



*Pacific NorthWest  
Economic Region*

# ALBERTA

## 2024 YEAR IN REVIEW

### Key Accomplishments for Alberta

The Pacific NorthWest Economic Region (PNWER) has been working hard to build partnerships to address challenges faced by Alberta and bring the voice of the province and Pacific Northwest region to Washington, D.C. and Ottawa.

In 2024, PNWER continued working to enhance economic development for member jurisdictions, open pathways for communication and coordination across borders, and develop a better understanding of the interdependent economy across the region. Some of the recent successes for Alberta include:



### Energy

Alberta energy is crucial to the United States. In 2023, 73% of Alberta's exports to the U.S. were oil and gas. PNWER is a founding member of the Legislative Energy Horizon Institute (LEHI), which is designed to educate state and provincial legislators, governors advisors, and policymakers on the North American energy infrastructure and delivery system. Over the past ten years, more than 500 legislators from across the U.S. and Canada have graduated from this important course focused on North American energy infrastructure and delivery systems. 10 MLAs from Alberta have graduated from LEHI, with PNWER delegate MLA Garth Rowsell graduating with the 2024 cohort.



*2024 LEHI Graduating Cohort at the Embassy of Canada to the U.S. in D.C.*



*PNWER Delegate AB MLA Garth Rowsell during the D.C. Session Nov. 20-23.*

### **PNWER Canada**

In 2005, PNWER incorporated in Canada as PNWER Canada Inc. based in Vancouver, British Columbia. In 2022, then PNWER President, BC Minister of State for Trade Rick Glumac, was instrumental in securing a grant of \$500,000 from the BC Government to PNWER Canada to develop sustainable programming to leverage PNWER's regional success in the Western Canadian provinces and territories. By creating PNWER Canada, PNWER is better able to engage its Western Canadian member jurisdictions.

### **Current PNWER Canada Funded Projects**

- **Pacific Northwest Hydrogen Analysis**

PNWER is conducting a first-of-its-kind study exploring cross-border opportunities and linkages for building out the regional hydrogen economy. PNWER secured a cost share agreement with British Columbia Ministry of Energy and Climate Solutions and Washington State Department of Commerce to expand the analysis, and contracted Deloitte to conduct the study.

- **Cross-Border Livestock Health Foreign Animal Disease Exercise**

WA Department of Agriculture and PNWER Canada provided funding for a tabletop exercise for animal health leaders to develop and enhance cross-border foreign animal disease response planning.

- **Regional Tourism and Travel Resilience**

PNWER created a Regional Tourism Council to develop a comprehensive strategy for regional tourism cooperation ahead of the 2026 FIFA World Cup and beyond. In late 2024, PNWER Canada was awarded a grant from PacifiCan to develop a destination management strategy to improve cross-border travel to B.C. for marquee events like the 2026 FIFA World Cup.

### **Proposed PNWER Canada Funding Projects**

- **Aquatic Invasive Species**

The proposal seeks to enhance response strategies, coordination efforts and leadership awareness across the Northwest. The focus of this work is to bring partners together across PNWER to improve collaboration and develop an Elected Officials Workshop focused on educating leadership, including legislators and government officials, on invasive species threats and improve awareness of the ongoing prevention and response coordination work happening through the Columbia River Basin Interagency Invasive Species Response Plan and other transboundary working groups. PNWER is going to host an AIS session in Saskatchewan and is discussing the possibility of hosting a session in Alberta.

### Economic Corridors

PNWER works to facilitate strong and efficient economic corridors throughout the region. Economic corridors provide secure supply chains, reducing costs and uncertainty. During the 2024 Economic Leadership Forum held in Anchorage, AK, Alberta Parliamentary Secretary for Economic Corridor Development Shane Getson led a panel discussion exploring solutions and opportunities to move economic corridor development forward throughout the PNWER region, including connecting Alaska and Alberta. Watch a recording of this session here: <https://www.pnwer.org/2024-forum-recordings>



*Parliamentary Secretary for Economic Corridor Development Shane Getson speaks on the Economic Corridors panel alongside Rep. Kevin McCabe, Peter Scholz, and Isaac Laboucan-Avirom.*

### Border and Trade

In 2023, Alberta exported \$111.7 billion worth of goods to the U.S. and imported \$18.5 billion from the U.S. 73% of these exports were oil and gas. Excluding oil and gas, Alberta exported roughly \$20.1 billion to the U.S. This bilateral trade arrangement benefits both economies—Alberta energy fuels U.S. manufacturing at a lower cost, which allows Alberta to purchase cheaper and higher quality U.S.-made goods. **Now more than ever, engagement with PNWER is necessary to preserve this vital trade relationship. PNWER provides an unmatched forum for Canadian and American legislators to engage with one another and advocate to leaders in D.C. and Ottawa the importance of this bi-national relationship.**



*PNWER Delegates from Alberta visit Helena, MT to meet with legislators and the Montana Governor Greg Giaforte.*



### Agriculture

In July 2024, PNWER held a Cross-Border Livestock Health Foreign Animal Disease Tabletop Exercise. Janice Tranberg, President and CEO of the Alberta and National Cattle Feeders' Associations, was instrumental in the planning and execution of this exercise. The group identified specific recommendations to plan for a cross border disease outbreak. Key recommendations identified included:

- Identify mechanisms beyond Pacific Northwest Emergency Management Arrangement (PNEMA) for intra- and international resource sharing prior to an animal disease event.
- Explore the feasibility of accessing veterinary stockpiles across international borders with CFIA and USDA.
- Compile an inventory of available resources once intra- and international resource-sharing details are resolved.
- Conduct a cross-border mapping project.

### Tourism

PNWER established a Regional Tourism Council in 2023 with the goal of convening a group of regional leaders to provide expertise and stability, which will be invaluable to the success of our region as a leader of responsible, sustainable and resilient tourism. Danielle Vlemmiks, formerly the Vice President, Strategy, Research and Communications at Travel Alberta, spoke at the 2024 Economic Leadership Forum in a session about cultural tourism. The panelists discussed how the tourism industry can work together with rural and Indigenous communities to develop tourism opportunities in a responsible and sustainable way while encouraging economic growth and appreciation for the cultural, historical, and natural wonders of our region. Watch a recording of the session here: <https://www.pnwer.org/2024-forum-recordings>.

### 2025 PNWER Annual Summit

This year's PNWER Annual Summit will be in **Bellevue, WA from July 20 - 24**. The PNWER Annual Summit provides the opportunity to **collaborate** and establish partnerships with Canadian & U.S. public & private sector leaders, **learn** about key economic issues facing the region, **strengthen** regional networks and cooperation, and **advocate** for regional policies and cross-jurisdictional initiatives. Visit [www.pnwer.org/2025-summit](http://www.pnwer.org/2025-summit) to learn more.



**2025 PNWER  
Annual Summit Info**

**For more information on PNWER programs and opportunities to get involved,  
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