Information:

The City of Hamilton’s Economic Development Division and the Province of Ontario jointly embarked on a mission to the Province of Alberta to attend the National Buyers/Sellers Forum in support of the Alberta Oil Sands Opportunity. The purpose of the mission was to market local Hamilton based manufacturers as product and service suppliers for the Alberta economy. A directory of over 70 companies and several manufacturers from Hamilton attended the Forum.

The forum was sponsored by the Canadian Manufacturers and Exporters, and the Alberta Government was organized to provide an opportunity for Alberta based companies to source products/services from across Canada.

Growing at an exponential rate, the local Alberta based economy alone is unable to supply the products and services required to sustain such prolonged growth. As a result, there is a need to look outside of the Province and to find potential suppliers and products on a national scale. This is a necessary step to ensure that the infrastructure and development within the Province is sufficient to support the companies involved with the Oil Sands Opportunity.

The Province of Ontario was a significant co-sponsor of the event and was instrumental in helping Alberta companies to locate expertise, products and technologies from Ontario manufacturers and suppliers. Staff of the Economic Development Division attended the Forum representing over 70 Hamilton based manufacturers. Additionally, several Hamilton based companies attended the forum in an effort to make contact with Alberta based industry seeking long term products or service contracts.
Key areas that had been identified by the Alberta government included:

- fabricated metal products
- tanks, pressure vessels and heat exchangers
- industrial machinery and equipment
- engineering and construction
- structural steel
- pre-fabricated housing

Clearly, the manufacturers based within the City of Hamilton have significant expertise to offer potential Alberta companies.

The Forum was very successful in bringing over 800 delegates to the City of Edmonton which represented about 300 Alberta companies (potential buyers) and 500 national companies (potential sellers). The opportunity to communicate during formal buyer and seller meetings was arranged as was a more informal market place where potential sellers were able to exhibit and highlight products and services. Significant interest was generated by the directory of Hamilton suppliers that was jointly produced by the City of Hamilton and the Province of Ontario.

This Division will continue to track opportunities/leads that evolve from the Forum and will report any successes to this Committee. It is anticipated that the original mission to Alberta will create the need for a follow up trade mission of several Hamilton based companies and staff from the Economic Development Division. The process to gain certification and to submit the technical capabilities of all related companies can be a lengthy process with the need for preparation, training and future visits to Alberta.

Currently, the Canadian Manufacturers and Exporters is planning a follow up information session to help delineate next steps and help local manufacturers to effectively engage Alberta companies in a timely fashion. City staff will be attending this information session.

Lee Ann Coveyduck
General Manager
Planning and Economic Development Department

PM:db