

INVEST ALBERTA

FISCAL SUMMARY: 2021-22



2021-2022 was full of incredible accomplishments, impactful deals, and tremendous growth for Invest Alberta.

Over the past year, we grew international awareness of Alberta as a prime investment destination through in-person meetings, events, and conferences while also delivering on driving high-value, high-impact investments into the province.

Invest Alberta had the honour of attending world-class events such as Bloomberg Energy Summit, the Canada Arab Business Council Business Forum, the 23rd World Petroleum Congress, and the Globe Series Capital Conference, just to name a few.

We would also like to give a special thanks to the many partners who have supported and collaborated with us, as the progress we have made towards delivering high impact investments to Alberta could not have been possible without them.

As a result, our clients announced over **\$19 billion** in investment projects during our first full year of operations, creating **more than 5,600 jobs** for Albertans.

Major Announcements

(non-exhaustive)

- April 2021 - Mphasis and the University of Calgary, Technology
- June 2021 - Air Products, Energy
- June 2021 - Bird Canada Scooters, Technology
- July 2021 - RBC, Financial Services
- October 2021 - Dow Inc., Petrochemicals
- November 2021 - Amazon Web Services, Technology
- November 2021 - GoodLeaf Farms, Agriculture
- December 2021 - Brane, Financial Services
- January 2022 - EY Canadian Finance Centre of Excellence, Financial Services
- March 2022 - PACE Canada, Energy

Purpose

To support Alberta in becoming one of the most attractive investment destinations in the world. We do this by leveraging industry knowledge in key growth sectors to connect investors and partners with Alberta opportunities that will build a flourishing economy.

Vision

Build on Alberta's strengths and competitive advantages to create and win opportunities that make Alberta's economy the most dynamic in North America.

Missions

Through its international presence, and supported by deep sector expertise, Invest Alberta works collaboratively with partners to provide tailored support to companies, investors, and potential new prospects that attract significant investments and job creating economic activity across Alberta.

2021-22

Outcome 1:

Alberta is a top destination of choice for investment.

Concluded MOUs
and NDAs:

52

One of the primary focuses of Invest Alberta is creating jobs for Albertans, which is why our client-reported total of more than 5,600 jobs is such a significant achievement for our team.

of Jobs Created* Through
Invest Alberta Support:

5,620

A major factor in making these numbers possible was our ability to form Memorandums of Understanding (MOUs) and Non-Disclosure Agreements (NDAs), which were essential in establishing relationships with decision-makers interested in Alberta.

Investment into AB*
Facilitated by Invest Alberta:

\$19.4B

Outcome 2:

Investors enjoy a seamless investment and business development experience in Alberta.

Annual Referrals to Investment
Attraction Partners:

55

Our first annual partner satisfaction survey provided some valuable insight and identified key areas of improvement going forward in order to build upon and strengthen stakeholder relationships.

Partner Satisfaction
Survey:

65%

Trade initiatives and opportunities have been hampered due to travel restrictions and logistical challenges by the pandemic, however, Invest Alberta is still committed to supporting and growing Alberta's export capacity.

Value of Export & Trade Deals*
Supported by Invest Alberta:

\$2.9M

Outcome 3:

Global awareness of Alberta's investment and business advantages.

of Alberta
Awareness Pitches:

132

In order to increase global awareness of the investment opportunities Alberta possesses, Invest Alberta focused on marketing efforts aimed at increasing engagement. Our new website, InvestAlberta.ca, launched in December 2021 as part of these initiatives.

Marketing Reach (Campaign
Impressions + Website Traffic):

109.15M

In February 2022, a lead generation campaign generated 462 individual companies within its first five weeks, and with a **77% engagement rate**, resulted in **273 leads**. In addition, an eight-part 'Alberta Stories' video series highlighted inspirational success stories in key sectors in Alberta, marking Invest Alberta's first set of branded video assets.

Of Active Clients
Being Supported:

277