

At the Edmonton Chamber of Commerce we work hard to achieve our mission of creating the best environment for business.

Once a year with this mission in mind our board of directors reviews and enhances our strategic priorities - guidelines that reflect current economic conditions so chamber staff can determine the best way to guide operations. Over the years our priorities have touched on many timely aspects of the way we see business moving forward in Edmonton and the North.

Each June our board sits down for one of its quarterly meetings to, in part, conduct this process of reviewing the priorities. It should be noted that our strategic priorities are not listed in any particular order of importance. Each of our priorities are given a fair share of focus and concentration.

The chamber believes that Canada's northern region should be viewed as a major area of economic potential by not only Edmonton and Alberta but by the entire country and the world. Therefore, it is important that the chamber maintains a high level of **Northern Relations**. We are committed to building strong relationships with northern partners and creating a business environment which facilitates efficient and responsible development in the resource-rich northern Canadian region which includes northern Alberta, Yukon, Northwest Territories, Nunavut, northern British Columbia and northern Saskatchewan.

Edmonton also has a special kind of people with incredible tenacity that will match any city in the world. We have a firm belief that along with other great world cities such as Copenhagen, Helsinki, and Oslo, Edmonton is a **Great Northern City**. We work to enhance Edmonton's role and image as a world-class city with a unique northern character and to encourage investments, actions and communications that personify and build a sense of pride about the Alberta capital.

As Edmonton's economy continues to heat up, a real concern is a lack of skilled and unskilled workers. Through our **Workforce Development** priority we promote and educate employers on the often-untapped labour supply that exists in this city to ensure our members have the resources needed to meet current demand and anticipated growth. In this regard, we have concentrated on mentally and physically challenged workers and have most recently begun discussions with First Nations leaders towards better integrating that important group into the mainstream workforce.

Cooperation is an ingredient for success in any venture and the Capital Region operates much more efficiently when all communities are in tune with each other.

Regionalization is a priority that guides us to partner in collaborative regional efforts directed at the continued refinement and implementation of a cohesive plan for the economic growth and development of Greater Edmonton as a city-region of global significance.

Finally, the importance of **Economic Diversification and Trade** cannot be understated. The chamber must be an influential leader, advocate and catalyst for diversifying the

Edmonton economy through new products, new industries, value added expansions of the existing resource base; and new markets with a focus on enhanced intra-regional, inter-regional and international trade.

This is how we conduct ourselves as we work to create the best environment for business.