

Final Report

Premier Klein's Mission to Los Angeles, California June 30 – July 2, 2001

Overview:

California is an important market for Alberta. Its state economy is larger than Canada's. Alberta's exports to California totaled over \$5 billion in 2000, making it the province's third-largest export market in the United States. Over 20 per cent of all Canadian exports to California come from Alberta, and the province continues to look for new growth opportunities in the state. Fostering good relationships in California is therefore important for Alberta.

Every year the Canadian Consulate in Los Angeles selects a Canadian province to focus on during its Canada Day celebrations. For Canada Day 2001, Alberta was chosen. At the Consul General's request, Premier Ralph Klein led a delegation to Los Angeles of nearly 30 Alberta businesses as well as government leaders. It was an excellent opportunity to promote Alberta products and business opportunities. The province was featured at a Canada Day brunch for over 300 guests at the residence of the Canadian Consul General, Colin Robertson.

The mission successfully met each of the following objectives:

Mission Objectives:

1. To highlight Alberta's strengths in energy, agriculture, and technology, building on the province's relations and areas of mutual interest with California.
2. To increase awareness of Alberta among key Los Angeles area corporate leaders and decision makers.

3. To promote the province as an ideal location for film production, tourism, business ventures and investment and to encourage the development of partnerships and business opportunities.

4. To demonstrate to the Canadians Abroad Association that Alberta's diversified economy and high standard of living make the province an attractive area to re-locate and do business.

Results:

Premier Klein hosted a dinner for a group of business executives from the Los Angeles area. The dinner helped raised awareness about Alberta and provided an opportunity for direct and informal contact with business leaders in the Los Angeles area.

Nearly 300 business people from the Los Angeles area attended a Canada Day brunch promoting Alberta. The brunch garnered very positive reviews from the participants. The relaxed and informal atmosphere provided an excellent opportunity to discuss business and exchange information on a one-to-one basis.

As well, 300 Canadian ex-patriots living in Los Angeles attended a western style barbecue focusing on Alberta. Provincial tourism, investment and relocation opportunities were promoted.

Private sector representatives from Alberta who took part in the mission reported very favorably about the value of the mission in helping them extend their business contacts in California (see quotes on second page).

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Delegation:

- Ralph Klein, Premier of Alberta
- Shirley McClellan, Deputy Premier and Minister of Agriculture, Food and Rural Development
- Mike Cardinal, Minister of Sustainable Resource Development
- Gene Zwozdesky, Minister of Community Development
- Mark Norris, Minister of Economic Development
- Victor Doerksen, Minister of Innovation and Science
- The Premier was accompanied by two staff members, and each Minister travelled with a staff member.

Expenses:

The official delegation incurred the following expenses (Cdn \$):

Hotels:	\$14,700
Airfare:	\$4,380
Meals:	\$2,600
Other*:	\$1,100
Total:	<hr/> \$22,780

* Includes telephone charges, sundries and ground transportation.

Quotes from Mission Participants:

“This mission offered opportunities to reaffirm previous relationships and to explore new ones.”

“On this trip we were able to establish contacts and acquired information on all areas of interest.”

“I thought it was extremely well organized and run ... The ability to conduct meetings with a Minister present was effective.”

“Excellent contacts and the cross-section of companies was outstanding.”