

Association Features \$20 Billion Investment Outlook at Annual Luncheon

Alberta's Industrial Heartland (January 23, 2014) – Alberta's Industrial Heartland Association showcased the Heartland region's potential to a sold out crowd of business, government, and community leaders at the annual Stakeholder Update and Luncheon. Now in its fifteenth year, the Luncheon focused on the Heartland's planned capital investments exceeding \$20 billion and the resulting outlook for the region and province.

"Alberta's growing supplies of natural resources, including oilsands and natural gas, are the keys to attracting investment from companies who will add value to our resources within provincial borders," stated Wayne Woldanski, Chair of Alberta's Industrial Heartland Association. "We are aware that Alberta is competing with other regions around the globe who also understand the major economic benefits from value added development. We need to work closely with local stakeholders and provincial allies to ensure policies and planning make Alberta a leading contender."

Discussions considered the billions in planned investment and projected the impacts beyond the capital projects themselves which include petrochemical manufacturing, refining, carbon capture and storage, and technology advancement. The value added component of these and other projects provides multiple benefits: diversifying the province's economy to insulate it from energy commodity cycles, providing significant sources of non-royalty related revenues, and stimulating additional local markets for our energy resources.

"The growing volume of propane from upgrader offgas and shale gas in western Canada has created an exceptional opportunity to add value to these resources in Alberta," said David Chappell, President of Williams Energy Canada. "Williams' PDH project will convert propane into propylene, a valuable petrochemical feedstock, creating a local market and higher returns for Alberta's resources."

Reflecting on Alberta's and Canada's role in an international context, keynote speaker Dr. Darrell Bricker, CEO of Ipsos Public Affairs and best-selling author of *The Big Shift* explained, "The Canada you thought you knew no longer exists. Most people are unaware that the keystone economic and political drivers of this country are now Western Canada and the immigrants from China, India and other Asian countries who increasingly are turning Ontario into a Pacific-oriented province. Canada, with its ever-evolving economy and fluid demographic base, has become divorced from the traditions of its past and is moving in an entirely new direction. That's a topic worth talking about!"

For additional information about the Stakeholder Luncheon or Alberta's Industrial Heartland, visit www.industrialheartland.com or follow the Association on Facebook and Twitter (#ABHeartland).

Alberta's Industrial Heartland Association is a cooperative effort of the Counties of Lamont, Strathcona, Sturgeon, and the Cities of Edmonton and Fort Saskatchewan. The Association is dedicated to coordinating, advocating, and promoting long-term sustainable development of the Heartland.



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