



ALBERTA, CAN.

MAKE YOUR AMBITIONS A REALITY

INVEST ALBERTA

Invest Alberta offers tailored and seamless services as the primary point of contact to invest in Alberta.

A connector to industry, government, academia and economic development partners, our team provides business support to maximize on the speed, ease and cost of expanding or relocating your business to Alberta.



GLOBAL REACH



Global Offices with Local Market Experts

GLOBAL ECONOMIC ENVIRONMENT



GLOBAL TRENDS AND EVENTS



INTANGIBLES ECONOMY

S&P 500

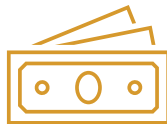
Tangible Assets Intangible Assets



Land



Inventory



Cash and Bonds



Buildings and
Equipment



Software



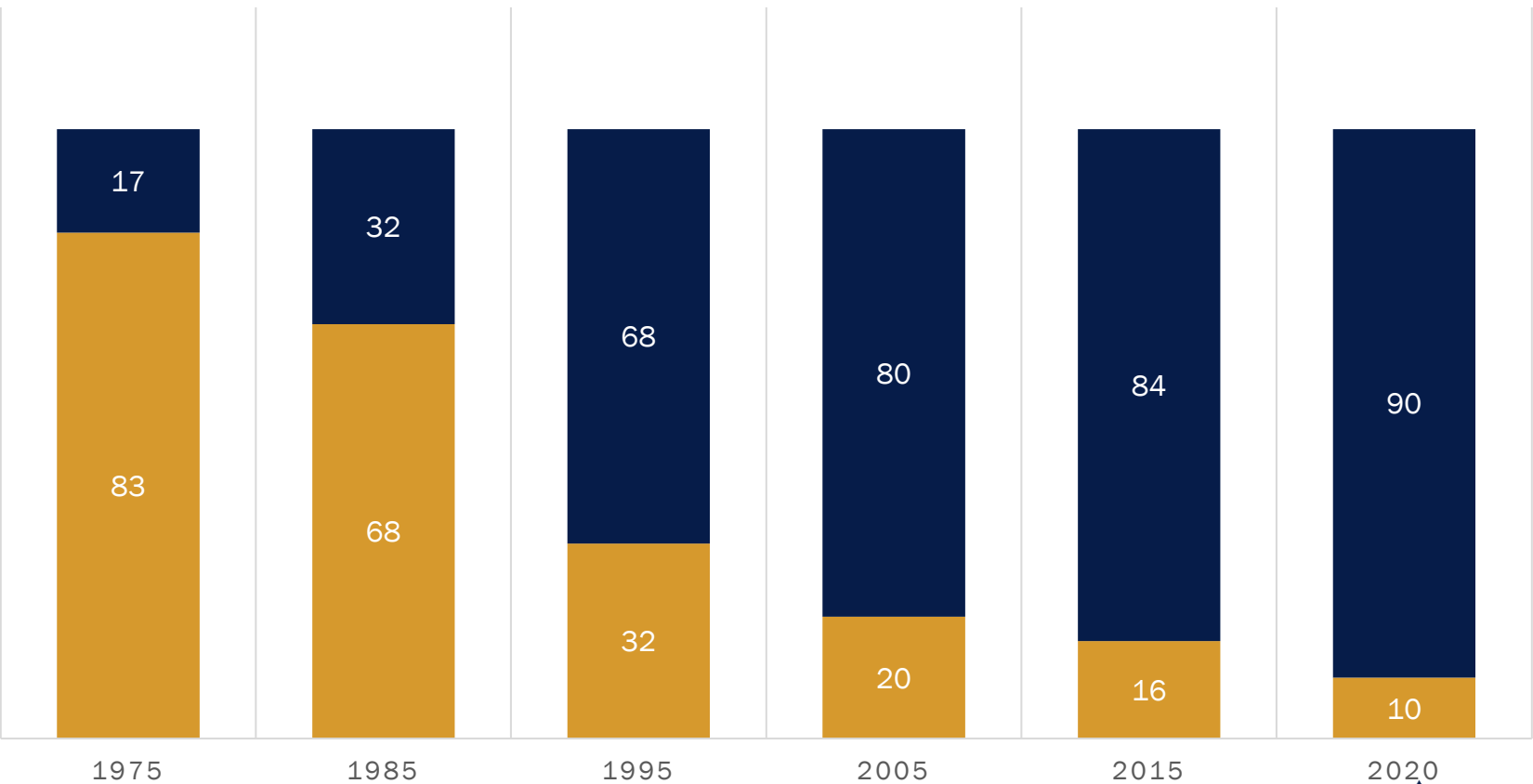
Data



Brand



Patents



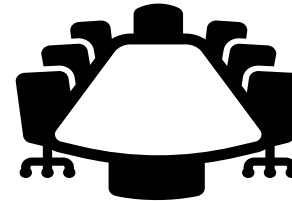
INVESTOR BEHAVIOUR

WHAT DRIVES THEIR DECISION-MAKING?



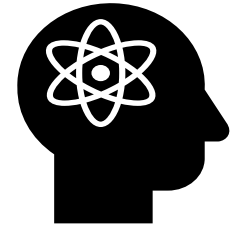
Capital Investors

Well-informed early
adopters



Senior Decision Makers

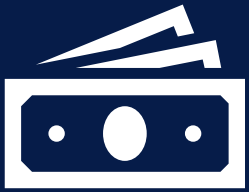
Stability-driven
moderates



Entrepreneurs

Challenge-driven
innovators

WHAT THEY CARE ABOUT



Growth &
Financial
Opportunity
95%



Lifestyle &
Attracting
Talent
95%



Ease of Doing
Business
91%



ESG
88%

INVESTOR JOURNEY

INVESTOR'S JOURNEY



INVESTMENT PROMOTION



BUILDING YOUR VALUE PROPOSITION

Image building requires a long-term vision, strategy and implementation plan.

What is your content? Be honest, targeted and realistic.

Know your audience, know your targets, know which tools you can leverage.

- Information packages
- Testimonials
- Website
- Missions and events
- Leverage partner efforts

THE ALBERTA ADVANTAGE



THE ALBERTA STORY

COME FOR THE BEAUTY

Ranked as a top 22 places to be in the world in 2022 by Conde Nast



STAY FOR THE BUSINESS

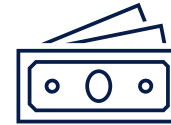
Most rapidly growing province in Canada with a highly educated and diverse workforce, stable economy and low corporate taxes

WHY ALBERTA

Cost of doing business



Competitive
Tax Structure



Affordability

Speed of doing business



Government
Red Tape
Reduction



Streamlined
Permit/Zoning
Processes

Ease of doing business



Collaborative
Business
Culture



One stop shop
approach

GREAT MINDS, BRIGHT TALENT

Attract



Streamlined
Immigration
Process



Affordability

Train



26 Post-
Secondary
Institutions



Digital
Transformation
Upskilling

Retain



Great Quality
of Life



Entrepreneurial
Culture

OPPORTUNITIES FOR ALBERTA



ENERGY

Hydrogen



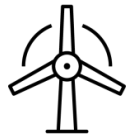
Access to low cost feedstock and high demand markets

Carbon Capture



Unique geological capacity and demand from industry

Renewables



Among best wind and solar resources in Canada

AGRICULTURE

Agri-tech



One of top agricultural hubs and one of Canada's three AI hubs

Alt Proteins



Major producer of alternative protein inputs and largest food and beverage manufacturing industry (by sales) in Western Canada

A woman with long dark hair is looking at a tablet in a server room. The background shows rows of server racks with blue cables.

TECHNOLOGY & INNOVATION

CLEAN TECH



Combined world scale energy expertise and technology strengths

FINTECH



Enabling regulatory system, tech expertise and growing financial sector

BIO/MED-TECH



Recognized leader in life sciences research capacity and digital health

EMERGING OPPORTUNITIES

BIOFUELS



Major canola producer and fuel production expertise

DATA CENTRES



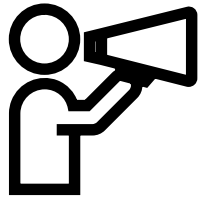
Deregulated electricity market, seismic stability and geographic suitability

CRITICAL MINERALS



Resource availability and energy and mining capabilities

HOW CAN INVEST ALBERTA SUPPORT YOUR COMMUNITY?



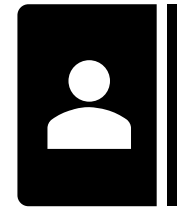
Share your
message with
investors



Share your
profile with our
global network



Include your
community on
our website



Include your
companies in
the Opportunity
Book

THANK YOU

LYNETTE TREMBLAY
lynette.tremblay@investalberta.ca

SIAO YONG
siao.yong@investalberta.ca