



Industry Development

Government
of Alberta

Alberta

Freedom To Create. Spirit To Achieve.

Vision

Providing leadership for industry development in the province, we work to make Alberta's industries bigger, better and broader by overcoming competitive challenges and championing opportunities for growth.

The Industry Development Branch plays an important role in supporting Alberta's key industry sectors, acting as an advocate for business development, diversification and innovation, while providing the strategic direction for economic development in the province.

The Industry Development Branch comprises of three units:

- Advanced Industries Development
- Energy and Supply Chain Development
- Productivity Alberta

The Industry Development Branch contributes to Alberta's economic development by:

- Working with industry to solve competitive challenges
- Working with industry and stakeholders to develop and execute growth strategies in areas where Alberta has a competitive or comparative advantage
- Offering one-window service for industry seeking government information and services
- Fostering industry networking activities to promote business development, collaboration, and opportunity matching
- Gathering and sharing business intelligence, tools and leading practices to enhance Alberta's competitiveness
- Facilitating the delivery of productivity improvement services and events to business
- Providing industry perspectives to government on policy challenges and opportunities





Advanced Industries

The Advanced Industries Development unit provides expertise and support to key Alberta industry sectors, including: aerospace and defence, building products, environmental products and services, transportation and logistics and financial services.

Aerospace and Defence

The aerospace and defence industry in Alberta is not only highly regarded for its capabilities, but is recognized as one of Alberta's key emerging knowledge-based, high-tech, value-adding sectors.

The sector offers a wide range of goods and services, particularly in robotics and unmanned vehicle systems (UVS); defence electronics; space sciences and aerospace geomatics; manufacturing, maintenance, repair and overhaul (MMRO); and logistics support to the military.

Building Products

Alberta's building products industry — comprising mostly small to medium size businesses specializing in custom work and leading-edge technology — manufactures a wide variety of commodity and value-added products and components. Alberta's changing business environment is also providing immense opportunities for the province to become a leader in the attraction

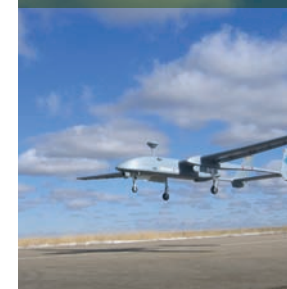
of investment and integration of green building technologies.

Alberta's building products industry has gained a worldwide reputation for excellence, particularly in the area of cold-weather construction. Alberta's green building technology companies manufacture many innovative green products such as high efficiency furnaces, quality windows and doors that meet superior energy efficiency standards, as well as shingles, pavers and patio tiles produced from recycled tires.

Environmental Products and Services

Alberta is recognized internationally for its natural beauty and clean environment. For a province that has experienced the greatest economic growth in Canada in recent years, managing the environment is both a challenge and an opportunity.

Alberta's environmental products and services industry has a well-earned international reputation for excellence in recycling,



remediation, waste management, and water treatment solutions. In addition, the province is a leading player in the development of alternative energy technologies and the implementation of climate change solutions.

Transportation and Logistics

Transportation plays a critical role in the province's economy, connecting all sectors through its road, rail, air cargo, and pipeline networks. Alberta's strength as a major exporter of primary commodities and manufactured products to North American and off-shore markets is supported by a highly efficient and competitive transportation and logistics system.

Alberta's railway networks move large volumes of heavy cargo loads across long distances in North America while air cargo facilitates the movement of goods to and from global markets. Alberta trucking firms have world renowned expertise in the movement of over-dimensional and overweight materials while the province's main export pipelines support Alberta's oil

and gas industry with secure and reliable transportation to major markets in the U.S. and along the west coast.

Financial Services

Alberta is home to a flourishing knowledge-intensive financial services industry. The province's attractive business tax policy, coupled with the recent expansion of the energy sector, has allowed Alberta's financial services sector to emerge as one of the leading centres in Canada.

Alberta's financial services industry is one of the fastest growing sectors in the province. While Calgary is poised to become a global centre for energy finance, Edmonton is quickly becoming Alberta's centre for financial and risk management services. Both cities are considered to be among the top locations in Canada for competitiveness and the costs of doing business.



Energy and Supply Chain

The Energy and Supply Chain Development unit provides expertise and support to the energy industry and its related supply chain sectors, including: energy commodities; refining and petrochemicals; energy technology and services; architecture, engineering and construction; and metal fabrication and machinery manufacturing.



Energy Commodities/ Hydrocarbon Upgrading

Energy development in Alberta is the largest contributor to the provincial economy. When it comes to developing our energy resources, Alberta has earned a reputation as a global leader in ingenuity and innovation. The Government of Alberta works with industry to promote technological improvements to enhance the development of Alberta's energy sector.

Alberta's energy resources offer:

- a safe and secure supply source for domestic and international markets;
- the largest alternative long-term feedstock in the world; and
- enormous opportunities for integrated energy development in downstream products, service and supply sectors.

Alberta has a vision to become the next world-class, integrated eco-industrial hydrocarbon processing cluster. Eco-industrial integration can generate substantial cost savings, new business

opportunities and reduce the overall environmental footprint of industry.

Refining and Petrochemicals

Alberta is Canada's leading petrochemical manufacturing province and the sector is one of Alberta's largest manufacturing industries.

The Alberta government is working with industry and other stakeholders to assist in securing and expanding sustainable feedstock supplies, to find ways to enhance opportunities in the petrochemical sector, and to make more value-added products and a wider array of finished petroleum products and petrochemicals within the province.

Energy Technology and Services

The energy technology and services industry provides a large contribution to Alberta's economy and is instrumental in the development of oil and gas reservoirs in the province. Alberta's technologies and services

are in demand globally and generate billions of dollars in revenues every year.

The Government of Alberta supports the development of innovative technologies in the energy industry to improve operational efficiencies, enhance project competitiveness and responsibly manage the environment.

Metal Fabrication and Machinery Manufacturing

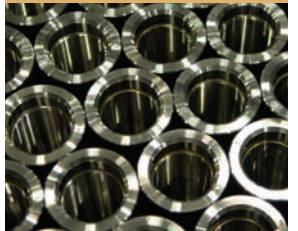
Alberta is quickly becoming one of Canada's major metal manufacturing centres. Companies are partnering to develop new supply chains to serve local and emerging markets around the globe.

Alberta's metal fabrication and manufacturing companies are looking to new and innovative practices, with a focus on research and technology. With its deep expertise and strategic partnerships, this sector is well positioned to remain competitive in the global market for years to come.

Architecture, Engineering and Construction

Alberta's architecture, engineering and construction firms make a significant contribution to the province's economy, accounting for approximately \$50 billion per year of economic activity.

Alberta companies have a long-established record of excellence in architecture, civil, oil and gas, pipeline, mechanical, electrical and municipal disciplines, as well as a world renowned expertise in cold climate construction. The province's architecture, engineering and construction firms are dedicated to the development and application of technology, best practices, and project management skills that contribute to an unparalleled standard of living for Albertans.



Productivity Alberta

The Government of Alberta, in close partnership with industry, communities, and other levels of government, addresses the productivity growth challenges faced by various industry sectors across the province. Productivity Alberta focuses on increasing awareness, promoting productivity improvement, and enabling industry to use best practices.

Productivity Alberta links Alberta's small and medium-size enterprises to the tools, resources, and services that will help them improve their productivity and competitiveness.

Productivity Alberta provides:

- access to the latest in productivity enhancement tools;
- access to benchmarking tools;
- information and connections to the latest in productivity best practices and success strategies;
- linkages to potential alliances, networks and companies; and
- access to productivity events, conferences and training opportunities.

On-site Productivity Assessments

A team of process improvement specialists (experienced industrial engineers) within Productivity Alberta provides small and medium enterprises with the knowledge, tools and guidance needed to improve productivity. This team offers:

- The Lean Enterprise Assessment Program — on-site evaluations to help identify waste and ways it can be eliminated.
- Lean 101 seminars introducing companies to the concepts of lean processes and how to access lean services.
- Coaching and training in lean methodologies and tools that apply to your industry, including one-on-one coaching.

Productivity
ALBERTA
Collaboration Innovation Transformation

www.productivityalberta.ca



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