

MEET THE NORTH 2009 – GOING GLOBAL

May 11 - 14, 2009

Mayfield Inn and Suites
Hotel and Trade Centre
16615 - 109 Avenue
Edmonton, Alberta, Canada

3 Canadian Premiers

1 Former Prime Minister

600 Conference Delegates

5,000 Visitors and Guests

50,000 sq. ft. of Trade Exhibits

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<http://www.meetthenorth.com/>

BACKGROUNDER



Originally conceived by former Edmonton Mayor Bill Smith in 1997, Meet the North has grown to become the largest special event of its kind in Canada leading to the creation of major events sharing a similar vision in both Yellowknife, NT, and Whitehorse, YT.

Now the responsibility of World Trade Centre Edmonton (WTCE), Meet the North 2009 will provide 600 delegates with expert analysis and discussion – under the direction of Conference Chair, **Eric Newell** – surrounding three distinct but interconnected aspects of Alberta and northern economic development:

- The affects of recession and recent upheavals in world economies on Alberta and the North
- The need for adaptive new research and innovation supporting northern communities and commercial enterprise
- The many

environmental challenges and opportunities of newly accessible natural resources, ice-free shipping, and climate change in the North.

The conference will present regional and international experts – including former Prime Minister **Rt. Hon. Joe Clark** – envisioning the solutions and synergies of successful Alberta based and northern enterprise, and international diplomacy.

An expansive trade show and job fair will provide opportunities to establish new linkages with business and community leaders, suppliers, consumers, and potential new employees

Objectives

The objectives of Meet the North 2009 include the facilitation of meaningful dialogue, networking and job hiring opportunities, and the dissemination of knowledge in support of Alberta and northern economic development and the realization of healthy, sustainable communities and commercial enterprise. The project will encourage and support international participation in the communication of a contemporary global perspective and the development of mutually beneficial trans-border collaborations and alliances.

In light of climate change exposing an abundance of untapped northern oil and gas reserves, projected world demand for new sources of energy and minerals, the current geo-political climate surrounding secure access to natural resources, and the potential for ice-free northern shipping, Meet the North 2009 will provide an important regional staging ground for the incubation of new innovations and relationships that may ultimately influence the future of our planet.

In partnership with Western Economic Diversification Canada, Meet the North 2009 represents a unique opportunity to communicate on an international stage exemplary vision in supporting the realization of new regional and northern economic development.

Meet the North 2009 will:

- Facilitate dialogue and analysis of current and future economic, environmental, and research oriented concerns impacting the North
- Support international networking, collaborations and alliances
- Provide job placement and networking opportunities for exhibitors, delegates, and visitors.

Opportunities in the North

Opportunities in the North will revolve around two primary industrial activities: resource extraction and northern shipping, and the employment opportunities these industries will create:

► Resource Extraction

With advances in new technology, exploration for oil and gas will move inexorably northward. According to a U.S. Geological Survey report released in July 2008, nearly a quarter of the world's undiscovered oil and natural gas reserves are located inside the Arctic Circle. The survey estimates 90 billion barrels of oil and 1,670 trillion cubic feet of natural gas lie untapped beneath the Arctic seabed.

These figures were released amidst a flurry of activity by the world's circumpolar community to establish the exact locations of their respective Arctic boundaries. With vast reserves of untapped northern energy reserves becoming increasingly accessible, the competition to determine exactly who owns what is suddenly an issue of some urgency.

In August 2008, a team of Canadian researchers embarked on a mission to map the undersea edges of Canada's continental shelf extending into the Arctic Ocean. The objective, essentially, is to assert science in supporting the claim of Canadian sovereignty. As the Canadian researchers began their work, the federal government announced a five-year plan to geo-map Canada's northern frontiers.

"Surging global demand for energy and minerals," said Prime Minister Stephen Harper at the time, "is providing an excellent opportunity for Canadians, especially Northerners and Aboriginal communities, to realize sustained economic and social benefits from developing these resources."

Energy companies and world governments will undoubtedly continue their search for, and development of, secure new sources of oil and natural gas. The irresistible lure of ice-free shipping will just as certainly attract travelers and traders into the emerging North.

► Ice-free Shipping

With anticipated ice-free shipping five or six months of the year, the ability to safely send cargo and container ships over the pole, much like commercial airlines send planeloads of tourists, will revolutionize the shipping industry throughout the northern hemisphere. On some routes, sailing times and related operating costs can be reduced by up to 50 percent.

The so-called "Arctic Bridge" connecting northern Canadian ports to the massive Russian seaport at Murmansk is just one of three northern shipping channels that stand to benefit from climate change. The Northern Sea Route leads to lucrative markets in the Far East. The celebrated Northwest Passage will likely be the last to experience the anticipated thaw. It's a good bet, however, that all three routes will play some role in facilitating the development and eventual distribution of rich northern resources.

In August 2007, the federal government announced it will install two new military facilities in the Arctic to boost Canada's sovereign claim over the Northwest Passage and signal its long-term commitment to the North. Under the plan, the Canadian Forces will build a new army training centre in Resolute Bay, located near the eastern entrance to the Northwest Passage, and refurbish an existing deepwater port at Nanisivik, a former lead and zinc mine site on northern Baffin Island. Construction of the new port facility is slated to begin in 2010 and be complete by 2015.

► Employment Opportunities

As the world's circumpolar community rushes to establish sovereignty over Arctic territory and resources, the number and variety of employment opportunities in the North will increase exponentially. Albertans and Canadians in general will be vigorously encouraged – and called upon – to fill positions in such job categories as:

- Adaptive Environmental Research
- International relations and diplomacy
- Aboriginal relations and policy development
- Northern shipping and terminal operations
- Northern air traffic and sea-lane monitoring
- Arctic Circle construction and development
- Arctic offshore resource extraction
- Geologic surveying and analysis
- Mining and mineral processing
- Transportation and pipeline engineering
- Arctic search and rescue
- Community development and planning
- Information technologies and communications

Company Samples

What kinds of companies will participate at Meet the North 2009? Here are just three examples:

Canadian North Airlines - Along with its founding companies, Canadian North has served our northern frontiers for over 75 years. The airline provides travel and transport services to communities and people across the North – including the 30,000 (plus) Inuvialuit and Inuit shareholders which have owned the company 100 percent since 1997. Canadian North serves 25 northern communities directly, including such remote locations as Kugluktuk, Cambridge Bay, and Gjoa Haven inside the Arctic Circle. Canadian North is an excellent example of the enterprising spirit of northern indigenous peoples, and a vital service provider aiding future development of the North.

Mammoet Canada Western Ltd. – Owned by commercial interests in the Netherlands, Mammoet Canada Western Ltd. is a good example of the international diversity that exists in the corporate landscape of the Canadian northwest. Operating most extensively in the Athabasca oilsands, Mammoet is a name that literally towers over industrial development sites across Canada. The provider of specialty cranes and transport systems for extra-heavy loads, Mammoet employs over 600 Alberta workers and recently hosted the Mayors of Edmonton and St. Albert at the unveiling of its expansive new Alberta headquarters in Edmonton.

Matco Transportation Systems Ltd. - Headquartered in Edmonton, Matco Transportation Systems Ltd. is an integrated Canadian transportation services company operating since 1966. It provides household relocation, freight, courier, airport ground handling, and warehousing services. Matco's focus is Alberta, the Northwest Territories, Yukon and Nunavut. The company markets itself as "your northern specialists" and employs 250 workers in Alberta and the North. The extraction of northern metals and diamonds, and the proposed new Mackenzie Valley pipeline, are exciting sources of potential new business for Matco, says co-founder and company president Ray Anderson. Matco is a terrific example of business connectivity between the economies of the Alberta Capital Region and our neighbors to the North.

Career Fair

In concert with its 46,000 square feet of trade show exhibits, Meet the North 2009 – Going Global will host a northern focused Career Fair providing post-secondary students and potential new employees an occasion to connect with northern job opportunities. Trade show exhibitors will accept job applications and resumes onsite. One full morning has been set aside specifically to host visiting groups of Alberta students seeking career and employment information. Selected Edmonton area schools and post-secondary institutions will be individually invited to arrange student participation as "career day" visitations coinciding with their course programs and studies.

Duration

Meet the North is the largest of three related events held every third year as part of an annual rotation involving three major northern cities ■ Yellowknife - Prospects North ■ Whitehorse - Opportunities North ■ Edmonton - Meet the North.

World Trade Centre Edmonton's production of "Meet the North 2009 – Going Global" began with the solicitation of sponsorship participation and the development of an event specific website in July, 2008. It will culminate with the hosting of the event over three days (May 11-14, 2009) followed by subsequent post-event revisions to the website (www.meetthenorth.com) to include informational materials and multi-media files of interest to attendees and participants.