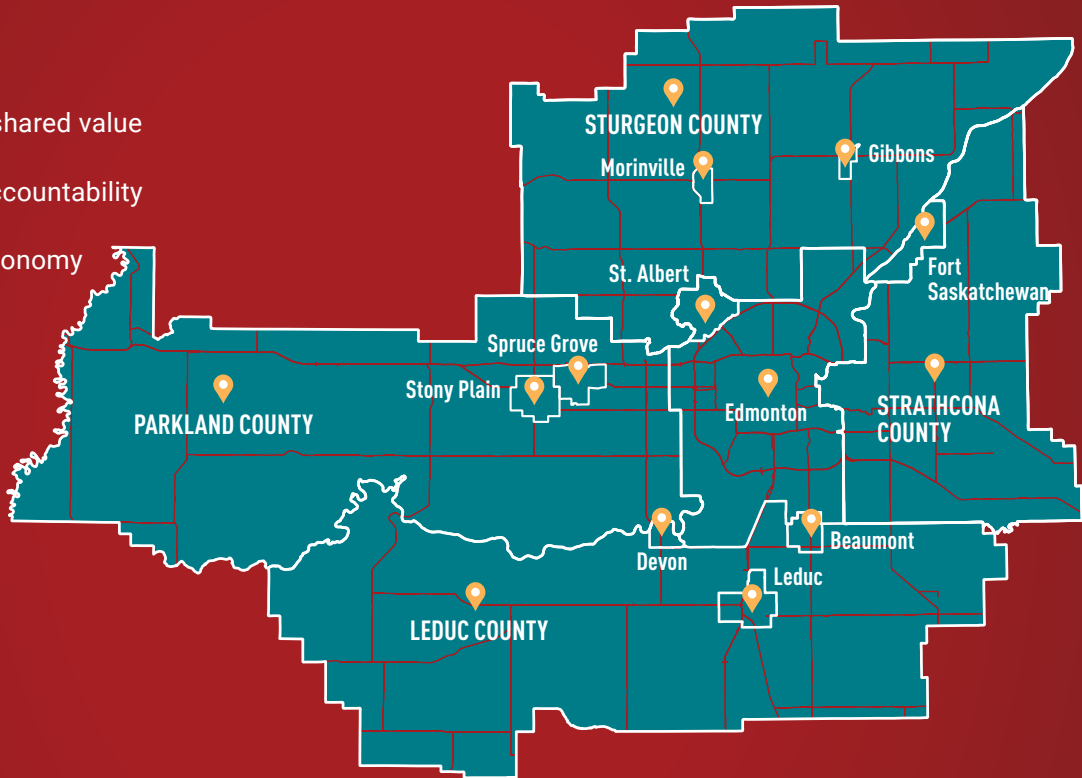
ORIENTATION PACKAGE

THE PURPOSE OF EDMONTON GLOBAL IS TO RADICALLY TRANSFORM AND GROW THE ECONOMY OF THE EDMONTON METROPOLITAN REGION.

Edmonton Global is a not-for-profit corporation supported by 14 municipalities that make up the Edmonton Metropolitan Region. Our focus is on attracting foreign investment, helping regional businesses export with the world, enhancing our region’s global competitiveness, and bringing our region together with a unified voice to attract the attention and interest of investors the world over.

Principles

- 1. Shared investment, shared value
- 2. Transparency and accountability
- 3. Respect for local autonomy
- 4. Inclusive
- 5. Harmonized regional voices



The Shareholders’ Vision for the Edmonton Metropolitan Region in 2023

The Edmonton Metropolitan Region is seen as an ideal place to invest with strong economic growth across the region, leading to strong communities. There has been a fundamental shift in the ability of all levels of government focused on what it takes to radically transform our economy and alignment across the ecosystem around a common goal. Everyone is supportive of the regional approach and putting our collective effort behind a common goal for the benefit of all businesses and residents across the region. All of this has resulted in a more diversified economy, including more value-added economic activity.

Collaborating Locally to Compete Globally

Why Collaborate Locally?

Competition in foreign investment attraction is fierce. By working together our region can compete on a global stage.

When we combine the assets of the entire Edmonton Metropolitan Region, We represent a value proposition that is both nationally distinct and globally relevant.

Telling our collective story together will make us loud enough for the world to hear.

Why Compete Globally?

Alberta and Canada’s economies are heavily reliant on internationalization and the global economy because our market size is too small to sustain all domestic production.

Foreign investment connects our region to the global marketplace. These investments create jobs, improve quality of life, link our region to international supply chains and innovation, and ensure our regional economy remains sustainable and globally relevant.

For more information on why internationalization matters please see our [Going Global Report](#)

Our Successes (2019–2021)



How We Work Together to Achieve Our Shared Vision

EDMONTON GLOBAL’S ROLE	MUNICIPALITIES’ ROLE
Promote the region to the world	Champion the regional vision
Bring global investors to the region	Engage and understand the process
Act as a consistent point of contact for investors	Act as regional ambassadors
Coordinate the regional database	Share data and information into the regional database
Provide technical advice and assistance	Ensure staff resources and availability
Identify investor pain points and how to solve them	Continually improve investment readiness
Communicate with shareholders and partners	Identify and promote outcomes and success stories
Be an agent of the regional mindset	

Edmonton Global's Priorities

FDI & Trade

Internationalize and grow the Edmonton Metropolitan Region economy by acting as a catalyst for foreign direct investment and trade. The focus is on bringing in high impact and high value investments in the focus sectors where the Region is most competitive.

Brand

To attract investment into our region, we also need to establish and build on the Edmonton Metropolitan Region's brand by identifying what makes us unique and competitive on a global scale and sharing this with the world.

Partnerships

Edmonton Global collaborates with the local business community, economic development partners, the local business community, and institutions through each stage of the investment attraction process to collectively pursue opportunities that will lead to greater regional prosperity.

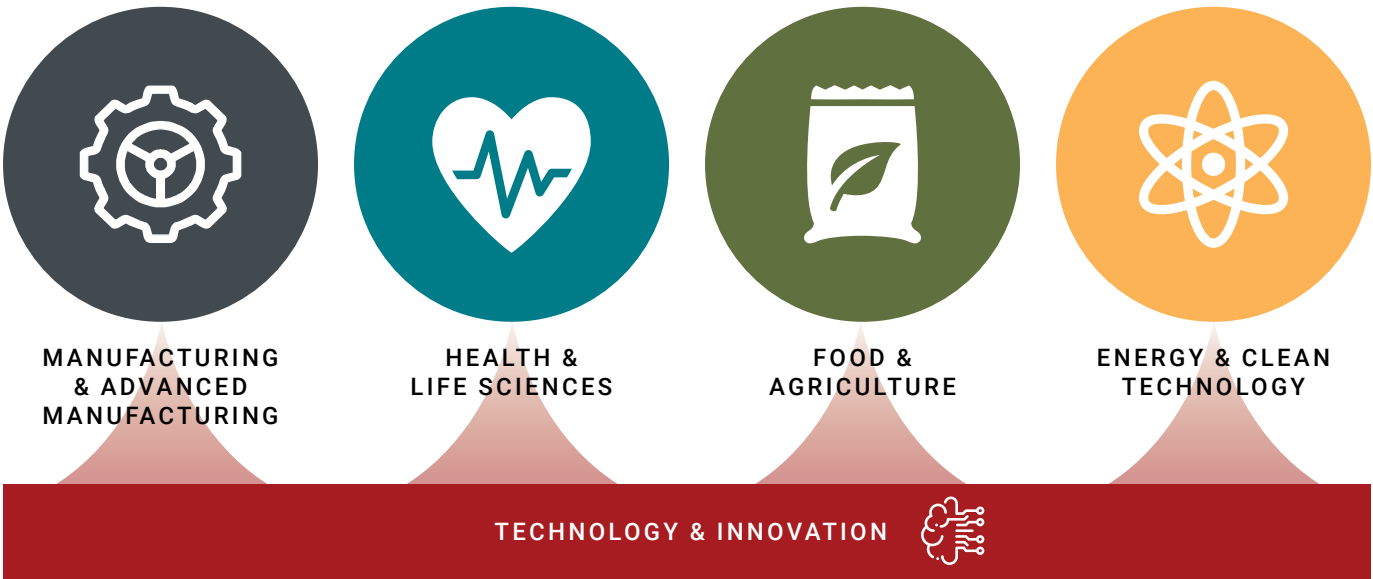
Organizational Excellence

Edmonton Global strives to be a best in practice model of collaborative economic development that is innovative, result-drive, constructively disruptive and transformative.

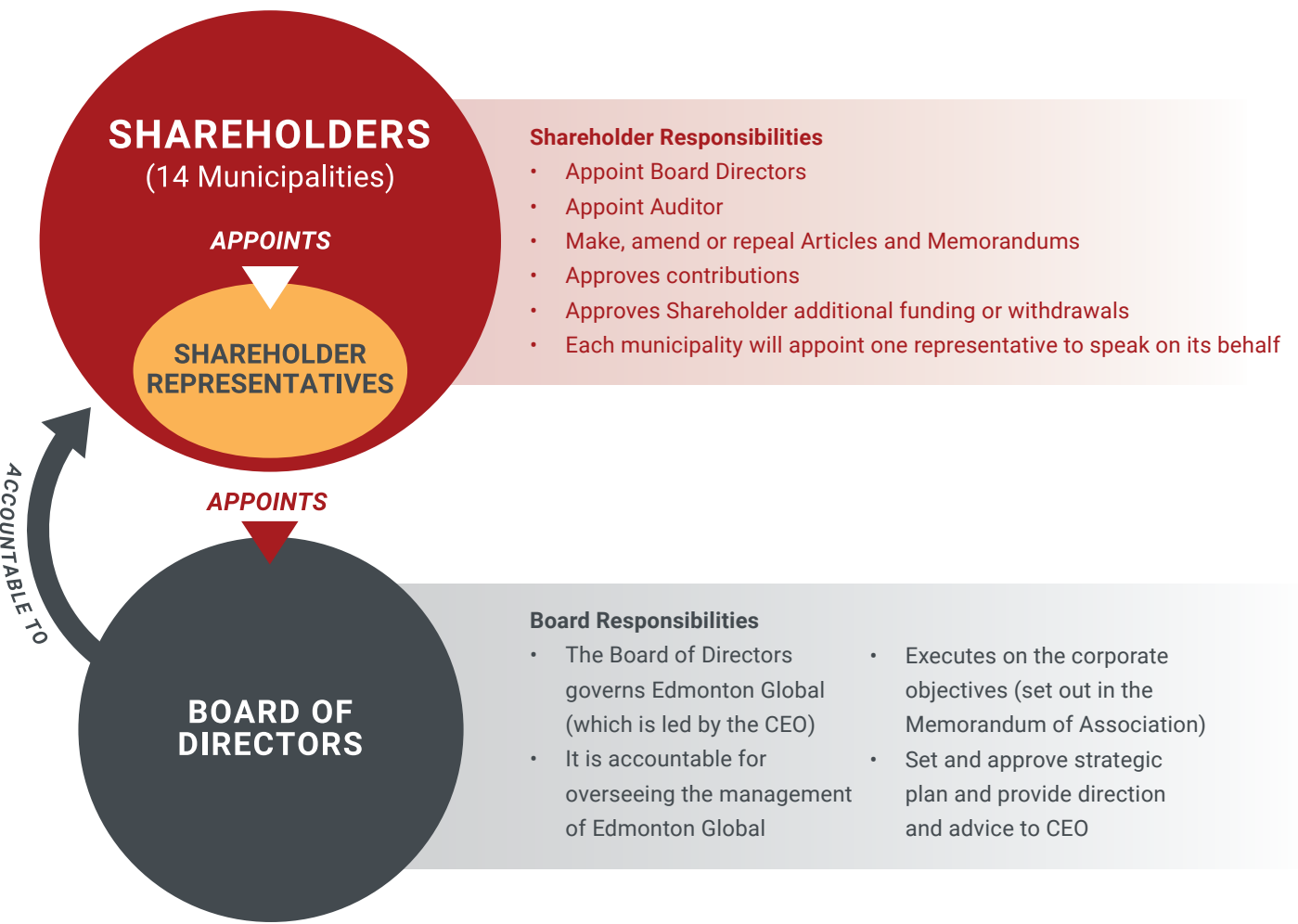
For more information please visit the [Edmonton Global Strategic Plan](#)

Our Focus Sectors

Edmonton Global uses a data-driven approach to proactively identify sectors where the Edmonton region has a clear competitive advantage. When opportunities in these sectors intersect with our region's world-class expertise in technology and innovation, we can compete to win.



Edmonton Global's Governance Structure



One Shareholder, One Vote

When Edmonton Global was first formed, the founding shareholders agreed to a "one shareholder, one vote" model. Under this structure, each municipality receives equal voting power - regardless of their funding commitment or population. This is a cornerstone of how regional collaboration is practiced within the Edmonton Metropolitan Region.

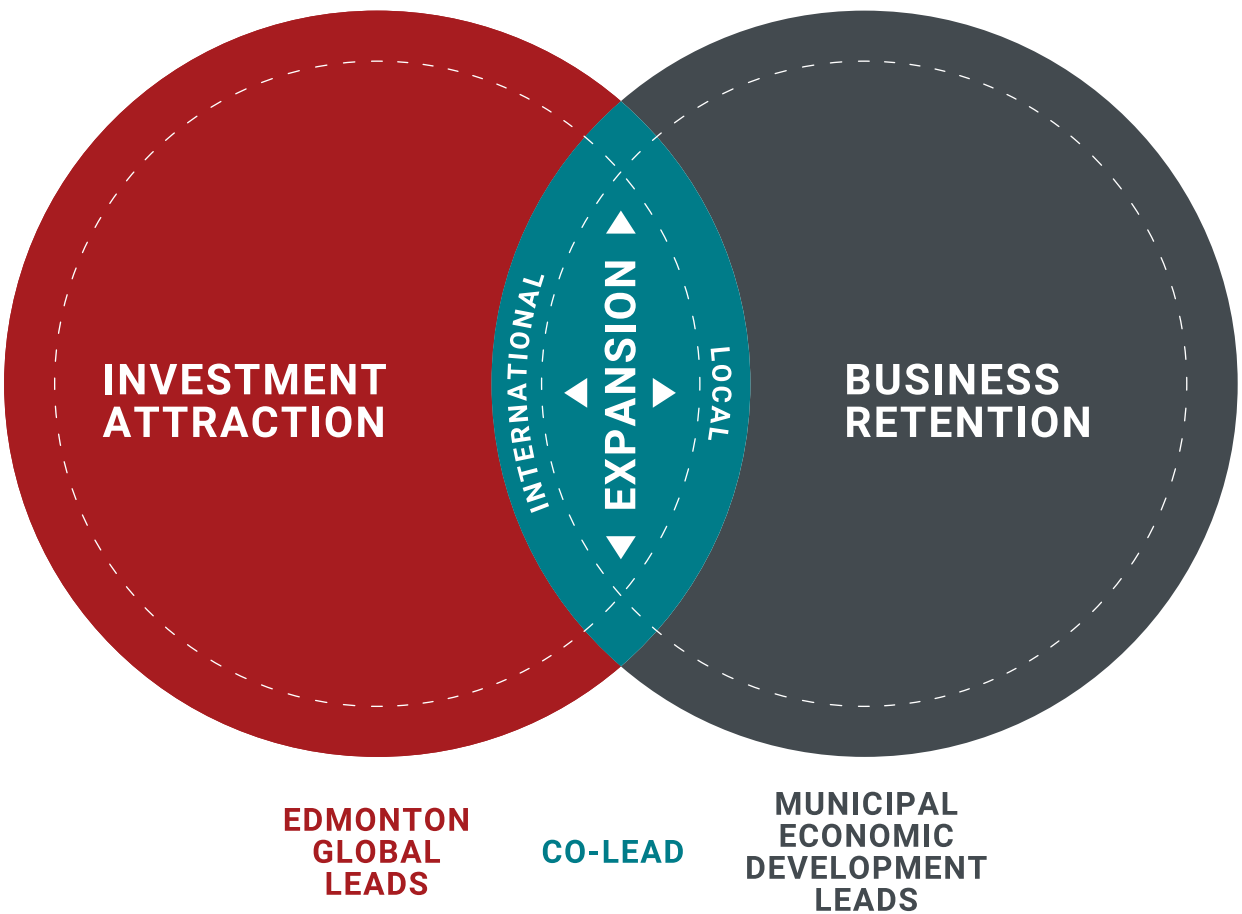
Business Focused Board of Directors

The Board of Directors is appointed by and acts on behalf of the shareholder group to provide governance and oversight of Edmonton Global. The Board's role is to direct and protect the organization on behalf of the shareholders. Each member of the board has undergone a rigorous selection process and has been selected based on their individual skillsets in business, governance and leadership.

How Edmonton Global works with the Regional Economic Development Officers

Compact

The compact is an agreement set out between and amongst Edmonton Global and the economic development representatives of its shareholder municipalities. It sets out the principles of professional involvement that will guide involvement, and the 9 protocols by which participants agree to work with each other as the Edmonton Metropolitan Region Economic Development Network.



How Edmonton Global Collaborates with Our Partners

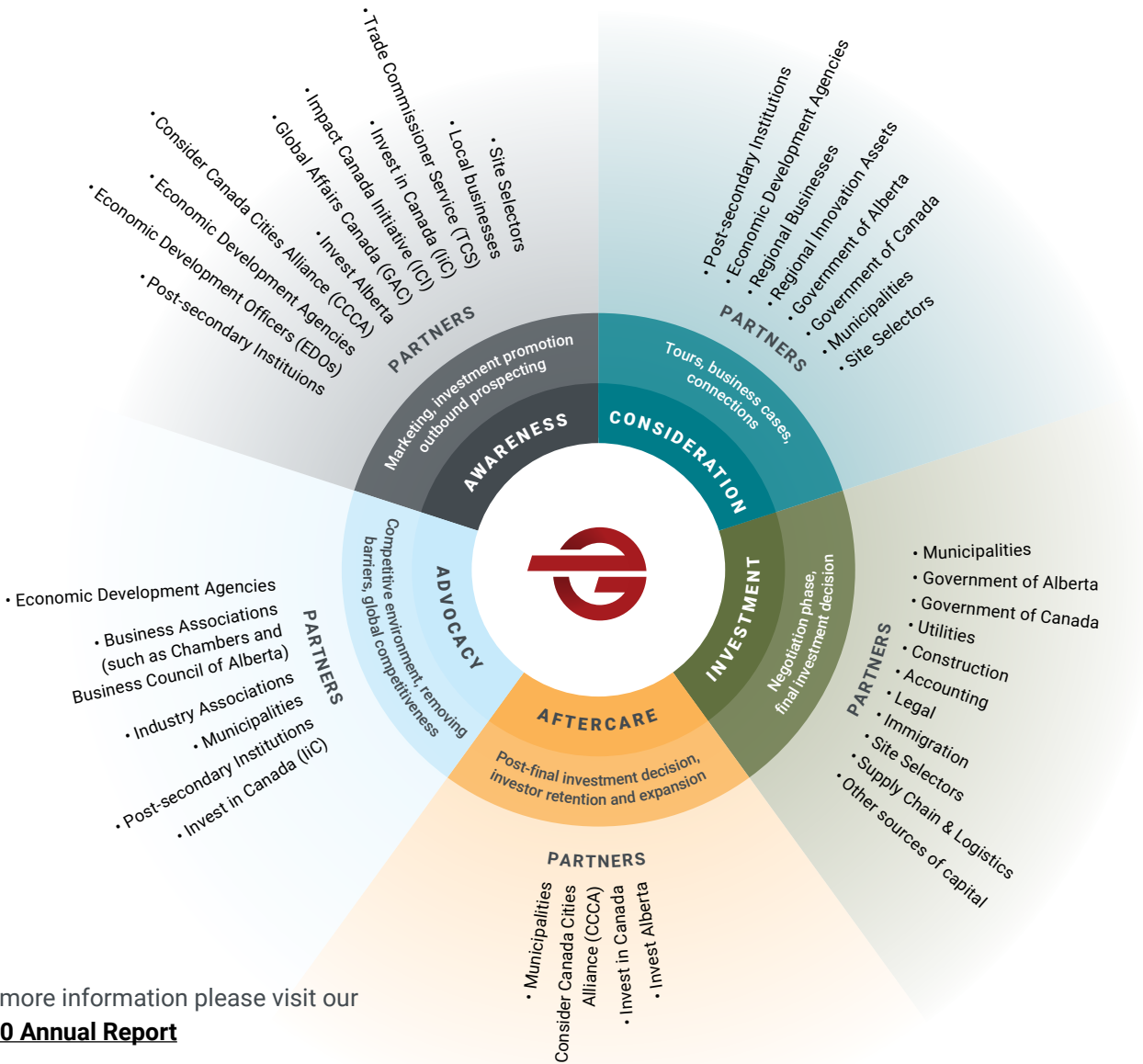
Ecosystem Collaboration

Collaboration within the local, regional, provincial, and national economic development ecosystem will lead to increased growth and successes not only for the Edmonton Metropolitan Region, but for Canada as a whole.

Edmonton Global collaborates with economic development partners, industry, business, and institutions throughout each stage of the investment attraction process to collectively pursue opportunities that will lead to greater regional prosperity. A full list of partnerships is available at this link.

Active Partnerships

Edmonton Global works in active partnership with Alberta's Industrial Heartland Association (AHIA), Edmonton Health City, Applied Pharmaceutical Innovations (API), Edmonton International Airport, Alberta Machine Intelligence Institute (Amii), the regional chambers of commerce, academia, Indigenous organizations, and many other organizations and businesses.



For more information please visit our [2020 Annual Report](#)



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