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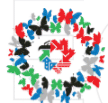
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 **MEDIA RELEASE**

NASCO Reunion 2023: Spotlight on the Edmonton Region's Cultural and Commercial Landscape



MEDIA RELEASE: Edmonton region to host NASCO Reunion 2023

Global Logistics

August 24, 2023

August 24th, 2023 [Edmonton Metropolitan Region]— The annual NASCO Reunion is set to take place in Edmonton, Alberta, from August 29th to 31st. This event will bring together esteemed business and political leaders from the United States, Canada, and Mexico to deliberate on the future of North American trade relationships.

Each year, NASCO, the North American Strategy for Competitiveness, hosts gatherings and conferences in various cities across North America. These events provide critical opportunities for members to establish connections and delve into the latest developments in the North American supply chain and workforce sectors.

NASCO exemplifies the cooperative spirit we have with our major trading partners. The close relationships Canada shares between our North American neighbours, play a vital role in our regional economy. Trade among our nations significantly contributes to the growth of Canada, Alberta, and the Edmonton region.

The entirety of the Edmonton Metropolitan Region is designated as a foreign trade zone (FTZ), which reduces trade barriers and boosts foreign investment into the region, further enhancing

our global connectivity.

The conference will demonstrate the strong partnerships that exist among our three countries as well as highlight the unique economic strengths of the Edmonton region. Attendees will engage in mutual learning, reinforce ongoing collaborative initiatives, and strengthen our economic ties, promising a unique platform for networking.

Formal programming, industry tours and immersive tourism experiences will offer attendees a first-hand look into local supply chains and the region's natural and cultural beauty. Highlights include a keynote address by North American railroad giant CPKC (Canadian Pacific Kansas City), in-depth discussions covering energy, sustainability, innovation, and a comprehensive assessment of CUSMA's (Canada-United States-Mexico Agreement) progress in its third year.

Quotes:

“Edmonton is home to many inspiring leaders and innovators — it is a place of endless opportunity and possibility, making our city an ideal host for the NASCO Reunion. I am looking forward to connecting with business and political leaders from across North America as we work towards our shared goals of economic growth, regional collaboration and developing trade initiatives to their full potential. Welcome to Edmonton, NASCO.”

— **Mayor Amarjeet Sohi**

“We are excited and honored to hold our NASCO Continental Reunion in Edmonton this year! We look forward to introducing our members from across the continent to your beautiful city and amazing community. We have been so impressed with the hospitality and vibrancy of the people here. We hope the conference provides not only timely, actionable information on critical challenges and opportunities for North America, but also a chance for the start of lasting North American relationships. Edmonton’s industry, innovation and leadership can play a pivotal role in the future of North America, and we look forward to showcasing all you have to offer.”

— **Tiffany Melvin**, President, NASCO

“I am delighted to welcome distinguished leaders from across North America to Edmonton for the NASCO Reunion 2023. This gathering underscores the pivotal role our close relationships with Mexico and the US play in fostering regional growth. Together, we strive to strengthen economic ties and advance mutual prosperity.”

– **Malcolm Bruce, CEO of Edmonton Global**

About NASCO Network:

North American Strategy for Competitiveness (**NASCO**) is the only tri-national membership organization focused on the competitiveness of North America's supply chains, environment, and skilled workforce. NASCO is the leading network of North American governments, business, and educational institutions, driven by a common interest in collaboration along commercial corridors and trade networks. Founded in 1994, NASCO advances North America's competitiveness in the global marketplace. Learn more at www.NASCONetwork.com.

About Edmonton Global:

The purpose of **Edmonton Global** is to radically transform and grow the economy of the Edmonton Metropolitan Region. We are a not-for-profit corporation founded by 14 municipalities that make up the Edmonton Metropolitan Region. Our focus is attracting foreign investment, helping regional businesses export with the world, enhancing our region's global competitiveness, and bringing our region together with a unified voice to attract the attention and interest of investors the world over.

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