

Deloitte Presentation on Productivity

EEDC partnered with Deloitte to co-host a breakfast presentation on September 27, featuring Bill Currie, Vice Chair of Deloitte Canada and Deloitte's Americas Managing Director of Consulting.

Deloitte's year-long study of North American business leaders and more than 25 drivers of productivity recommended an eight-step game plan that required collaboration between government, industry and academia. Canada lags many other nations in productivity, and EEDC is raising awareness of the issue with targeted business sectors.

Mission to Harbin

Deputy Mayor Ben Henderson led a September 19-22 mission to Harbin, Edmonton's Chinese sister city, organized by EEDC and the City of Edmonton.

Harbin and Edmonton signed a co-operation agreement which will see both sides work together on tourism and business initiatives. Both cities' officials discussed Harbin's plans to create an annual World Cities Ice and Snow Tourism Congress, starting in 2013, pending the Chinese government's approval. Harbin foresees a foundation role for EEDC officials in planning for the congress. The agreement formalizes the marketing of Edmonton as a tourist destination in Harbin and opens the doors for future Chinese investment in Edmonton.

GoMedia Marketplace

For the first time, Edmonton hosted the Canadian Tourism Commission's annual GoMedia Marketplace September 18-22.

It is the premier annual travel media event where 130 Canadian travel agencies and companies market 125 hand-picked Canadian and international journalists one-on-one about Canadian destinations.

Edmonton's bid to host GoMedia was realized with the support of the city's Destination Marketing Fund hotels, Travel Alberta's Edmonton and Area Tourism Destination Region, and industry partners. Journalists devoted a day to touring Greater Edmonton attractions – a benefit of being host city. Short-term wins include immediate coverage through CNN iReports, Globe and Mail, Toronto Star and various blogs.