

Key Sector – Finance, Insurance, Real Estate (FIRE)

Edmonton's Expertise

Banking, Investment Management, Insurance

Selling Points for Edmonton

Capital Region Advantage: Being the capital of Alberta has its perks – Edmonton is the headquarters of the major regional banks as well as major players in insurance and managers of large pools of provincial investment. All of this originates from businesses' desire to be near to government decision makers and institutions.

AIMCO Potential: By size of funds, AIMCO is one of the larger funds in Canada, managing \$90 billion in assets. Although they manage much of their funds internally, they too outsource some areas to third party managers, creating potential for investment firms to locate in Edmonton. There is also significant benefit locating near to this sophisticated investment manager, gaining access to opportunities, talent and networks.

Educated Labour Supply: The University of Alberta School of Business prepares students in several areas of finance including investments and portfolio management; banking and financial institutions; options valuation and derivatives trading; and mergers and acquisitions to name a few. Annually, a select group of students qualify for PRIME, a course where students manage a real portfolio approaching the million dollar mark. PRIME students are highly sought after upon graduation by some of the top employers in the province and beyond.

Industry Players

Investment Management

Alberta Investment Management Corporation (AIMCO): AIMCO is an independent investment management corporation established by the Province of Alberta to manage a variety of provincial funds. Funds under management total close to \$90 billion and include investment pools from a variety of public pension plans and the Provincial savings pools (like the Heritage Trust and other surplus funds). By size of funds, AIMCO is the 5th largest fund in Canada.

Alberta Teachers Retirement Fund (ATRF): The ATRF is an independent corporation that administers the pension plans for Alberta teachers.

Workers Compensation Board – Alberta (WBC): Workers Compensation Board is an employee injury and disability insurance institution that is owned and regulated by the Province of Alberta. They have \$6 billion in assets and employ 1,700 people.

Insurance

Alberta Blue Cross: Alberta Blue Cross is a health and travel insurance institution that is owned and regulated by the Province of Alberta. They have \$100 million in assets and employ 875 people.

Alberta Motor Association (AMA): AMA is an Edmonton-based insurance firm that offers both life and property and casualty products, with a current asset value of approximately \$430 million.

Peace Hills Trust: Headquartered in Edmonton, Peace Hills Trust is Canada's first and largest First Nation Trust Company, wholly owned by the Samson Cree Nation of Hobbema. They service the financial needs of First Nations and non-First Nations members, corporations, institutions and associations both on and off reserve, through 8 regional offices across Canada.

Banking

Alberta Treasury Bank (ATB): ATB is a full-service financial institution that is owned and regulated by the Province of Alberta. ATB is the largest Alberta-based financial institution with assets of \$23 billion and a presence in 244 Alberta communities, making ATB larger than the 7th largest Canadian Schedule 1 bank, by assets. Headquartered in Edmonton, they offer personal, business, corporate and investment services.

Canadian Western Bank (CWB): CWB is a national Schedule 1 bank that operates in BC, Alberta, Saskatchewan and Manitoba. They have assets of \$10.9 billion, making them the 8th largest Schedule 1 bank and the largest bank headquartered west of Toronto. Their primary focus is on mid-market commercial banking, specializing in commercial term lending, real estate construction lending, equipment financing and oil and gas lending.

Servus Credit Union: Servus is a member-owned, community-based financial institution that is regulated by the Province of Alberta. It is Alberta's largest and only province-wide credit union and Canada's 3rd largest. Servus serves 400,000 member-owners from 100 locations in 63 communities across the province, with \$9.5B of assets.

Major Organizations & Assets

Alberta Enterprise Corporation: The Alberta Enterprise Corporation, formed as an independent corporation in 2008 and based in Edmonton, promotes the development of Alberta's venture capital (VC) industry. They achieve this by investing in VC funds that finance early stage technology companies and that have a commitment to Alberta – including a full-time presence in the province. They also support Alberta's VC ecosystem by connecting investors, entrepreneurs, and experienced technology veterans who share our passion for building a bright, innovative Alberta.

Alberta Finance Institute: The Alberta Finance Institute is a joint initiative started in 2008 by the Alberta Investment Management Corporation (AIMCo), the University of Alberta School of Business and the University of Calgary Haskayne School of Business to coordinate the organization of joint seminars, scholarships, conference events, and internships for PhD

candidates and MBA students. Alongside collaborative research and dissemination of knowledge, the Alberta Finance Institute has future plans to emphasize the training of professionals and various clients in the Alberta financial services industry.

Chartered Financial Accountants Society – Edmonton: CFA Society Edmonton was established in 1976 to provide a professional association for individuals in the investment community. Their membership currently consists of investment counselors, pension fund managers, corporate treasury, and stockbrokers.

Commercial Real Estate Development Association – Edmonton (NAIOP): NAIOP Edmonton was founded in early 2013 in response to a need for networking, education, and advocacy opportunities in Edmonton’s commercial development industry. They are the voice of commercial development in Alberta’s Capital Region.

Realtors Association of Edmonton: The Realtors Association of Edmonton is a professional services association comprised of over 3,200 Brokers and Associates serving the greater Edmonton area. The association delivers professional education and advertises property listings for clients.