


CUSTOMERS CONNECTIONS
EDMONTON: A CITY WITH MOMENTUM
COMPETITIVENESS

The 21st century belongs to cities offering a wealth of business opportunity, an excellent quality of life and the vision to build on their advantages. With a strong, diversified and sustainable economy, proximity to major resource development, an experienced and well-educated workforce and an attractive and vibrant setting, Edmonton offers the perfect conditions for growth.

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Edmonton's dramatic increase in population between 2006 and 2011 highlights the city's core appeal – a vibrant city to live in and a dynamic environment to prosper within.

PHOTO CREDIT: Callingwood Road Presbyterian Church

STRONG COMMUNITY ASSETS LAY FOUNDATION FOR GROWTH

Edmonton is a city of tremendous opportunity. From our young, well-educated workforce to the physical infrastructure of our transportation network and utilities, we offer business and investment opportunity – and an excellent quality of life.

Edmonton's population is over 812,000 with the Edmonton census metropolitan area (CMA) population almost 1.2 million. The Edmonton CMA population growth from 2006-2011 was the second highest in Canada and more than double the national average.

Fundamental to Edmonton's success is a young, motivated and highly skilled workforce.

HIGHLIGHTS¹:

- more than 710,000 people active in the Greater Edmonton workforce,
- workforce represents the region's multicultural diversity,
- almost 55% of the labour force has post-secondary education or apprenticeship training,
- unemployment rate of 5.0% (December 2011).

POST-SECONDARY EDUCATION AND TRAINING SUPPORTS DIVERSE ECONOMY

Edmonton's six publically funded post-secondary institutions and numerous other private training schools support the region's diverse range of industries, serving more than 180,000 students.

Highlights of Edmonton's major publicly funded post-secondary institutions:

University of Alberta (U of A)²

- Ranked one of the world's top 100 universities
- Alberta School of Business ranked in the top 100 business schools globally
- Faculty of Engineering ranks in size among the top 5% of more than 400 North American engineering schools

Northern Alberta Institute of Technology (NAIT)

- Largest apprenticeship trainer in Canada
- Capacity to train 15,000 apprentices annually in 33 trades
- NAIT Shell Manufacturing Centre helps manufacturing enterprises become globally competitive

R & D OPENS DOORS TO INNOVATION AND PRODUCTIVITY

Innovation and the ability to develop new technologies and new processes have played a significant role in Edmonton's entrepreneurial and industrial success.

Edmonton's research and development community works closely with business to increase productivity and ensure global competitiveness.

The city's R & D community has earned international respect for its work in many different sectors and acts as a magnet to attract world-renowned researchers.

HIGHLIGHTS:

U of A:

- A Canadian leader in energy and environmental research
- Faculty of Engineering:
 - o attracts more than \$50 million annually in external research funding
 - o hosts 16 Canada research chairs, 4 foundation-supported chairs and 13 industrial research chairs

NAIT:

- The NAIT Shell Manufacturing Centre links productivity enhancement services with manufacturing solutions

Alberta Innovates – Technology Futures (Tech Futures):

- Facilitates the commercialization of technologies
- Industry-directed partnerships include:
 - o Materials and Reliability in Oil Sands (MARIOS)
 - o Alberta Metal Fab Innovation (AMFI)

Edmonton Research Park:

- Home to 55 companies engaged in advanced research including petroleum research, cold climate engineering and clean energy

Edmonton Waste Management Centre of Excellence:

- A collaborative hub for innovative research, technology development and training to meet solid waste and wastewater challenges worldwide
- Represents almost \$1 billion in assets



EDMONTON, ALBERTA, CANADA – AT THE CENTRE OF THE ACTION

Edmonton's robust economy is fuelled by Alberta's massive energy industry. With its central location in Western Canada and within the Alberta Capital Region, the city is ideally situated for its role as the major supply and service hub for Northern Alberta's oil sands and the province's oil and gas sector with a service area covering half of the province.

OUTSTANDING TRANSPORTATION CONNECTIONS

Edmonton's transportation network allows easy access to domestic and international customers.



AIR SERVICE

Edmonton's International Airport serves well over six million passengers annually with non-stop flights to more than 50 global destinations and 11 key U.S. hub cities³. It offers exceptional 24-hour cargo services with expertise in moving loads for the oil, gas and oil sands industries.

Fees and charges, fuel costs and trucking rates are among the lowest in Canada.



RAIL AND INTERMODAL SERVICE

Edmonton is linked to continental and Asian export markets by two Class-1 rail services.

Canadian National (CN)'s northern line connects Prince Rupert through Edmonton to North American markets, offering Asian customers the closest shipping distance from Asia to North America. Canadian Pacific (CP) links Edmonton to ports in Vancouver and markets across Canada and the U.S.

Both railways offer intermodal services.



ROAD TRANSPORTATION

Edmonton's roadway network connects the entire continent.

HIGHLIGHTS:

- The Yellowhead Highway and the Trans-Canada Highway are Canada's major east-west connectors.
- The Canamex Highway connects Edmonton with key U.S. and Mexico markets.
- Edmonton is a transportation centre on the Ports to Plains Corridor, linking the Port of Prince Rupert with major Midwest U.S. cities and the Texas gulf coast.
- The North American Super Corridor (NASCO) links Edmonton to additional Midwest and southern U.S. markets and ports.

Edmonton's new Anthony Henday Drive ring road expedites travel through and around the city and connects all of Edmonton's Industrial Districts.



Active projects under construction or proposed to start by 2014 in the Edmonton service region are valued at \$160 billion.

PIPELINES – A MAJOR TRANSPORTATION MODE

Edmonton is the major connection to an extensive system of more than 373,000 kilometres of pipelines called the Alberta Hub. The pipeline ships most feedstocks, natural gas and hydrocarbon products to all major markets and shipping ports⁴.

COST-COMPETITIVE ENVIRONMENT

Edmonton offers business and industry a very cost-competitive environment from land and lease rates to competitive wage rates. A significant advantage is Edmonton's business-friendly tax environment that offers quality infrastructure and business services at some of the lowest rates in Canada.

HIGHLIGHTS:

- No provincial sales, payroll or capital taxes
- 10% provincial corporate tax
- Publicly funded health care system keeping payroll costs lower
- No machinery and equipment (M & E) tax
- Lowest property taxes per square foot of seven major Canadian centres⁵
- No municipal business taxes other than in selected business revitalization zones

URBAN SERVICES RESPONSIVE TO INDUSTRY'S NEEDS

Edmonton offers ready access to high quality, reliable urban services.

Water and wastewater treatment: EPCOR, a City-owned utility, provides quality water and wastewater services.

Electricity: Alberta's electricity supply is non-regulated so industrial power consumers can secure needed services through a contracted agreement, directly from the Independent System Operator (ISO) or can participate in co-generation initiatives.

Waste management: Edmonton is home to North America's largest collection of waste processing and research facilities, encouraging environmentally friendly operations.

Public transit: A comprehensive city-wide system of bus and light rail transit (LRT) service provides cost-effective public transportation to most neighbourhoods and work sites.

Police: The Edmonton Police Service (EPS) offers a full range of policing services to businesses and commercial operations.

Fire and emergency response: Edmonton's fire and emergency response teams work with key industries to ensure emergency response plans are in place and appropriate for specific industry-related incidents. A hazardous materials team responds to substance release incidents.



A WONDERFUL PLACE TO LIVE!

Edmonton offers much more than vast economic opportunity. Our city has attracted families from all over the world with its rich quality of life. From homes and services to excellent schools and entertainment options to suit every age and taste, Edmonton is affordable, attractive, safe and vibrant.

The city's unique location on the banks of the North Saskatchewan River offers nature lovers opportunities to run, bike, walk or ski the 150-kilometre river valley trail system year round.

Edmonton is Canada's Festival City, with more than 30 annual festivals. Theatre, opera, ballet, symphony and art lovers keep busy throughout the year with world-class cultural offerings.

Sports fans enjoy the Edmonton Oilers, part of the National Hockey League (NHL) and the Edmonton Eskimos, part of the Canadian Football League, the city's two professional sports teams.

Families can choose from an amazing range of entertainment and recreation options – from hockey and soccer to dance and drama.

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1 Statistics Canada

2 <http://www.gradstudies.ualberta.ca/prospective/research.htm>

3 www.flyeia.com

4 Alberta's Industrial Heartland website, Transportation page

5 KPMG 2010 Competitive Alternatives Report