

## Association Honoured in Global Award Program

### IHS SPECTRUM Excellence Award recognizes world leaders in research and expertise

**Alberta's Industrial Heartland (January 15, 2015)** – Expert research and efforts to attract investment dollars from around the globe have earned Alberta's Industrial Heartland Association an IHS SPECTRUM Excellence Award. This respected industry award program highlights organizations and individuals who use information and research in innovative ways to reach their business goals.

“Companies looking to invest multi billions of dollars conduct extensive research in their decision making process. This includes reviewing business cases, touring the Heartland, and comparing statistics on our region to other industrial areas in the world,” explains Wayne Woldanski, Chair of Alberta's Industrial Heartland Association. “The credible, expert research we provide to companies is a key tool in attracting these investment dollars.”

### Competitive Investment Climate

Attracting global investment requires providing information to investors. It also means seeking out companies who may not already know about the Heartland region. Alberta's Industrial Heartland Association used research to identify Alberta's most competitive chemical products. The results then helped target specific companies who are most likely to invest in the region.

“The investment climate is competitive, so we can't always wait for investors to come to us,” shares Neil Shelly, Executive Director of Alberta's Industrial Heartland Association. “By targeting specific companies, we've generated over a dozen foreign investment company tours of the Heartland in the past few years, with about half returning for a second, more in depth visit.”

### About IHS

The IHS SPECTRUM Excellence Award program was established in 2006. IHS is a leading source of insight, analytics and expertise in critical areas that shape today's business landscape. The awards recognize achievements across a variety of industries including aerospace and defense, automotive, chemical, construction, electronics, energy, government, technology and more.

“This year's winners were selected from hundreds of candidate organizations representing more industries and professional disciplines than ever before,” comments KC Chartrand, chair of the IHS SPECTRUM Excellence Awards Committee. “Based in a host of different countries, these industry leaders also show how different kinds of organizations around the world are making innovative use of superior information and insights to meet new business challenges.”

To learn more about the achievements of Alberta's Industrial Heartland Association and other 2014 award winners, see their case studies at [www.ihs.com/spectrum-awards](http://www.ihs.com/spectrum-awards).

For more information and regular updates on Alberta's Industrial Heartland Association, visit [www.industrialheartland.com](http://www.industrialheartland.com) or follow @ABHeartland on Twitter.

*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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From Left to Right:  
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**Neil Shelly,**  
Executive Director of AIHA; and  
**Blaine Penny,**  
Vice President of IHS Canada



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**Neil Shelly,**  
Executive Director of AIHA; and  
**Blaine Penny,**  
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