

May 26, 2009 / For Immediate Release

From Council Chambers to Business Classroom

AIRDRIE, ALBERTA – School was in for members of the local business community and an elected official during the Business Investment and Attraction (BIA) course at City Hall. The course identified the advantages of attracting new businesses and investment and the growth of existing businesses, to further diversify Airdrie’s economy.

The BIA was one in a series of courses coordinated by the Economic Developers Association of Alberta and delivered to key community and business leaders. The session provided fundamental information and leading practices for business investment and attraction. During the full-day course, BIA participants discussed the importance of identifying target business sectors for attraction and investment, the unique marketable assets of Airdrie and the development of technologies to reach and interest site selectors and other decision makers.

“Our Business and Investment Attraction Marketing Strategy identified four target sectors for sustainable economic prosperity in Airdrie - Advanced Manufacturing, Transportation & Logistics, Professional, Scientific & Technical Services, and Environmental Industries,” says Kent Rupert, Team Leader for Airdrie Economic Development. “These key sectors will define the competitive communities of tomorrow and we intend Airdrie to be a leader.”

“Airdrie is poised for future business growth. New and existing companies benefit from our strong transportation connections, experience a higher bottom line as a result of no local business tax, have access to an educated local labour force and have choice from our available commercial and industrial lands,” added Rupert. “With our unique competitive advantages we see Airdrie as a location of choice for businesses.”

Launched earlier this year, the Airdrie Now! campaign has received praise from the local business community for its powerful message. Newly developed business profiles, a comprehensive website (www.airdrieNOW.ca) and a helpful staff all convey that NOW is the time to be in Airdrie.

-30-

Contact:
Leona Esau
Economic Development Officer
Airdrie Economic Development
Tel: 403.948.8800 Ext 8769
Email: leona.esau@airdrie.ca