



EDMONTON. POWERHOUSE Redefined.

June 2007



EDMONTON. POWERHOUSE redefined.

EDMONTON

- Massive growth **AND** cost competitive
- Known for energy **AND** leading in diversity
- Debt-free **AND** investing billions in the future
- Doing well **AND** being well

Redefining what it means to be a powerhouse

OVERVIEW

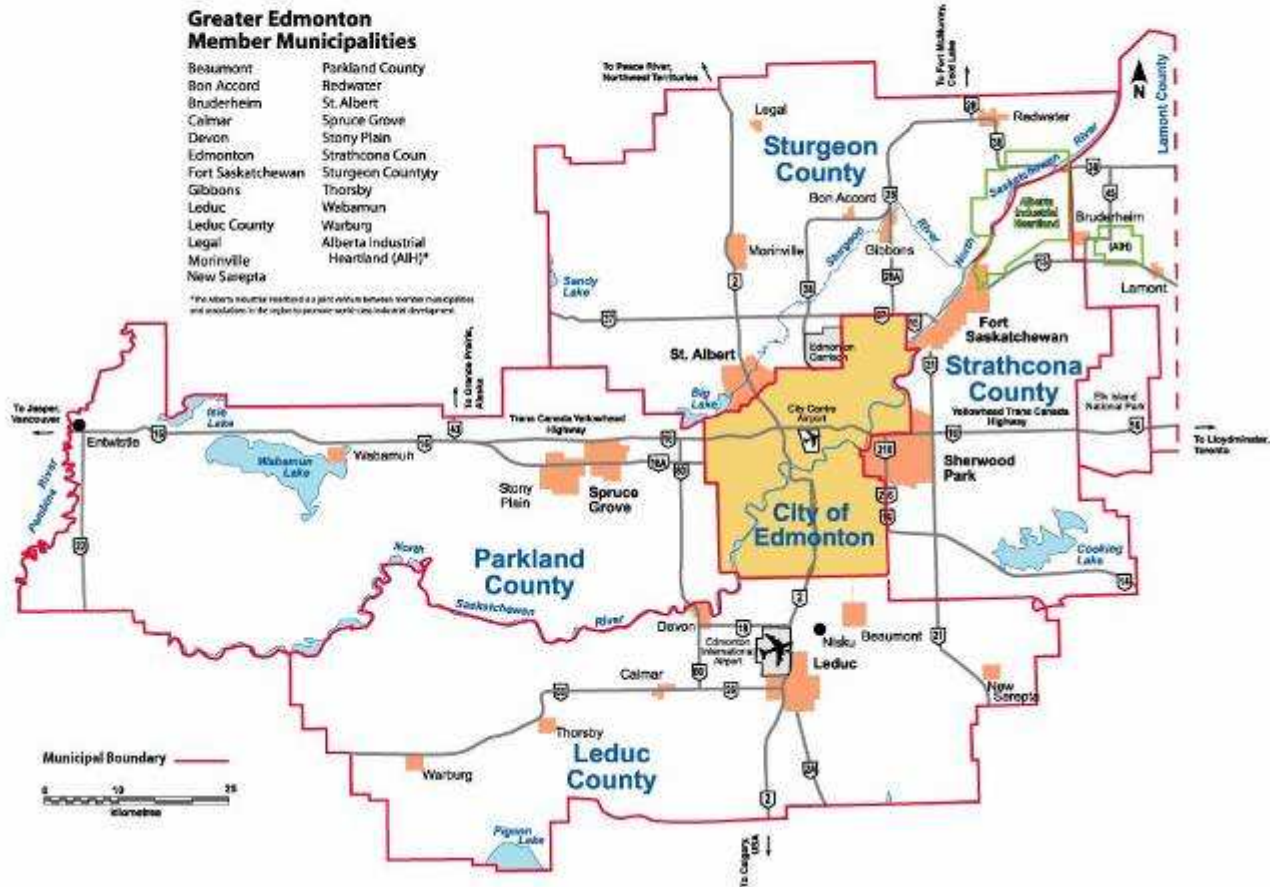
1. Massive growth and investment
2. A bigger bottom line
3. Beyond energy
4. Biotech. Nanotech. The next Big Tech.
5. Connections. Connections. Connections.
6. Where doing well means being well

6 Ways Edmonton Redefines Powerhouse




EDMONTON. POWERHOUSE redefined.

GREATER EDMONTON



THE NUMBERS BEHIND THE STORY



Population	1 MILLION +
Labour force	605.9K
Annual GDP	\$42.5 BILLION
Investment in Major Projects	\$100 BILLION +
Universities and Colleges	10 – 150K+ students
Unemployment rate	4% (2006)
Participation rate	70.6%
New jobs	135K in next 10 years
Personal disposable income	\$28.7K

MASSIVE

growth and investment



- Provincial Capital City growing nearly as fast as China
- Top Canadian growth 8 out of the past 10 years
- Most attractive investment climate in the country
- More than \$100 billion in investment in major projects
- Debt-free status, immaculate credit rating

Hot now and investing for the future

A BIGGER bottom line



- Ranked the best major Canadian city to do business
- Cost-competitive, attractive for business
- Lowest business costs in North American mid-west
- Ranked in the top 10 globally in 10 industry sectors
- Class 'A' office space half the cost of competing cities
- No provincial sales tax, capital tax, payroll tax

Still cost-competitive

ENERGY

an abundance of

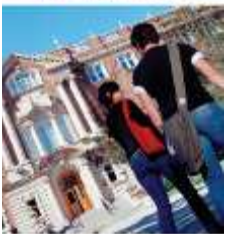
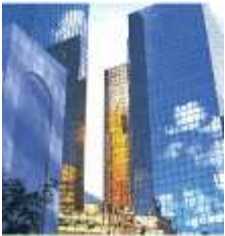


- Second largest oil reserves in the world, second only to Saudi Arabia (175 billion barrels)
- Service and supply hub for Alberta's oil, gas and mining industry
- Strategically located between oil sands and the world's largest oil consumer – U.S.



Solid economic fundamentals

beyond ENERGY



- Tie to 2nd largest oil reserve in the world leads to huge spin offs
- Tied for the most diverse economy of its size in Canada

FINANCIAL: 2nd largest number of headquarters

RETAIL: most national and regional headquarters

SMALL BUSINESS: 3rd highest number

PUBLICLY TRADED COMPANIES: \$10 billion worth

FORESTRY: \$1 billion worth of wood products each year

Diverse economy

biotech. nanotech. the next

BIG TECH



- Top-funded research university in Canada
- Leader in scientific and medical research
- National Institute for Nanotechnology
- 70% of Alberta's bio companies
- Well-funded commercialization infrastructure
- State-of-the-art clinical trial facilities

Breakthrough research & innovation



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connections. connections

CONNECTIONS



- Most cost-competitive transportation & distribution network
- Fastest growing major airport in Canada
- CN Rail operations centre
- Poised to be service hub for Port of Prince Rupert
- Closer to 50 top centres in North America

Transportation and logistics hub

LABOUR STRENGTH IN NUMBERS



- Economy fueled by strong labour force of 600,000+
- 135,000 new jobs created over the next decade
- 4% unemployment rate (2006)
- 70.6% participation rate

Educated, entrepreneurial labour force

LABOUR STRENGTH IN NUMBERS



- Publicly funded K-12 system North American leader
- 10 post-secondary institutions with over 150,000 students
 - University of Alberta: One of the top-funded research universities in Canada
 - MacEwan: Alberta's largest degree-granting college
 - Northern Alberta Institute of Technology (NAIT): Trains more apprentices than anywhere in Canada

Outstanding education

SOURCES OF PRIDE



**CANADIAN
BUSINESS**

#1 major city to do business in Canada



TD

Most productive place in Canada



THE FRASER
INSTITUTE

Highest provincial investment climate index



KPMG

✓ **#1 cost-competitive city of its size**

✓ **Top 10 cities in 10 industries**



fDi

✓ **Best economic potential**

✓ **Overall top 10 North American cities of the future**

where doing well means

BEING WELL



- Best employment prospects in the country
- High disposable income
- No provincial sales tax
- Affordable housing
- Top-rated health system
- Short commute times

Everything people look for in a city



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where doing well means

BEING WELL



- 70+ golf courses
 - 30+ festivals
 - Largest urban green space
 - Four-season activities
 - West Edmonton Mall
 - Major athletics events
 - Professional and amateur sports teams
 - Gateway to the Canadian Rockies
- ...and much more

Lots to see. Even more to do

EDMONTON

at a glance



- Sizzling growth and investment
- Cost-competitive with other tier 1 cities
- A lot more than energy
- A hotbed of research and innovation
- Globally connected
- An educated, entrepreneurial workforce
- More to life...


A POWERHOUSE Redefined



EDMONTON. POWERHOUSE redefined.



CONTACT US



To find out more on how Edmonton can deliver a bigger bottom line for you and your business, call us today.

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