

Alberta
Canada





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Minister's Message

The past decade has been one of rapid change and uncertainty in the global economy. We have seen major shifts in the international marketplace, which have left governments and businesses working hard to find a formula for success.

It is no secret that international engagement is crucial to Alberta's future economic prosperity. To keep our economy growing and vibrant we need to continue building Alberta's international profile in both established and emerging markets. In addition, we need to ensure the success of Alberta businesses in an ever-changing global economic environment. The work of our international offices is vital in meeting these goals.

As in previous years, Alberta's international offices played a major role in strengthening Alberta's international relations and advancing our province's interests in priority markets around the world. They continued their excellent work in supporting government and business officials on missions to foreign markets and helping Albertans from all walks of life make significant international connections. Recently, the work of our offices has proved particularly valuable in communicating Alberta's clean energy story to key foreign decision-makers, business partners and investors.

This year, our international office network expanded as we opened a new trade and investment office in Shanghai, China. The office was opened in partnership with British Columbia and Saskatchewan under the New West Partnership Agreement, which created Canada's largest interprovincial barrier-free trade and investment market.

In this report you will find highlights of the tremendous work carried out by Alberta's international offices. Their efforts are an invaluable contribution to our province's economic prosperity, and I encourage Albertans looking abroad to call upon and leverage the expertise of our excellent staff within these offices.

Sincerely,

Iris Evans



About Us

The Ministry of International and Intergovernmental Relations is the lead advocacy and marketing arm for the Government of Alberta. The Ministry is responsible for developing and advancing Alberta's strategic interests both nationally and internationally and for facilitating trade promotion and investment attraction in targeted international markets.

Alberta's 10 international offices play a critical role in promoting Alberta's interests globally. The offices are located in Beijing, Hong Kong, London, Mexico City, Munich, Seoul, Shanghai, Taipei, Tokyo and Washington, D.C. Each office is responsible for advancing advocacy, trade promotion, investment attraction and other Government of Alberta interests, including immigration, education and culture.

The international offices develop annual work plans to focus on trade and investment, international relations, and advocacy.

Trade and Investment

Alberta's network of international offices helps Alberta businesses compete in the global marketplace. They facilitate key business contacts in their regions and provide timely market and economic information and intelligence to help Alberta companies looking to expand their business abroad.

The offices are also involved in marketing Alberta's competitive business climate to potential investors. The offices identify and qualify new and expanded investment leads and present targeted business opportunities for their consideration. Through conferences, networking sessions and well-established business relationships, the offices are increasing foreign-direct investment and profiling Alberta's strong economic standing.



International Relations

Strengthening ties with other governments around the world is a key priority for Alberta's international offices. The offices are involved in co-ordinating international missions for Premier, Cabinet Ministers, and government MLAs to tell Alberta's story abroad and strengthen intergovernmental relations.

In partnership with Canadian embassies, the offices also provide timely information and analysis to Alberta decision-makers on international, political, and economic developments. They also assist in establishing partnerships for Alberta organizations and their international peers.

Advocacy

The offices are key delivery points for Alberta's positive environmental and energy messaging and we are actively engaged in the dissemination of information on Alberta's world-leading environmental standards and practices to a global audience.

More information on the achievements of the Ministry of International and Intergovernmental Relations, including highlights from the international offices, is available in the Alberta International and Intergovernmental Relations Annual Report at www.international.alberta.ca.

>>> Meeting Our Goals

The international offices have the responsibility to help the Government of Alberta meet its goals abroad. A diverse set of reporting criteria has been developed to ensure Alberta's international priorities are fully supported through their work. Performance measures focus on a variety of activities, including website traffic, facilitated business introductions and networking sessions. Other measures include the co-ordination of incoming and outgoing missions and participation in tradeshow and exhibitions.

Measure	2009-10 Target	2009-10 Actual	2009-10 Percentage Achieved*
1. Number of Visit/User Sessions on Website	238,500	240,766	101%
2. Number of Intelligence/Market Reports Generated	199	144	72%
3. Number of Networking Sessions	2,445	2,814	115%
4. Number of Missions/Delegations to Alberta	124	139	112%
5. Number of Companies/Investors Participating	283	245	87%
6. Number of Missions/Delegations to the Target Market	292	378	129%
7. Number of Alberta Companies/Investors Participating	580	648	112%
8. Number of Business Introductions	1125	1,232	110%
9. Number of Seminars, Tradeshow & Exhibitions	140	183	131%
10. Number of Negotiations Generated (Investment & Trade)	200	226	113%

* Variances can be attributed to external influences such as socio-political stability in local markets, strength of Alberta economy, tradeshow and exhibitions organized by external associations, and general macro-economic factors in Alberta and in local markets.

Given its focus on advancing Alberta's policy interests in Washington, D.C., the Alberta Washington Office is not included in the performance measures results, which focus on trade promotion and attraction activities.

Alberta China Office



China – 2009

Office Established: 2000
Location: Beijing
Staff: 1 IIR, 6 locally hired

National Population: 1.3 billion
Nominal GDP: US\$8.8 trillion
GDP/Capita: US\$6,600
Total Alberta Exports: C\$2.7 billion
Total Investment in Canada:
C\$8.9 billion

China is Alberta's 2nd largest trading partner with total exports reaching \$2.65 billion in 2009, which has nearly tripled since 2003. Alberta's longstanding presence in China is reciprocated by the Chinese government with the presence of a Consulate General in Calgary. One of Alberta's oldest twinning relationships is with Heilongjiang, China.

LUCY MILLER
CALGARY CATHOLIC SCHOOL
DISTRICT

The participation and support of the ACO in our Study Tour was critical to its success. The confidence we had in Mr. Wong and his team encouraged me to really consider the possibilities around developing educational partnerships with China.

Alberta actively pursues opportunities for trade and investment with China in clean coal, technology transfer, oil sands, upgraded products, environmental technologies, advanced industries, education and training, science and technology collaborations, agricultural products and consulting services. In 2009, the Alberta China Office (ACO) assumed the mandate and initiatives carried out by the former China Alberta Petroleum Centre (CAPC).

Highlights:

Trade

- The ACO collaborated with the Canadian Embassy in Beijing to organize a tradeshow and seminar at the 10th China International Petroleum & Petrochemical Technology and Equipment Exhibition.
- The ACO partnered with Canadian Mortgage and Housing Corporation, and the Canadian Embassy to participate in the China International Exhibition on Housing Industry in Beijing. The event received extensive media coverage which provided exposure to Canada's and Alberta's strengths in construction and architecture.
- The ACO partnered with Alberta Agriculture and Rural Development to organize a series of seminars in various cities throughout China to promote swine genetics and feed and livestock nutrition. Alberta industry representatives and Alberta exporters participated in these events. The seminars targeted Chinese importers and resulted in increased exposure in the Chinese market for Alberta businesses.

Investment

- The ACO supported the visits of the mayors of Leduc County, Calmar, and Parkland County to China. The Alberta mayors promoted business opportunities in their respective cities and highlighted opportunities for Chinese investment in the province.

Education

- The ACO promoted Alberta's education system through:
 - Alberta Education and Alberta Advanced Education and Technology's Study in Alberta marketing tour, which included 13 Alberta school boards, the University of Alberta and Northern Alberta Institute of Technology.
 - Alberta Education and The Office of Chinese Language Council International's (OCLCI) visit from a delegation of 10 superintendents in Hanban. The delegation attended classes on Chinese language and culture, met with the officials from OCLCI, the Beijing Education Committee, the Chongqing Education Committee, the China Southwest University, and visited an elementary and senior high school in Chongqing.



BILL PAWLUK
CONVERTIBLE TRAILER
MANUFACTURING LTD.

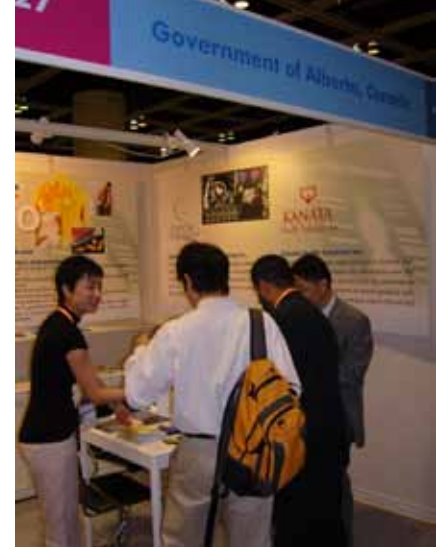
The ACO is a very useful resource to my organization due to the fact that they are very knowledgeable of the Chinese way of doing business and they are able to prepare me in advance. They represent Canada very well while being able to interface very effectively with Chinese business people on our behalf. I highly recommend anyone in Alberta interested in doing business in China to contact the ACO and get their advice before getting started.



Hong Kong – 2009

Office Established: 1980
Staff: 4 locally hired

Population: 7.1 million
Nominal GDP: US\$301.6 billion
GDP/Capita: US\$42,700
Total Alberta Exports: C\$99 million
Total Investment in Canada:
C\$2.9 billion



>>> Alberta Hong Kong Office

Hong Kong is a major financial centre in the region and remains a key entry point to the greater China market, as Hong Kong importers often take products into China.

Alberta exported \$99.2 million worth of goods to Hong Kong in 2009, including beef, canola oil, machinery, plastic, nickel and optical and medical instrumentation.

Trade and investment opportunities exist in many industries, including value-added agri-food products (e.g., canola oil and meat products), education and training services, tourism as well as opportunities in information and communication technology (ICT), geomatics, intelligent transport systems, telehealth, life sciences, environmental and engineering products and services.

VINCENT SHEN
MARKETING DIRECTOR
RUSSELL NDE SYSTEMS INC.

The staff at the AHKO, under Christopher Liu's direction, has provided us valuable assistance in securing a contract from the Water Supplies Department of the Government of the Hong Kong SAR.



Highlights:

Investment and Trade

- The Alberta Hong Kong Office (AHKO) partnered with the Alberta China Office and British Columbia's Trade and Investment Office in South China, to launch the Western Economic Partnership promotion in Nanning, an emerging market in south-west China. Following the events, business contacts were established leading into negotiations for new co-operative business ventures.

Education

- The AHKO supported two education missions by Alberta Advanced Education and Technology and Alberta Education, organizing a student recruitment drive; information sessions for students and parents; school visits; networking with school counselors and education agents; and on-line marketing. The events were attended by more than 400 prospective students and parents in Hong Kong and southern China.

Trade

- The AHKO participated in food promotion activities including:
 - The Canada Beef Export Federation and Canada Post's new market expansion initiatives for Alberta beef. Promotional events included a barbeque for Hong Kong importers and suppliers, an Alberta beef differentiation seminar, and in-store promotions which increased awareness and sales.
 - A Hong Kong buyers' mission to the Food West buyer-seller forum in Edmonton in February 2010, and co-ordinating in-store food promotions in two major supermarkets in Hong Kong resulting in new Alberta products being introduced such as organic honey, sauces, snacks, canola oil, and fruit liqueur.



RICHARD FISH
CHIEF OPERATING OFFICER
ALTER NRG CORP.

The AHKO was instrumental in establishing strategic contacts for our company. We were able to initiate relationships with large, well established industry leaders. Their ability to establish meetings quickly with industry leaders reduced our timelines in the market significantly. I would highly recommend Juliana, the AHKO team and their services, in helping our company penetrate the China market efficiently and effectively.

- The AHKO assisted two technology companies from Alberta that were later accepted into the Alberta International Business Partnership Program at the Hong Kong Science Park. The facility currently has three Alberta companies on site and is a joint venture between the Hong Kong Science and Technology Parks Corporation, the Canadian government's department of Western Economic Diversification and the Alberta government.





Taiwan – 2009

Office Established: 1988
Location: Taipei
Staff: 2 locally hired

National Population: 23.0 million
Nominal GDP: US\$717.7 billion
GDP/Capita: US\$29,800
Total Alberta Exports:
C\$157 million
Total Investment in Canada:
C\$94 million



KO CHIEN CHANG
MANAGER
TIAAN GIIM INTERNATIONAL
TRADE CO. LTD.

The ATO's assistance and advice
on settling importing issues is of
great help.



Alberta Taiwan Office

Alberta's exports to Taiwan reached \$156.7 million in 2009, and included hides and skins, plastic, wood pulp, nickel and other base metals, organic chemicals, canola oil and electrical machinery.

Alberta focuses on attracting Taiwanese investment in sectors such as agri-food, high-tech, pharmaceutical products, chemicals and oil sands production. There is significant Taiwanese investment in Alberta's petrochemical industry and in the retail food business.



Trade

The Alberta Taiwan Office (ATO) organized and staffed two booths at the Computex Taipei show to promote Alberta's information and communications technology companies' products and capabilities. During the tradeshow, the ATO also collaborated with the Canadian Trade Office in Taipei (CTOT) to organize a presentation and seminar by three Alberta companies to introduce their products and technologies to over 70 attendees.

- The ATO supported food promotion initiatives including:
 - Collaborating with Far Eastern Department Stores to promote Alberta canola oil with the launch of a series of in-store canola oil cooking demonstrations. The ATO invited the executive chef from the famous Kaiping Culinary School to design recipes and conduct the cooking demonstrations.
 - Partnering with the CTOT at the 2009 Taipei International Food Show to showcase Alberta products and assist companies in meeting with interested distributors from Taiwan.
 - Importing of Alberta beer for Canada Day celebrations and an Alberta beer festival in a Canadian pub restaurant for the month of July.

Tourism

- The ATO partnered with Travel Alberta to staff a booth during the Canada Day Street Festival in Taichung City to showcase Alberta as a tourism and education destination.

Education

- The ATO supported an Alberta Advanced Education and Technology mission by organizing a program and activities including a Study in Alberta seminar; a reception with local educational authorities; visits to local high schools and an international school. Participating institutions included the University of Alberta, University of Calgary, University of Lethbridge, SAIT, NAIT, NorQuest College, and the Alberta College of Art and Design.

STEVE CHAN, MANAGER,
MERCHANDISE DIVISION
FAR EASTERN DEPARTMENT
STORES LTD.

The collaboration between our company and the ATO to promote canola oil was very positive. The trade office has been very supportive as well as helpful in planning and coordinating the promotional events and we look forward to working together in the future.



Alberta Japan Office



HISATO AOYAMA
JGC CORPORATION

The AJO has been very helpful in facilitating meetings between ourselves and qualified potential partners in Alberta's dynamic oil sands industry for a joint pilot plant in the province. We look forward to their continued support.

Japan is Alberta's 3rd largest trading partner with total exports reaching \$1.62 billion in 2009. Japan is an important investor in Alberta with longstanding investments in forest products, oil sands, energy, petrochemicals, food processing, and hotels. Japan continues to be an important market for Alberta beef, and the Alberta Japan Office (AJO) continues to advocate for further access for Canadian beef to Japan.

Alberta has a multifaceted relationship with Japan that includes a provincial twinning with Hokkaido, strong business ties, cultural and sports exchanges, educational initiatives, and municipal twinings. Alberta's longstanding presence in Japan is reciprocated by the Japanese government with the presence of a Consulate General in Calgary.





JOHN HAEN, VICE PRESIDENT
RICHARDSON NUTRITION

I would like to express my appreciation for the assistance given to us by the AJO. The services rendered by your office were invaluable on our recent Japan market visit, including helping us identify potential customers for our Lethbridge Canola manufacturing facility. I found the staff to be experienced business professionals who helped guide us through the complicated Japanese business environment. As a result, we feel very encouraged that we will be able to develop significant new business opportunities.

Highlights:

Trade

- AJO collaborated with the Alberta Barley Commission and Alberta Agriculture and Rural Development (ARD) to organize and facilitate an Alberta barley education seminar in Tokyo. This technical symposium and export promotion event targeted 75 key Japanese buyers of Alberta barley and malt barley products.
- The AJO collaborated with the Alberta Beekeepers Association and ARD to organize beekeeping seminars in Tokyo and Hokkaido, which were attended by over 100 key industry buyers, executives and government officials.
- The AJO, in partnership with the Alberta Livestock and Meat Agency, and the Agriculture Financial Services Corporation, assisted the incoming mission of Alberta's Minister of Agriculture and Rural Development. The Ministerial mission coincided with the federal Minister of Agriculture's mission to Tokyo to

support beef market access negotiations with the new Japanese national government and to reinforce key Alberta traceability programs and food safety initiatives.

Energy

- The AJO supported energy-related advocacy activities including:
 - Hosting a carbon capture and storage (CCS) and green technology seminar, focusing on Alberta's CCS investment initiatives and climate change policies, for 30 senior executives from Japan's energy sector.
 - Partnering with the federal government and Alberta Energy to facilitate a delegation of Japanese government and industry representatives to Canada to learn more about Alberta's strategic CCS and climate change initiatives.

Education

- The AJO collaborated with Alberta Education, Alberta Advanced Education and Technology, and Travel Alberta to include Alberta profiles in two Tomorrow Inc. educational publications, targeted at specific study abroad audiences.

Tourism

- The AJO partnered with Travel Alberta, Air Canada, the Calgary Airport Authority and the Canadian Chamber of Commerce in Japan on promotional events to launch the inaugural non-stop flight from Tokyo's Narita International Airport to Calgary.





>>> Alberta Korea Office

KEVIN NEWSOME
SAIT POLYTECHNIC

I have always been impressed with the knowledge and professionalism of all staff of the Alberta Korea Office. I would not hesitate to recommend any organization to contact them for assistance with doing business in Korea.

Korea is Alberta's 5th largest trading partner with exports reaching \$532.6 million in 2009. Top exports to Korea included wood pulp, energy, organic chemicals, nickel, machinery and hides and skins. In 2009, Alberta accounted for almost 30 per cent of Canada's agriculture and agri-food exports to Korea valued at \$117.3 million, the highest among Canadian provinces and territories.

The Alberta Korea Office (AKO) supports Alberta's top market access priority to reopen the Korean market to Alberta beef and to expand access for other value-added agri-food products, such as canola oil, and pork.

Gangwon became Alberta's first sister province in 1974.





YOUNG LEE
GENERAL MANAGER
AIR CANADA, KOREA

Won il exemplifies a high level of professionalism and was a great help in introducing not only our business but many Canadian businesses to the Korean market. The AKO provided services of the utmost standard and has been very consistent in providing relevant background information. The AKO has a good reputation with outstanding capabilities to assist Alberta's industry to market and sell its products and services.

Highlights:

Investment

- The AKO partnered with the Alberta Energy Research Institute to successfully locate to Calgary the new Korea National Oil Corporation's International Technical Centre.
- The AKO supported a nanotechnology mission by Alberta Advanced Education and Technology to meet with potential partner organizations, including the Nanotechnology Research Association of Korea, and to identify potential joint research and development activities.

Trade

- The AKO partnered with Alberta Agriculture and Rural Development to participate in the 2009 Seoul Food Show. Alberta's agricultural products were marketed by Korean distributors and by the Canadian Beef Association of Korea.



Education

- The AKO collaborated with Alberta Education to organize a recruitment mission, a series of education seminars and an education agent fair for seven Alberta schools.
- The AKO participated in the Education Fair 2009, which was organized and hosted by the Canadian Embassy in Seoul, and supported six Alberta schools during the education recruitment event.

Tourism

- The AKO supported the Calgary Airport Authority in establishing Korean Air's scheduled direct service flight into Calgary beginning in the summer of 2010. This expanded air service is critical to increasing tourism, investment, and attracting international students from Korea to Alberta.





Germany – 2009

Office Established: 2002
Location: Munich
Staff: 1 IIR, 1 locally hired

National Population: 82.3 million
Nominal GDP: US\$2.8 trillion
GDP/Capita: US\$34,100
Total Alberta Exports: C\$84 million
Total Investment in Canada: C\$13.9 billion



Alberta Germany Office

TREVOR POAPST
DIRECTOR OF GLOBAL MARKETING
OMNI TECHNOLOGY SOLUTIONS

The AGO has really helped to accelerate Omni's success in Europe. With the AGO team's assistance, we have been introduced to key business partners, participated in important technology trade shows in the region, and received logistical assistance with our customers and partner training sessions in Munich and Berlin. Thank you!

Alberta's exports to Germany reached \$84 million in 2009. In addition, Germany is an important source for investment and a strong partner in education and culture.

The Alberta Germany Office (AGO) has also built relationships with other German-speaking countries, such as Austria, Switzerland, Belgium, the Czech Republic and Hungary. The office promotes investment opportunities available in Alberta and trade opportunities in the region for Alberta companies.

The AGO is focused on trade and investment opportunities in the following sectors: information and communication technologies, life sciences, chemicals and petrochemicals, building products, manufacturing, aerospace, alternative and renewable energy, agri-food and tourism.

Alberta is twinned with the region of Saxony in Germany.

Highlights:

Investment and Trade

- The AGO facilitated Premier Stelmach's mission to Switzerland and Austria in May 2009. The Premier gave the keynote speech at the Alberta Enterprise Group's Alberta Economic Forum and met with potential investors in Geneva, Bern and Vienna regarding ongoing international trade negotiations and closer technical co-operation with OPEC. The mission resulted in furthering investment projects and positive media coverage for Alberta.

Trade

- The AGO partnered with the Canadian Consulate in Dusseldorf and the Government of the State of North Rhein Westphalia to organize an Alberta Canada carbon capture and storage opportunity seminar, where the Parliamentary Assistant to the Minister of Energy gave a presentation. Twenty-five one-on-one meetings were arranged for the three participating Alberta companies.
- The AGO, in collaboration with the Government of British Columbia (B.C.), supported a delegation of Alberta and B.C. companies to CeBit, the world's largest event for information and communications technology.



JOAN BECKETT
OP-TEM ENGINEERING

Thank you very much for your assistance in organizing our two day software training seminar. Your assistance enabled us to conduct a cost effective event which is vital to our achieving our business goals in Germany. The AGO provided support and services that are extremely useful and the feedback we received from our training attendees who visit the trade office is always positive. They are impressed at how helpful and supportive AGO is to Canadian companies looking to expand internationally.

Economic Co-operation

- The AGO assisted with a visit by the Honourable Stanislaw Tillich, Minister-President of the German Free State of Saxony and delegation to Alberta. The visit resulted in the Alberta Saxony Joint Declaration of Co-operation being re-instated. The areas of co-operation include economic development, science and technology, education and culture.
- The AGO supported a mission to Germany by the Minister of Alberta Advanced Education and Technology where a memorandum of understanding was signed between Alberta and the German state of Bavaria for scientific and educational co-operation.

Education

- The AGO supported the University of Alberta's efforts to establish the \$25 million Alberta Helmholtz Initiative which focuses on developing environmental solutions to energy development in both Alberta and Germany.
- The AGO promoted Study in Alberta opportunities to German students.

Immigration

- The AGO supported Alberta Employment and Immigration to organize an information session in Hamburg to promote working, studying and living in Alberta.



Alberta Mexico Office



Mexico – 2009

Office Established: 2002
Location: Mexico City
Staff: 1 IIR, 2 locally hired

National Population: 112.5 million
Nominal GDP: US\$1.5 trillion
GDP/Capita: US\$13,500
Total Alberta Exports: C\$994 million
Total Investment in Canada:
C\$253 million

Since the North American Free Trade Agreement came into effect, Mexico has been one of Alberta's fastest growing export markets and has risen to become the province's 4th largest trading partner with exports reaching \$994.4 million in 2009.

Strengthening ties with Mexico is a priority for Alberta, particularly in the areas of energy, agriculture and education. Newer areas of co-operation include environmental technologies and services, and science and technology (particularly nanotechnology).

Alberta has been twinned with the Mexican state of Jalisco since 1999 and this relationship has resulted in the Alberta-Jalisco Forest Firefighter Exchange and Training Program.

ALBERTA OAT MILLING

We have taken advantage of business development opportunities, buyer connections, and market information presented. We look forward to more business leads and fruitful commercial missions that can increase our exports to Mexico and Latin America.

Trade and Investment

- The Alberta Mexico Office (AMO) supported 20 delegations to Mexico from Alberta, comprised of 43 individuals; and nine Mexican delegations to Alberta, comprised of 39 individuals. Specific missions include:
 - A visit from senior executives from the State of Jalisco to Alberta. The delegation was headed by Jalisco's Secretary General and included the Secretaries of Rural Development, Education, and Economic Development. The AMO co-ordinated the delegation's program and assisted in organizing meetings for Jalisco Secretaries with other Alberta government departments.
 - A mission by the Minister of Alberta International and Intergovernmental Relations to Mexico to strengthen links with high-level government and business contacts in Mexico City, Veracruz and Guadalajara.
 - Supporting the visit of the Mayor of Calgary and co-ordinating meetings with private sector executives in Mexico with business and investment interest in Calgary.
 - A mission by Alberta Agriculture and Rural Development (ARD) to participate in Sample Canada, organized by the Canadian Embassy in Mexico City. The AMO organized a market familiarization program and a series of meetings resulting in two Alberta companies signing representation agreements with Mexican distributors.



CHRIS THOMAS
MANAGER, LABOUR STRATEGIES
THE TDL GROUP (TIM HORTONS)

The Alberta Mexico Office has been instrumental in helping us with our Mexico project. Their insight into the Mexican business culture has been invaluable.

Economic Co-operation

- The AMO collaborated with the Government of Jalisco to revise the sister state Memorandum of Understanding (MOU) on Economic Co-operation with Alberta. The new MOU was signed by Premier Stelmach and Jalisco's Secretary General, Fernando Guzmán, in Edmonton in July 2009.
- The Minister of Alberta International and Intergovernmental Relations signed a Declaration of Economic Co-operation between Alberta and the State of Veracruz, negotiated by the AMO, which supports Alberta companies considering investment opportunities in Veracruz, and also sharing of best practices in the energy sector.
- The AMO supported ARD in the development and signing of a Memorandum of Co-operation between the Government of Jalisco's Value Added Centre, and ARD's Leduc Food Processing Development Centre. The Memorandum will strengthen and expand the capabilities of food processors in both jurisdictions through co-operative work in the development of new and improved products and through the support of new businesses.





United Kingdom – 2009

Office Established: 2003
Location: London
Staff: 1 IIR, 2 locally hired

National Population: 61.3 million
Nominal GDP: US\$2.1 trillion
GDP/Capita: US\$35,200
Total Alberta Exports: C\$162 million
Total Investment in Canada:
C\$63 billion

Alberta United Kingdom Office

MARTIN A. LAMBERT
CHIEF EXECUTIVE OFFICER
SWAN HILLS SYNFUELS L.P.

The March 2010 Carbon Capture and Storage event organized and facilitated principally by the AUKO was a highly successful, meaningful and effective event. It was well organized, thought-out, and provided meaningful take away value to our firm and I believe all other participants.

The U.K. is Alberta's 15th largest export destination with exports totalling \$161.6 million in 2009. The U.K. is the 2nd largest source country for foreign direct investment into Canada with total stock of \$63 billion in 2009.

As London is the European centre for finance and investment, the Alberta United Kingdom Office (AUKO) plays an important role in monitoring broader European developments, particularly with respect to energy and climate change.

The U.K. market offers significant investment and trade opportunities that the AUKO actively pursues in the following industries: energy value-added and supply chain development, green building products, information and communications technologies, life sciences, renewable/alternative energy, aerospace, agriculture and tourism.

Emerge Learning is grateful to the AUKO for the support and advice that its staff have afforded our organization. Specific support at this year's All Energy Show in Aberdeen was unprecedented in our company's history. It afforded our Business Development efforts access to a significant new sector. To have the support of the AUKO in London and the U.K. has provided us a level of credibility that is crucial for an established business going into a new market.



Investment

- The AUKO partnered with the British Trade Office in Calgary, and the federal government's offices in Oslo, London, Brussels and Dusseldorf to co-ordinate a four-city mission to promote the Alberta government's carbon capture and storage initiatives. The mission promoted Alberta's commitment to sustainable development of its resources and established valuable contacts for participating companies.
- The AUKO engaged a number of British companies in the promotion of Alberta as a destination for foreign direct investment. Companies from the energy and environment industries, information and communications technology, aerospace, business services, and health sciences were targeted for attracting investment to Alberta.
- The AUKO organized missions to the U.K. for senior Alberta government officials including the Minister of International and Intergovernmental Relations, Minister of Energy and the Minister of Environment, to promote Alberta as a sustainable energy province and an investment destination.

- The AUKO participated in key trade shows including: Ecobuild for green building products; the National Angel Capital Organization Summit for raising funds for small technology companies, where two Alberta companies won awards; and All Energy, an alternative energy show which had five Alberta companies participating.

- The AUKO assisted the Calgary Convention Centre with the inaugural Friends of Canada Awards, which promoted Calgary as a prime destination for international conventions for corporate, professional, and charity associations.

- The AUKO supported the Premier's Council for Economic Strategy which brought together 80 Albertans and Canadians, living in London, for a focus group event. The evening provided the Council with valuable feedback and unique perspectives, from Albertans living in and outside of Alberta, to help secure the province's long-term prosperity.



Washington D.C. – 2009

Office Established: 2004
Staff: 3 IIR, 1 locally hired

National Population: 310.2 million
Nominal GDP: US\$14.3 trillion
GDP/Capita: US\$46,400
Total Alberta Exports: C\$58 billion
Total Investment in Canada:
C\$288 billion

>>> Alberta Washington Office

BARBARA DARE
ASSOCIATE PRINCIPAL
THE CALGARY JEWISH ACADEMY

For the past two years we have been fortunate to have been allowed to visit the Canadian Embassy. It allows the students to understand the important role Canada, and especially Alberta, plays on the international stage. We would like to extend a hearty thank you to Gary Mar and Ambassador Doer for their support in making these visits possible.

The Alberta Washington Office (AWO) is charged with an advocacy mandate and positions the province to influential U.S. business and government decision-makers through a wide number of meetings and speaking engagements both in the U.S. capital and across the country.

The AWO is instrumental in ensuring that U.S. decision-makers and influencers are fully apprised of the key role Alberta energy plays to the U.S. economy, and of the need to ensure that U.S. policy does not penalize Alberta.

The AWO organizes and ensures the success of Alberta missions to the U.S. as well as secures visits by key U.S. influencers and decision-makers to the province.



PERRY CHAHAL
GOVERNMENT RELATIONS AND FOREIGN
MILITARY MARKET ADVISOR
IN THE LINE OF FIRE INC.

The Alberta Washington Office is vital to our organization in many facets, specifically it has assisted in enabling our company to actively become competitive on a global scale. Gary Mar and the AWO are an invaluable resource in assisting our Edmonton-based company to compete in the global market.

Highlights:

Advocacy and Outreach

- The AWO conducted advocacy and outreach activities throughout the U.S. in order to provide information to decision-makers on the importance of Alberta oil sands to North American energy security as well as to North American economic prosperity. In addition to the office's core mandate of building relationships in Washington, D.C., the AWO undertook government and private sector advocacy initiatives in several key states, including Indiana, California, Massachusetts, New York, New Jersey, Illinois, Texas, Ohio, Arkansas, Missouri and Iowa.
- The AWO focused on increasing Alberta's connectivity with the U.S. Congress, and established new contact with more than a dozen Members of Congress. The AWO ensured that key U.S. Representatives and U.S. Senators understood the importance of Alberta to North America's energy security and were aware of the province's leading environmental policies as U.S. legislators considered sweeping national climate change legislation, and prepared for the 15th Conference of the Parties in Copenhagen.

- The AWO organized a mission for the Minister of International and Intergovernmental Relations during her participation in the Council of the Federation's joint program with the National Governors' Association. While in Washington, D.C., the Minister met with White House officials to discuss North American energy security and established contact with more than 20 U.S. Governors.

Industry Development

- The AWO supported SolAbode, the joint entry by the University of Calgary, Southern Alberta Institute of Technology, Mount Royal University and the Alberta College of Art and Design, in the 2009 Solar Decathlon organized by the U.S. Department of Energy. Alberta was one of two Canadian entries, and 20 teams from around the world that demonstrated technological and artistic abilities. The AWO has begun working with the University of Calgary for their entry in the 2011 competition.

Appendix 1: Budget Information >>>

ALBERTA'S INTERNATIONAL OFFICES BUDGET VS. ACTUALS COMPARISON (in thousands)

April 1, 2009 - March 31, 2010

	Budget 2009-10	Actual Expenses 2009-10	Unexpended (Over Expended)	Variance by %
Alberta China Office	633	652	(19)	-3.0%
CAPC	100	205	(105)	-105.0% ^{1/3}
Alberta Hong Kong Office	494	456	38	7.7% ²
Albera Taiwan Office	233	258	(25)	-10.7% ⁵
Alberta Korea Office	726	606	120	16.5% ⁴
Alberta Japan Office	1,475	1,204	270	18.3% ⁵
Alberta U.K. Office	740	544	196	26.5% ⁵
Alberta Mexico Office	553	548	6	1.1%
Alberta Germany Office	576	636	(60)	-10.4% ⁶
Alberta Washington Office	1,380	1,224	156	11.3% ⁷
Total All Offices	6,910	6,333	577	8.4%

1 Variance is due to a grant for training to be provided in 2010-11 fiscal year.

2 Variance is due to lower than anticipated manpower costs.

3 Variance is due to rent and renovation expenses incurred for the new international office in Shanghai.

4 Variance is due to exchange rate fluctuations and lower than anticipated manpower costs.

5 Variance is due to a combination of exchange rate fluctuations and lower than anticipated manpower costs.

6 Variance is due to pre-payment of 2010-11 tuition fees.

7 Variance is due to lower than anticipated manpower costs and decreased sponsorship commitments.



Appendix 2:

Performance Measures

Definitions

Performance Measure	Explanation
1. Number of visits/user sessions on website	Refers to a sequence of hits and requests to the website from the same user.
2. Number of intelligence/market reports generated	These include contributions to sector team reports, articles in <i>Exported</i> or other government publications, and reports on local markets posted on department's website.
3. Number of networking sessions	Events (seminars, tradeshow, exhibitions) office staff attended or visited, one-on-one meetings, or telephone or video conferences, in which the office participated to help develop knowledge of Alberta and local businesses. This measure includes sessions with federal and international government ministries.
4. Number of missions/delegations to Alberta	Delegation refers to any international business(es), including active exporters and export-ready businesses, visiting Alberta in search of trade or investment opportunities. International offices only record the number of delegations that they are directly involved in organizing and/or participating in, including both government-led and private sector delegations.
5. Number of companies/investors participating	The number of international companies/potential investors involved in delegations to Alberta.
6. Number of missions/delegations to the target market	Refers to any organized group of Alberta business(es), including active exporters and export-ready businesses, visiting an international market in search of trade or investment opportunities. International offices only record the number of delegations that they are directly involved in organizing and/or participating in, including both government-led and private sector delegations.
7. Number of Alberta companies participating	The number of Alberta companies/potential investors involved in delegations to the target market.
8. Number of business introductions	Refers to a new business introduction between at least two companies (not including the international office representative) in which there is potential of a future or continuing business relationship. These introductions will include at least one Alberta company/partnering ministry and one local company/investor/government agency. These introductions may occur in-person, or via conference call or email. Business introductions involve matchmakings between Alberta companies and international investors/companies.
9. Number of seminars, tradeshow and exhibitions	Includes all seminars, tradeshow and exhibitions organized, sponsored or hosted by the international office. The international office must be an active participant (e.g., display or booth, serving as chairman or speaker). Does not include attending a seminar or visiting a tradeshow or exhibition.
10. Number of negotiations generated (investment and trade)	Refers to the subsequent business meeting after an introduction by the international office aimed at reaching mutually acceptable terms for joint venture, partnering agreements, strategic alliance, or trade and investment contracts. Follow up with clients may be required to gather this information, unless the result of the business negotiation is publicly reported. The number of negotiations should be lower than the number of business introductions on a yearly basis.

{ Alberta has 10 international offices that
can help connect you to the world.

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Fax: 011.49.89.2199-5745
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MEXICO CITY

Alberta Mexico Office
Canadian Embassy
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Colonia Polanco
Del. Miguel Hidalgo
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SEOUL

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