



EDMONTON

A photograph of the Edmonton skyline reflected in a body of water. The water is calm, creating a clear mirror image of the buildings and the sky. The sky is a clear, bright blue with a few wispy clouds. The buildings are a mix of modern glass skyscrapers and older, more traditional structures. The water in the foreground is dark, and the reflection is sharp. The overall scene is peaceful and scenic.

# A CITY ON THE RISE

A city on the rise, Edmonton is built on leadership in business, the arts, the environment, education and health care. We're a cosmopolitan centre of over one million people rich in energy and enthusiasm. We're driven, focused and believe that a healthy, diverse business community leads to a better quality of life. Edmonton is one of Canada's shining stars.

### **Strength in economic numbers**

Edmonton is a hotbed of economic activity with over \$162 billion worth of investment in the region. We're Canada's leader in oil and gas exploration, refining, petrochemicals and environmental stewardship. We are also one of the country's leading centres in education, research, technology and health services.

With a highly educated and skilled work force of over 660,000 people, Edmonton offers excellent opportunities for investment and was judged to have

the "best economic potential" of any North American city by the Financial Times in 2007 and also named Edmonton in the top-five large North American cities for business development and investment promotion.

### **Diverse city**

Edmonton is one of Canada's top two most economically diverse cities. We're proud of our oil and gas heritage and the fact that the world turns to us for our expertise in exploration, refinement, transportation, petrochemicals and environmental innovation. Being a leader has given us incredible opportunities to expand our knowledge and resources to other segments like education, research, technology, nanotechnology, health care, biomedicine, and agriculture. We're home to some of the largest engineering and construction firms in Canada including Stantec and PCL Construction. The University of Alberta (U of A) houses the largest engineering faculty in the country.



# SMART CITY, SMART INVESTMENT

Edmonton was selected as one of the top 21 intelligent communities by The Intelligent Community Forum in 2008. Alberta's investment in research and development has created many new companies and thousands of new jobs within the region.

Edmonton is a city of learners, home to one of Canada's top universities, the University of Alberta which receives over \$500 million in research funding every year. The U of A campus is host to the prestigious National Institute for Nanotechnology. Edmonton is home to NAIT, the largest apprenticeship training school in the country. We're also home to MacEwan University, one of the province's top schools for studies in the arts, science, nursing, child and youth care, and commerce.

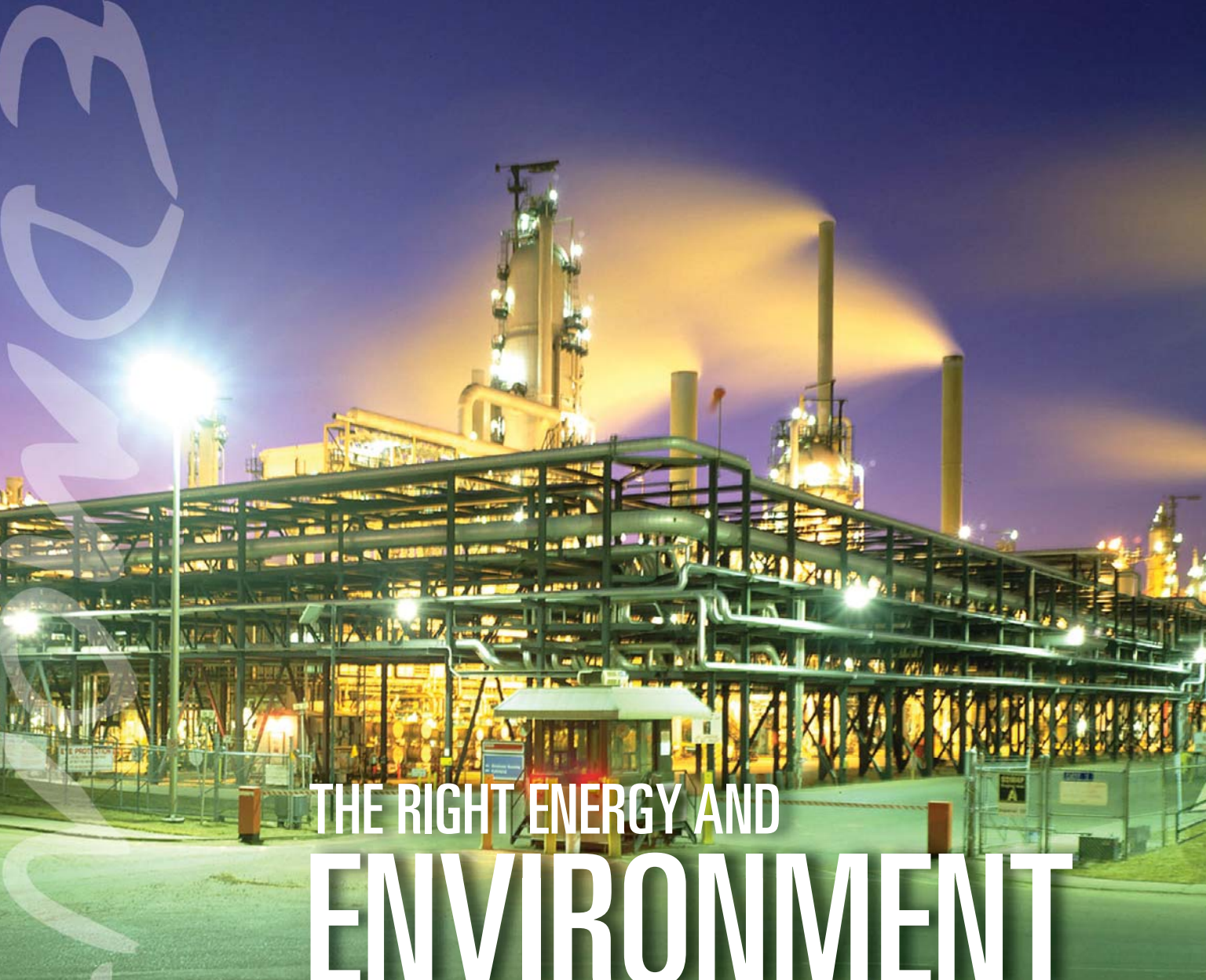
## **Building on our knowledge**

Some of Edmonton's greatest success stories were developed at the Alberta Innovates Technology Futures (AITF) situated in the Edmonton Research Park. Companies such as Syncrude and Afexa Life Sciences Inc., makers of Cold FX, have achieved international prominence as a result of their relationship with AITF.

With one of the most attractive investment climates in Canada, Edmonton has exceeded the national average for growth 8 out of the last 11 years. The Conference Board of Canada estimates that Edmonton's GDP will be among the top five in Canada in 2010.

With all the positive momentum in Alberta, Edmonton is well positioned to enjoy solid growth over the next decade.

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# THE RIGHT ENERGY AND ENVIRONMENT

Edmonton enjoys strategic advantages that other major cities find hard to compete with. We're the largest urban centre closest to the Athabasca Oilsands and have the unique benefit of being the transportation and logistics hub for Alberta's oil, gas and mining sectors. Edmonton is also a leader in environmental stewardship and research. The University of Alberta's Petroleum Engineering program is one of the top programs of its kind in the world.

## **An environmentally friendly future**

Edmonton's global leadership in traditional oil and gas has transcended to new areas of prosperity including clean energy technology, environmental innovation and manufacturing.

The Edmonton Waste Management Centre of Excellence is internationally recognized for state-of-the-art research, demonstration, and education facilities and for being a one-stop resource for services in sustainable waste management. It features North America's largest composting facility as well as an innovative bio-fuels facility specializing in energy recycling and recovery.

The Edmonton region is on the leading edge of new environmental initiatives in the creation of carbon capture technology. The majority of Alberta's \$2 billion clean energy initiative is slated for the Edmonton region and is expected to store four million tonnes of carbon dioxide underground annually by 2015.



# INNOVATION AT WORK

Edmonton is a leader in knowledge and innovation. We understand how to transform innovation into opportunity and education into success.

## **Driven to succeed**

We are becoming one of the top financial centres in Canada and are home to major financial institutions like Canadian Western Bank, ATB and Servus Credit Union.

Our innovative spirit has diversified our economy and driven our entrepreneurial spirit. It has helped us create a business environment where companies not only thrive but succeed.

Edmonton boasts 80 publicly traded firms with a market capitalization of more than \$10 billion.

We're home to some of Canada's most successful companies such as EPCOR, Melcor, Company's Coming, Sterling Crane and Capital Power Corporation.

We're also the place where many of Canada's most recognizable companies got their start including: The Brick, Katz Group, Boston Pizza, The Running Room, Booster Juice, Earls and Fountain Tire.

## **Innovation = Opportunity**

The next generation of success stories are being written with new opportunities and research in the petrochemical industry, bio solutions, advanced technologies, health solutions, alternative energy and environmental management.

We're a great choice for business with one of the most competitive tax environments in North America, including no provincial sales tax, capital tax or payroll tax, the lowest cost of Class A office space of any major city in Canada, and a per capita income higher than the national average. Edmonton is one of Canada's best cities for business and for living.



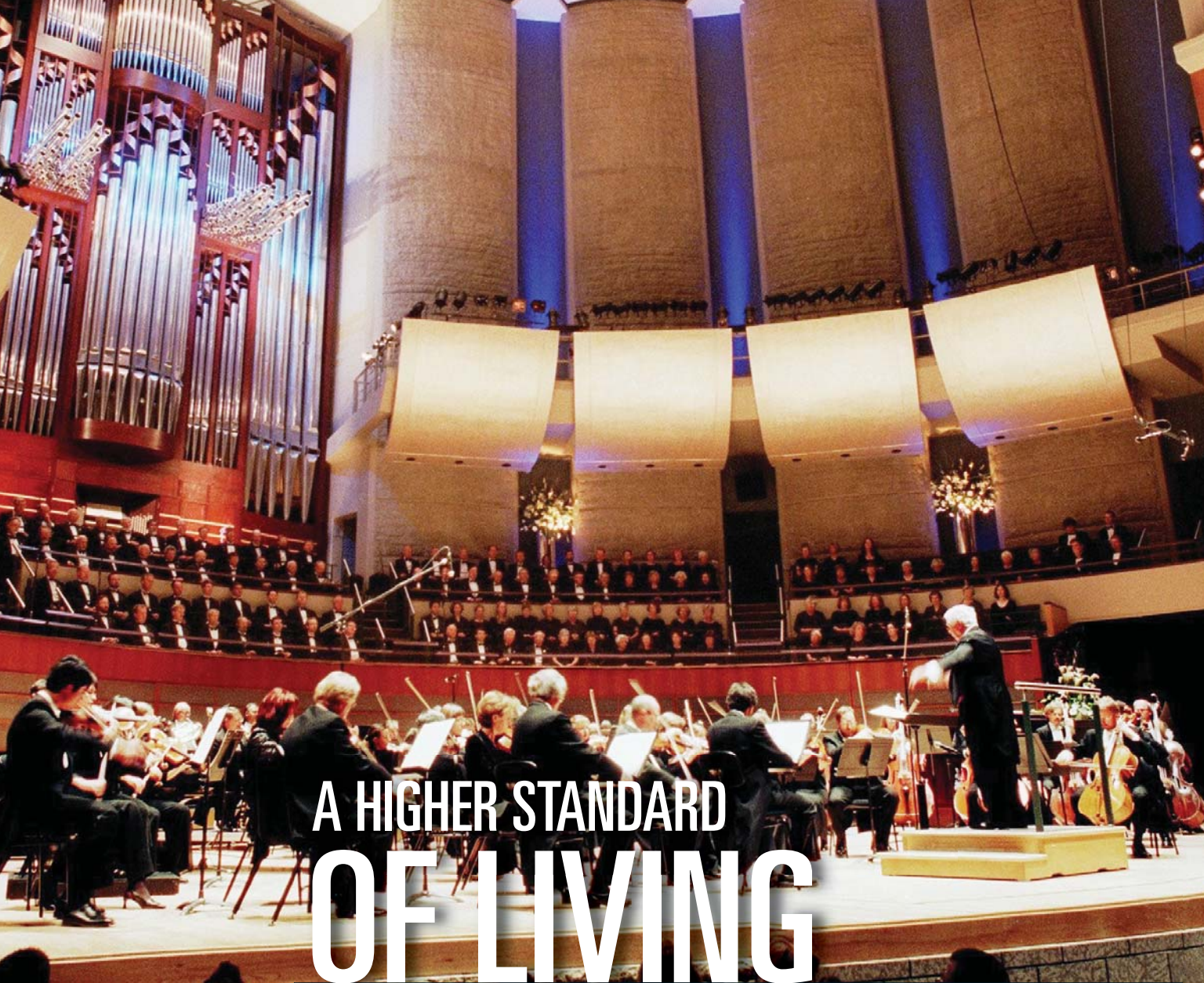
# CONNECTED TO THE WORLD

Talk about connections. Edmonton is more than just Canada's Gateway to the North, we're one of the country's busiest transportation hubs with excellent rail, air and highway links to more than half of the top 100 population centres in North America. Whether you're travelling on business or shipping goods east, west, north or south, you'll find Edmonton is well connected to the world.

Edmonton's International Airport is the fastest growing major airport in Canada; and offers flights to over 50 non-stop worldwide destinations including numerous direct flights to major U.S. cities.

## **Planes, trains and big trucks**

Edmonton is in the enviable position of being the gateway to the North, the transportation hub for the energy and gas sector, and the most accessible major city to the deep-water port at Prince Rupert, BC. Building on the strength of Edmonton's economic region we have initiated the development of a new inland port called Port Alberta. Port Alberta is a multi-modal transportation hub which capitalizes on our existing world-class infrastructure including the Edmonton International Airport, two of Alberta's busiest highways, and Canada's two major railways - Canadian National (CN) and Canadian Pacific (CP), with CN's Western Canadian network operations centre located in Edmonton. Port Alberta will be a major connector between Canada, the rest of North America and important Asian markets.



# A HIGHER STANDARD OF LIVING

When you're talking about the ideal work/life balance, Edmonton is a city that leads by example. We've been rated one of the top three places to live in Canada by Places Rated Almanac - based on cost of living, transportation, job outlook, education, climate, crime, the arts, health care and recreation.

Our arts community thrives and Edmonton has hosted world premieres, presented major Broadway productions and has become a preferred destination for many of Canada's finest writers, actors and directors.

## **Edmonton. Live All Year.**

One of the great distinctions Edmonton has earned is the title "Canada's Festival City." Our internationally renowned Folk Fest, Fringe Festival and Street Performers Festival attract guests from around the world. We're a city that is live all year with festivals and activities!

Edmonton is also one of Canada's top sports cities and home to the NHL Oilers, CFL Eskimos, NLL Rush and the Capitals - Edmonton's professional baseball team.

## **Green space to call your own**

One of Edmonton's proudest assets is the river valley. It's the largest urban green space in North America and offers an amazing trail system where you can walk, run, bike or ski to your heart's content. If you're looking for even more green space, you'll find it just outside the city at Elk Island National Park or four hours west in the amazing Jasper National Park.

## **A great place to call home**

From family friendly neighborhoods, strong grass roots organizations and community leagues to upscale downtown living, Edmonton offers a quality of life that is one of the best.



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