

Why Neoen's Search for New Opportunities in North America Led to Alberta

Expanding a business in the renewables industry can pose unique challenges, from geography and transmission distances to access to talent. That becomes all the more magnified when growing globally.



With a presence in the Americas (mostly Latin America) for almost a decade, France-based, [Neoen](#), one of the world's leading independent producers of renewable energy, was on the search for a location further

north. They finally settled in Alberta's largest city, Calgary.

Alberta - The Decision to Expand in Canada's West

With a presence in seventeen countries, Neoen had ambitious growth targets for the coming years, with an aim to reach 10 gigawatts of capacity in operation or under construction worldwide by the end of 2025. After analysis, it became clear to them that Canada and, more specifically, Alberta could help achieve those goals.

As one of the world's leading investment destinations for renewables, Alberta's energy-only market and unique geography make it an attractive setting for utility-scale wind and solar projects, which allows companies to purchase renewable electricity at a competitive rate.

"We found confidence in seeing how the renewables industry was already growing in Alberta. It is an attractive market, mature enough to welcome significant investments from private companies," says Benoit Pinot de Villechenon, Neoen Province Leader.

Growing in a Land of Opportunity

Alberta's renewable strategy combined with suitable resources for such projects (irradiance, land...) provided Neoen with the right opportunity for their expansion plans. Pinot de Villechenon adds ***"We have been convinced by the potential of the province for renewables to help us achieve our growth targets in the long term."***

The region has provided a solid foundation for Neoen to grow its Canadian footprint. Since opening its office in Calgary in early 2022, they will have doubled the employee base by the end of 2023 and are already building a [93-megawatt peak solar farm in Alberta](#), Neoen's first plant in Canada.

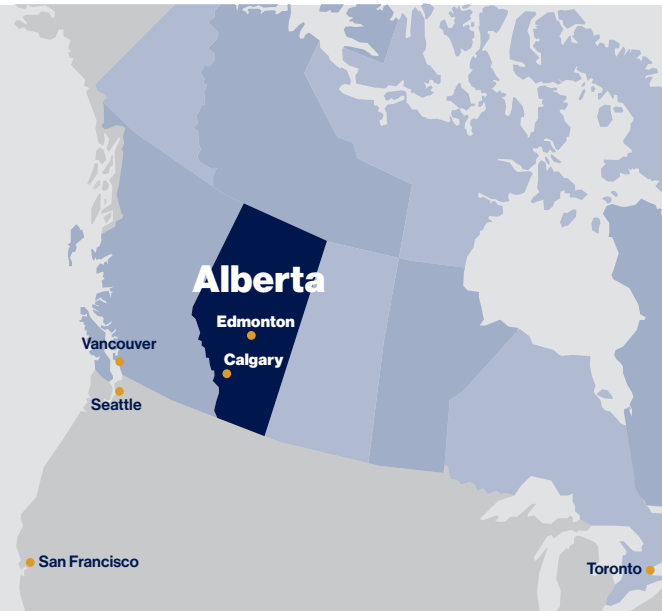


Invest Alberta's Supporting Role

Finding good talent and the right people is not always easy, especially in a competitive market. Neoen, although an industry leader and well-known in France, was a new player in Canada. That's where Invest Alberta provided its most value – opening doors to help the company find strongly skilled individuals with experience in the market.

As with most foreign expansions, assistance from those who are connected on the ground can be the difference between success and struggle. Such was the case here, allowing Neoen to build its local knowledge base.

Big. Bold. Alberta.



Canada's Headquarters for Top Talent

Two cities (Calgary and Edmonton) ranked in CBRE's top 50 tech talent markets



#1

YOUNGEST WORKFORCE

With the highest concentration of STEM degree completions of any Canadian city.

Awe-Inspiring, Affordable Living

Tech companies saving anywhere from \$30,000 to \$400,000 CAD annually for an average office space



#1

LOWEST CORP TAX

Making Alberta one of Canada's most business-friendly locations.

Future Forward Industries

Home to more than 3,000 technology companies with more than 53,700 employees across cleantech, agritech and innovation



#1

FOR RENEWABLE INVESTMENT

Alberta is an ideal location for companies looking to reduce their carbon footprint.

Wide Open for Business

One of the lowest corporate tax rates in North America



15

FREE TRADE AGREEMENTS

Offering access to global markets for you to grow your business.