



News Release

April 23, 2007

Edmonton captures three North American ‘Cities of the Future’ Awards

—Influential rankings affirm Edmonton’s prime location for business investment

Edmonton has the best economic potential of any large city (500,000 - 2 million population) in North America according to an independent index published by *Foreign Direct Investment* magazine (FDI).

This strong economic potential, combined with growing infrastructure, good human resources, cost effectiveness and a high standard of living has resulted in Edmonton also capturing the No. 4 spot on FDI’s list of top-10 North American large cities. Edmonton has the added distinction of being the only Canadian city to appear on the top-10 large cities list.

The third award in the same survey saw Edmonton also named one of the top-five large North American cities for best business development and investment promotion – recognition of particular significance to Edmonton Economic Development Corp. (EEDC) who promoted Edmonton’s vast business benefits to the FDI judging panel.

“Winning three North American Cities of the Future awards tells the world that Edmonton, with its sizzling economy, is the place to make things happen,” says Ron Gilbertson, president and CEO of Edmonton Economic Development Corp. “We have the most attractive investment climate in the country, along with the lowest business costs and more than \$100 billion invested in major projects over the next decade in our service area. The attractiveness of our regional economy is only going to keep growing.”

FDI magazine is a leading international title, published by the Financial Times group in the UK. The magazine’s City of the Future rankings reflect the views of an independent panel of judges on each city according to seven selection factors. As part of the selection process, nine judges reviewed nominations from 108 cities on more than 60 criteria designed to assess the potential of each city to attract business investment projects.

FDI magazine's April/May issue will name all the 2007 North American Cities of the Future. Full results will be posted on www.fdimagazine.com after April 23. FDI magazine will also be holding a Cities of the Future presentation at the May 2007 BIO International Convention in Boston. Edmonton Economic Development Corp. will be in attendance to promote Edmonton’s leading role in the Life Sciences sector.

Edmonton Economic Development Corp. is a not-for-profit company owned by the City of Edmonton that is responsible for regional economic development, regional tourism marketing, the Shaw Conference Centre and Edmonton Research Park.

—30—

Media contact:

Lisanne Lewis
 EEDC Communications Manager
 Phone: (780) 917-7894
 E-mail: llewis@edmonton.com

Background Notes:

Large cities – Five best economic potential			
1	Edmonton	Alberta	Canada
2	Mississauga	Ontario	Canada
3	Charlotte	North Carolina	United States
4	Tijuana	Baja California	Mexico
5	Calgary	Alberta	Canada

FDI's top-10 large cities			
1	Juarez	Chihuahua	Mexico
2	El Paso	Texas	United States
3	Columbus	Ohio	United States
4	Edmonton	Alberta	Canada
5	Charlotte	North Carolina	United States
6	Santiago de Queretaro	Queretaro	Mexico
7	Austin	Texas	United States
8	Philadelphia City	Pennsylvania	United States
9	Nuevo Laredo	Tamaulipas	Mexico
10	Toledo	Ohio	United States

Large cities – Five best development and investment promotion			
1	Phoenix	Arizona	United States
2	Austin	Texas	United States
3	Charlotte	North Carolina	United States
4	Richmond	Virginia	United States
5	Edmonton	Alberta	Canada

FDI magazine's "Cities, Regions and Countries of the Future" competition has been running for five years and covers almost every region across the world. FDI researchers took more than six months to select the top-10 shortlists of cities of all sizes with the best strategies and resources for economic development and potential to flourish in the next few years by attracting high levels of inward investment.

This is the first year that cities in the United States, Canada and Mexico have competed directly against one another in FDI's Cities of the Future research. As well as naming North America's top-10 major Cities of the Future, the ranking lists the top-10 large, small and micro-cities.

The shortlists are created by asking key locations to provide data and qualitative information in much

the same way investors approach locations during the screening process used to decide which locations are suitable for capital investment projects. Short-listed cities are those that scored best in economic potential, cost effectiveness, human resources, quality of life, infrastructure, business friendliness, development and investment promotion.

For further information about the FDI rankings, contact charles.piggott@ft.com.
