

# Final Report

Mission to Switzerland and Austria

Date May 2– 9, 2009

# Government of Alberta ■

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## Overview:

Premier Stelmach traveled to Switzerland and Austria to promote Alberta as an environmentally responsible, global energy centre offering excellent opportunities for investment and trade. The Premier participated in and was the keynote speaker at the private sector organized *Alberta Economic Forum*. He met with leading international organizations including the Organization of the Petroleum Exporting Countries (OPEC), the World Trade Organization (WTO) and the World Business Council for Sustainable Development (WBCSD) to exchange ideas and share perspectives on issues of common interest. The Premier conducted media interviews and engaged in one-on-one meetings with several European companies.

The mission was successful in meeting its objectives as outlined below.

## Mission Objectives:

- Convey Alberta's commitment and strategies to address global priorities – the environment, energy and the economy – ensuring the province remains globally competitive and continues to be a place of opportunity for business investment.
- Inform prospective investors and other stakeholders of Alberta's commitment and action plan to environmentally responsible development of its energy resources.
- Advance Alberta's priorities and perspectives relating to WTO negotiations and OPEC energy developments.
- Further develop existing strong Alberta-Europe business, investment and trade connections and explore new opportunities.

## Results:

### *Geneva, Switzerland*

- Addressed an audience of senior executives at the Alberta Enterprise Group organized *Alberta Economic Forum* and met with business leaders to highlight Alberta's strategic importance as a global energy producer and opportunities for trade and investment.
- Met with several European companies targeted for their potential to invest in the province to underline the advantages of establishing/expanding their presence in Alberta.

- Conferred with Mr. Bjorn Stigson, President of the WBCSD, on current developments among governments in stimulating industry investment in low carbon technologies. Positioned Alberta as an environmentally responsible energy producer that is taking active measures to address climate change. The WBCSD is an association of over 200 companies, from more than 35 countries and 20 major industrial sectors, dealing exclusively with business and sustainable development. Member companies of the WBCSD that have a presence in Alberta include: Suncor, PetroCanada, Shell, BP, Chevron, ConocoPhillips, Statoil, NorskHydro and Sinopec.
- Discussed prospects for the WTO's successful conclusion of the Doha Development Agenda during a meeting with Canada's Ambassador to the WTO, John Gero, and with ambassadors from India, the United States, the European Community, Switzerland, Brazil, and New Zealand. Promoted Alberta's interests in an ambitious WTO agriculture agreement with these key representatives.
- Reached broad European audiences through several interviews with leading European media outlets. As a result of four newspaper articles, two radio broadcasts and one television interview, raised awareness of Alberta's energy resources and the actions being taken to address environmental impact concerns. Questions about the impact of the H1N1 influenza on the Canadian pork industry were also addressed.

### ***Berne, Switzerland***

- Met with Canadian Ambassador Robert Collette to discuss opportunities to expand Alberta exports to Switzerland as a result of the recently implemented Canada-European Free Trade Association Free Trade Agreement. Endorsed the Embassy's efforts to assist Canadian livestock producers in accessing the Swiss market.
- Encouraged business partnering and investment in Alberta at a roundtable business luncheon hosted by Ambassador Collette. Participants included senior executives from eight Swiss multinational companies representing the aerospace, life sciences, power engineering, and agricultural technology industries. Gained insights into Switzerland's industries and shared information regarding Alberta's sound financial outlook and the opportunities for trade and investment.

### ***Vienna, Austria***

- Met with two of Austria's leading energy companies to discuss their interest in building closer ties with Alberta and the province's energy service and supply companies. Positioned Alberta as offering a positive and open investment climate with business friendly regulation and taxation.
- Led the discussion on potential application of Austrian renewable energy technologies in Alberta at a roundtable business meeting hosted by Canadian Ambassador Marie Gervais-Vidricaire. Guests included senior executives from 10 leading Austrian companies involved in the research and commercialization of hydro, wind and biomass energy technologies. Encouraged the Austrian companies to consider Alberta as a destination for investment and partnership.
- Met with senior officials of OPEC, the first such meeting for a political leader from Canada. Elaborated on Alberta's plans for its \$2 billion in Carbon Capture and Storage

(CCS) fund and encouraged OPEC members to make similar commitments. Established the benefits of cooperation between Alberta and OPEC for joint research in CCS and other environmental technologies for the oil and gas industry. Received an update on OPEC's outlook for the world oil and gas industry and OPEC's long-term strategy.

**Delegation:**

Premier Ed Stelmach

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