

Doing Business in Western Canada: Arizona Delegation



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U.S. Consulate, Calgary
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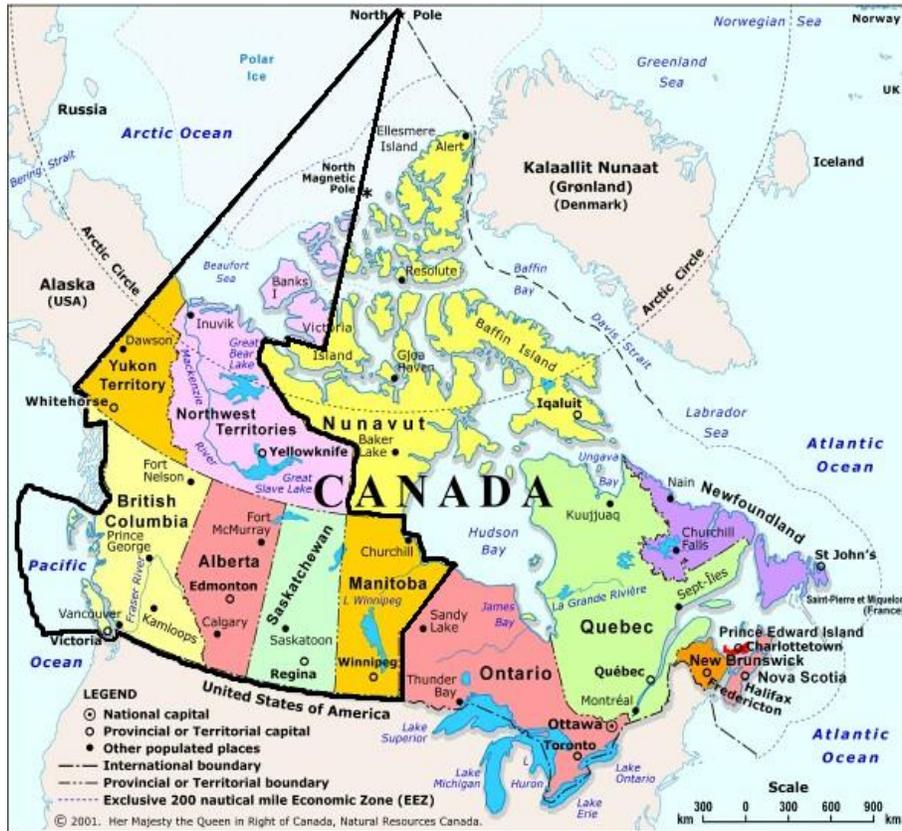
Topics

- **Western Canada Overview**
- Priority Sectors
- Best Practices
- Contact Us

Vast, Diverse Economic Region

British Columbia, Alberta, Saskatchewan, Manitoba, Yukon Territory, Northwest Territories

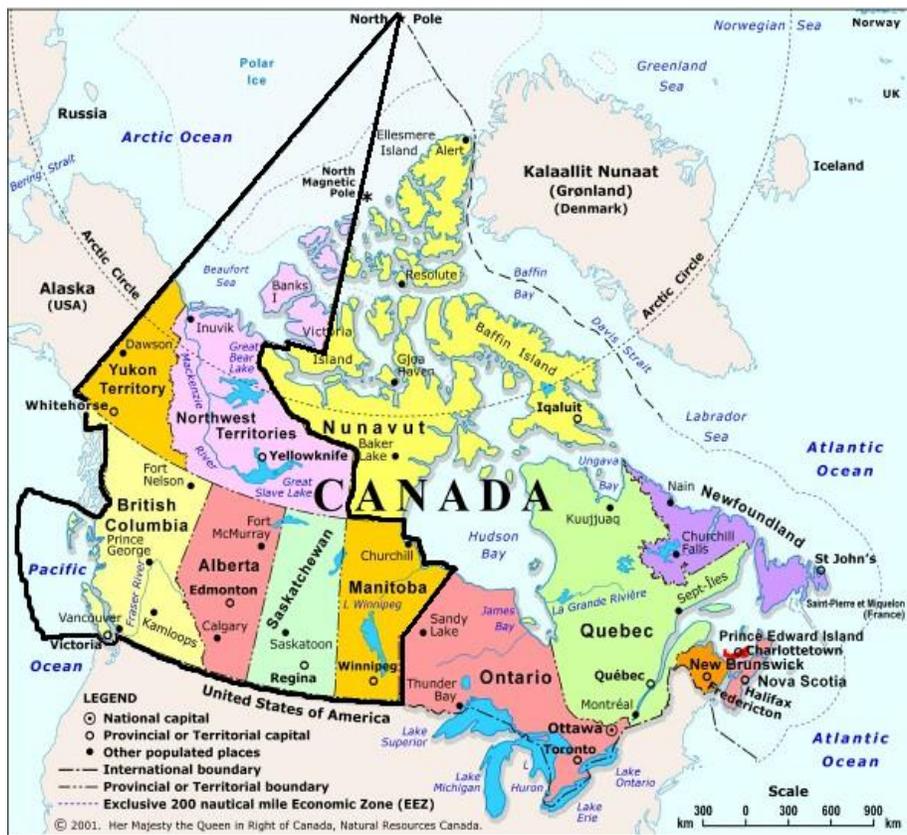
- 1.8 million square miles
 - FCS' largest territory
 - > India, Mexico, Argentina
- 11,388,000 people
 - > Belgium, Greece, Portugal, Ireland or New Zealand.



**Dollar value is a 2014 Canadian figure, converted to U.S. dollars, using the current, (December 1st), 2015 exchange rate.*



Vast, Diverse Economic Region



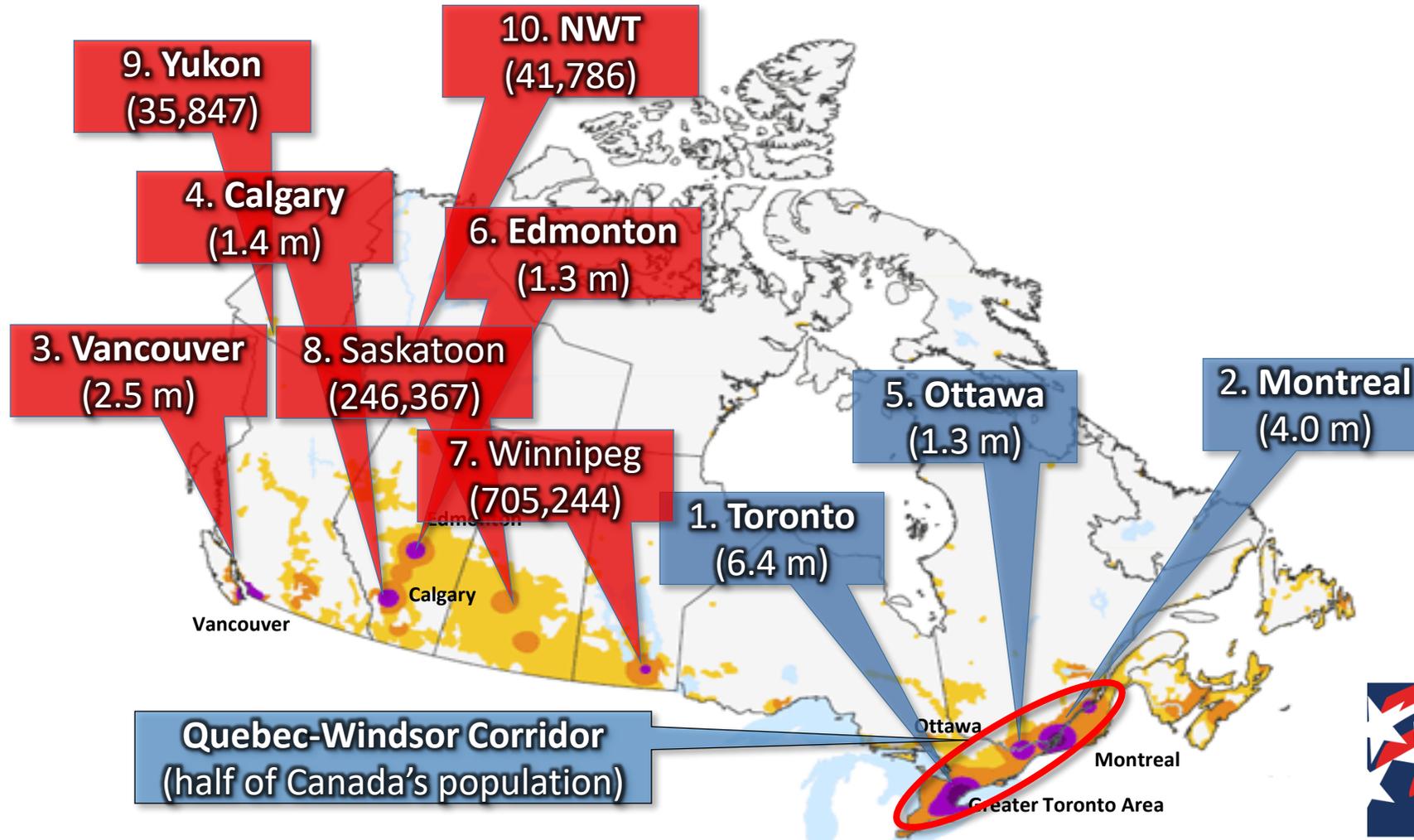
British Columbia, Alberta,
Saskatchewan, Manitoba,
Yukon Territory, Northwest Territories

- GDP: USD\$ 573.6 Billion.
 - >Sweden, Belgium, Norway, Iran, UAE
- Best Prospects – Oil and Gas, Agriculture, Renewable Energy, Mining, Fisheries, Tech, Travel and Tourism

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Population Centers



Alberta's Government

Overview

- On April 16, 2019, the province of Alberta held a general election, in which the United Conservative Party (UCP) and their leader Jason Kenney won a majority government
- Some important things from their platform:
 - The “Job Creation Tax Cut” which aims to reignite the economy by decreasing the business tax from 12% to 8%
 - Introduce legislation to undo policies from the previous government to encourage job creation
 - Pursue every possible pipeline project for Alberta oil such as the Keystone XL and Trans Mountain Pipelines
 - Scrapping the Carbon Tax



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Alberta's Trade Relationship with Arizona

2018 TOTAL Bilateral = US \$309 Million

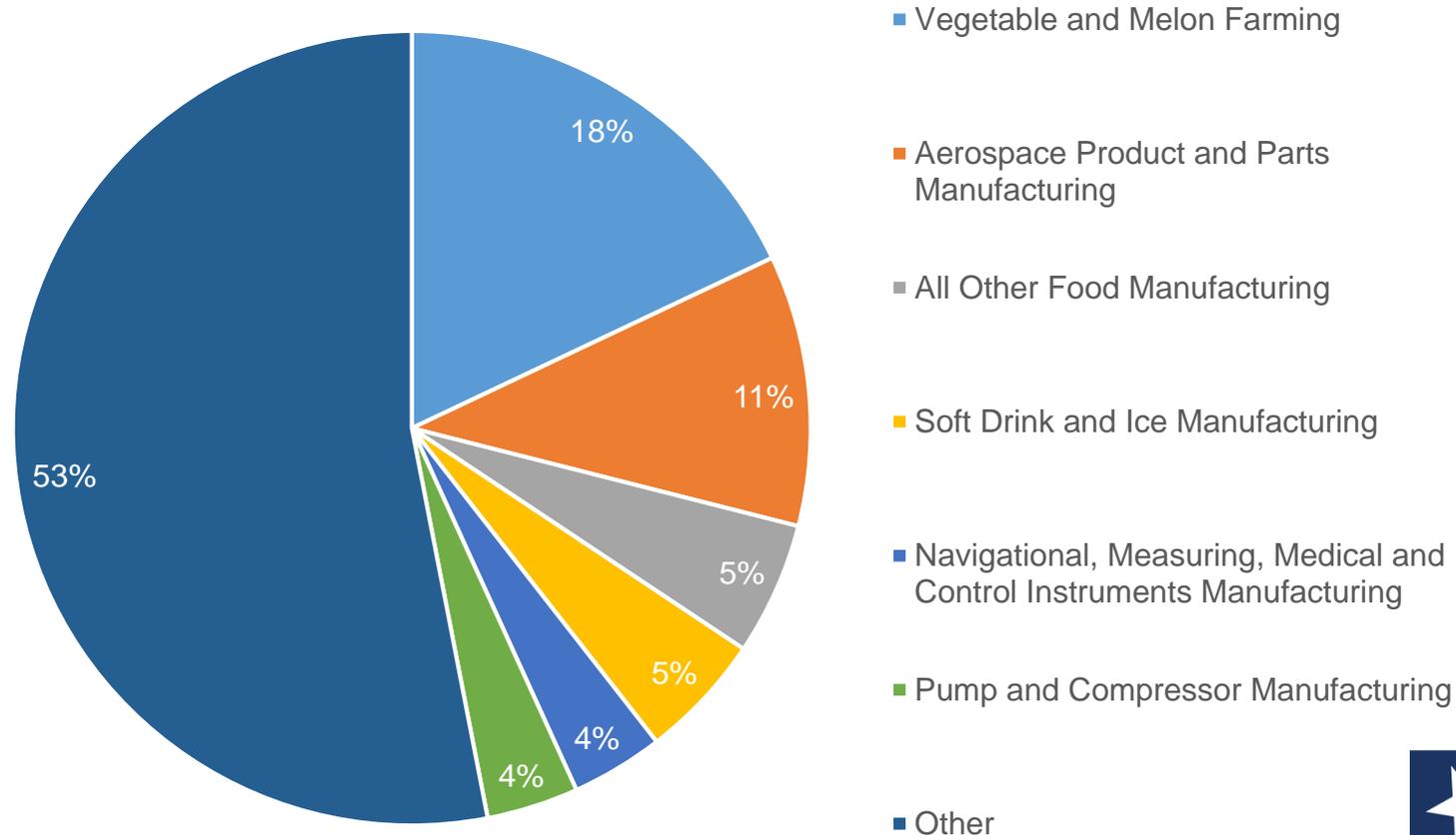
Trade (in millions USD)	2017	2018
Alberta Exports to Arizona	\$125,786	\$150,230
Alberta Imports from Arizona	\$162,407	\$158,609
Total Bilateral Trade	\$288,193	\$308,839

Source: Statistics Canada, via Trade Data Online



Arizona's Exports to Alberta by Products

2018 TOTAL = US \$159 Million



Source: Statistics Canada, via Trade Data Online



First Nations/Aboriginal Business

- 1,700 aboriginals have permanent oil sands positions
- 5,000 contracts awarded to aboriginal-owned businesses
- ABM – Aboriginal Business Match: Forums across Canada
- PSAB – Procurement Strategy for Aboriginal Business
- Procurement at the federal level, bidding takes place through Public Works Canada



Treaty 6



Treaty 7



Treaty 8



Priority Sector: Oil and Gas

Overview

- Energy development is the largest contributor to the province's GDP, capital investments and exports
- Alberta's oil and gas industry is cost competitive – lowest break even costs in the Continent
- Alberta exported \$1.6 million of oil to Arizona, and \$61 billion to the rest of the US in 2018

Opportunities

- Some examples of key areas within the industry:
 - Products & services
 - Multilateral drilling technology
 - Innovating pumping technology
 - Oil and gas Equipment



Priority Sector: Defense & Aerospace

Overview

Arizona has increased exports of aircrafts, engines, and relating parts.

WestJet and its subsidiary, Flair Airlines, are both headquarters in Alberta

- Alberta Aerospace & Technology Centre (AATC): located at the Edmonton International Airport, this is a new initiative that develops the commercialization of remotely piloted aircrafts, flight simulators and more
- One of two aerial testing ranges in Canada is located here
- Defense Research & Development Canada Suffield: delivers advice for companies about various technical solutions



Priority Sector: Innovative Communications Technologies

Innovative Technologies

- Advanced technology is the third largest industry driving the Alberta economy
- In 2015, over 7% of business in Alberta were in the technology sector
- Key industry in Arizona, economic impact is estimated at \$10 billion

ICT (2018)

- Alberta imports from Arizona: \$13.2 million USD
- Arizona imports from Alberta: \$4.183 million USD

Opportunities in ICT

- Big Data/Analytics
- Artificial Intelligence
- Alberta offers tax credit support to encourage investment in non-traditional sectors
- Arizona offers the “Quality Jobs Tax Credit”



Priority Sector: Travel and Tourism

Overview

- Number 1 export industry in Arizona in 2017, also large part of Albertan Economy
 - Especially important to smaller cities and towns like Flagstaff
- Visited by roughly 1 million Canadians in 2017
- 8th most visited state by Canadians who spend an average of \$1,120.04 per person
- In 2016, 905,000 Americans visited Alberta and spent a total of \$859M (CAD) in travel expenditure



Alberta's Emerging Industries - Cleantech

Overview

- Alberta's carbon levy is expected to raise 5.4 million for climate-related initiatives between 2017-2020
- The average annual growth rate for companies is 5.6%

Some Opportunities

- Low carbon electricity system: renewable & alternative energy, cleaner use of fossil fuels
- Energy efficiency: products, services and processes for reducing energy use and emissions across industry sectors
- Cleaner oil and gas development: alternative in-situ extraction methods, CO₂ capture and utilization technology



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Best Practices: Things to Remember

Canada is not the United States

- Bilingual labeling & packaging requirements
- The exchange rate
- The sales experience:
 - Make your sales as transparent
 - Canadianize your business, where possible
 - Develop pricing in Canadian Dollars
- Don't Spam - Respect Canada's Anti Spam Legislation
- Plan for Canada's geography and climate!



About United States & Foreign Commercial Service

Structure

- U.S. Department of Commerce
 - ➔ International Trade Administration
 - ➔ Global Markets
- 265 FCS officers posted at embassies and consulates worldwide to articulate, develop and refine United States commercial policy; and to promote U.S. exports and to protect U.S. commercial interests abroad
- Over 100 U.S. Export Assistance Centers nationwide



SelectUSA Summit June 10-12, 2019

- Premier event showcasing investment opportunities in the USA
- Meet face to face with economic development organizations from all states & global investors in one place
- Learn about resources and tools to invest in the United States
- Get latest market intelligence
- Connect efficiently through on-site matchmaking
- Gain perspectives from top-level executives and business leaders
- Benefit from a custom-tailored program and reception for Canadian delegation



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Contact Us

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