

Invest in a Model Energy Superpower

Transparent, Sustainable, High-Tech, Reliable & Business Oriented

ALBERTA ECONOMIC FORUM

With the Honourable Ed Stelmach, Premier of Alberta

Alberta holds the largest audited oil
reserves in the world. Leveraging on
energy wealth, Alberta is developing



Alberta

Geneva 4 & 5 May 2009

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LesEchos

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GENEVA 4 & 5 MAY 2009



With the exceptional participation of: The Premier of Alberta
The Honourable Ed Stelmach

"Perhaps the most significant of Alberta's proven energy reserves are the oil sands. They contain 173 billion barrels of oil. That means Alberta is second only to Saudi Arabia in global oil reserves. It also makes Alberta the only non-OPEC oil producer with the potential to substantially increase energy production in the short-term. Those two facts put Alberta at the epicenter of a new world order in energy." Alberta Premier Ed Stelmach, January 16, 2008

Brian Straub, President, Shell Canada

Don Thompson, President, Oil Sands Developers Group

Jean-Jacques Mosconi, Senior Vice-President Strategy and Business Intelligence, Total

Dale Botting, CEO, Enterprise Saskatchewan, Government of Saskatchewan

Stephen G. Snyder, President & CEO TransAlta, Calgary

Murray Smith, Former Minister of Energy of Alberta, Member of the Energy Securities Consulting Board of TD Bank

Karyn Decore, President, Decore Hotels

Kevin Giese, CEO, BioMS

George Gosbee, Chairman and CEO, Tristone Capital Corporation, Vice Chairman of the Alberta Investment Management Corporation

Michael Hagood, Energy & Environment S&T, Idaho National Laboratory

Han Hua, Executive Deputy Director, WHOC Organizing Committee, Managing Director CNPC-Alberta Petroleum Centre

Ian MacGregor, Chairman of the Board, NorthWest Upgrading, Lead Director, Enhance Energy Inc.

Bruno Muller, Owner, Caron Transport Systems

Cal Nichols, Chairman, Alberta Enterprise Group

Ken Powell, President, Titan Trading Analytics

Rod Ruston, President & CEO, North American Energy Partners

Paul Michael Wihbey, Chairman, GWEST, Washington

ACADEMY & FINANCE

Who is organising the Alberta Economic Forum

Academy & Finance is a leading Swiss conference organiser based in Geneva which is specialised in issues related to commodities. The Alberta Enterprise Group (AEG) is a non-profit, member-driven public policy advocacy group. AEG members represent all sectors of the Canadian economy and collectively employ more than 30,000 Canadians who generate billions in economic activity each year. Carriere Consulting Corp. is a high end investor relations firm based in Vancouver and specialised in the energy and resource sectors. GWEST (Global Water and Energy Strategy Team) is a Washington-based consulting firm specializing in the geopolitics of strategic resources such as oil, gas, water and uranium.



ECONOMIC

MONDAY 4 MAY 2009

"It may take the oil sands industry a decade or more to stabilize the cost per barrel while accelerating the rate of output, but once it does, it will cap the power of OPEC." Theodore W. Boll, Senior Economist, Joint Economic Committee of the U.S. Congress, June 2006

Introduction to Alberta

ALBERTA'S WORLD CLASS ECONOMIC POTENTIAL

- Leveraging Alberta's energy wealth to create a fast growing diversified economy
- Leveraging on energy wealth: the development of a world class technology sector



- Alberta is the number one holder of audited oil reserves in the world
- The pivotal role of Alberta in the new geopolitics of oil and the new oil order
- The importance of Alberta oil production for China

ALBERTA IS ABLE TO MEET ITS CHALLENGES

- Alberta will become a model in terms of reduction of CO2 emissions: the Carbon Capture and Storage (CCS) mega project



- The challenge of the financial crisis for the development of oil sands: will the producers have access to capital?

ALBERTA ENERGY ALLIANCES

- Saskatchewan and the New West
- Western Inland Energy Corridor: the new center of gravity of oil production in the XXIst century?



20.00 Gala Dinner at the Four Seasons, Hotel des Bergues

Schedule
8.00 Registration
8.45 Beginning of the forum
10.40-11.10 Coffee break
12.10-14.10 Lunch
16.00-16.30 Coffee break
18.20 End of the first day of the forum
20.00 Gala Dinner





FORUM

TUESDAY 5 MAY 2009

“There’s a myth out there that oil sands production comes at too high an environmental cost... In Alberta, we do not proceed with development at the expense of the environment.” Alberta Premier Ed Stelmach, January 16, 2008

ALBERTA IS ON ITS WAY TO ACHIEVE 4 MBPD OF OIL PRODUCTION IN 2020

- The three hard truths of global energy supply and demand
- Overview of the oil sands sector: dynamics, trends, typology
- Developing oil sands production in Alberta is a strategic priority for Total
- Downstream activities: upgrading, refining, petrochemical activities
- Opportunities in resource services to the Alberta oil sands (heavy construction, mining, piling, pipeline)



ENVIRONMENTAL PROTECTION: NEEDS, POLICY & INVESTMENT OPPORTUNITIES

- Water, CO2 emissions, Pollution: Alberta will become a model jurisdiction

PANEL DISCUSSION: WHY IS ALBERTA SO SUCCESSFUL?

- Talented Alberta entrepreneurs and a business friendly government share the same vision and always work together

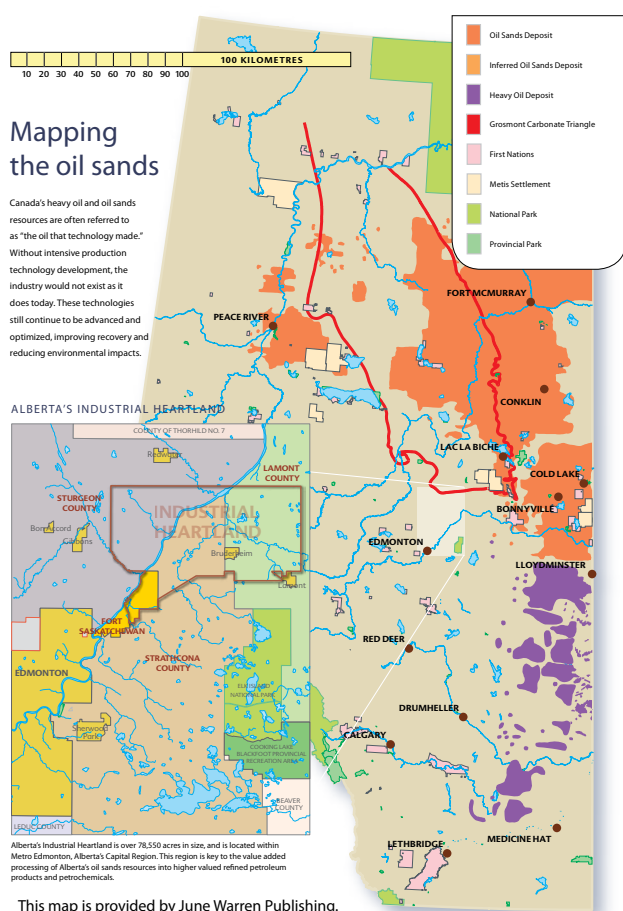
17.40 Cocktail sponsored by  Alberta Enterprise Group

Schedule

- 8.20 Registration
- 9.00 Beginning of the forum
- 10.20-10.50 Coffee break
- 12.00-13.40 Lunch
- 15.40-16.00 Coffee break
- 17.30 End of the second day of the forum
- 17.40 Cocktail



GENEVA 4 & 5 MAY 2009



This map is provided by June Warren Publishing.

WHY THE ALBERTA ECONOMIC FORUM

Alberta is going to be one of the leading energy producers of the XX1st century. Through the will of its entrepreneurs and advanced technology, Alberta's political stability and geopolitical situation provide it with the necessary tools to reach this high goal. This emerging economy will allow Alberta to develop a fully diversified competitive economy: agriculture, tourism, renewables, technology, transportation, refineries, petrochemicals, energy and environmental services. Not only will Alberta become the vital heart of the Canadian economy it will be able to export its products and services to other energy rich countries.

Alberta will be at the leading edge in terms of technology for production and technology to limit CO2 emissions. Alberta has made the choice of transparency over its reserves and in this way is differentiating itself from many competing oil jurisdictions. Cutting edge technology, sustainability, transparency, value added activities, are defining Alberta as a model in the new energy order and these advantages will have a serious appeal for investors. However, Alberta is faced with several challenges: How will Alberta secure the capital needed to expand its production and build the infrastructure? How will Alberta manage to develop its oil and gas production in an environmentally friendly way? Within the context of a recession and a lower price of oil, how will Alberta's energy production manage to remain profitable?

OBJECTIVES

The Alberta Economic Forum will address the challenges and the opportunities of Alberta at turning point in its history. It will provide an opportunity for the government to inform and explain its strategies and policies to the oil & gas companies, bankers, investors and to the infrastructure sector. The conference will provide practical sessions on specific issues that will help the industry and the investors to adjust their strategies and their decisions. The AEF is an investment conference for direct and financial investments but will also address directly and objectively the environmental, economical and technological issues that are conditional to a successful long term investment and involvement in the province.

WHO WILL ATTEND

The participants will be the senior managers of oil companies, international and local, private and national; bankers (investment bankers, trade finance, private bankers, financial analysts, portfolio managers, credit departments) from European and Canadian banks; investment funds; governments; senior managers of the infrastructure sector (oil & gas transportation, refineries, power generation); law firms; consultants.





GENEVA 4 & 5 MAY 2009

VENUE DETAILS

Grand Hotel Kempinski
19, Quai du Mont-Blanc, Geneva
T. +41 22 908 08 08

Academy & Finance SA
16, rue Maunoir, PO Box 6069
1211 Geneva 6
Tel: +41 (0) 22 849 0111
Fax: +41 (0) 22 849 0110
Email: info@academyfinance.ch
www.academyfinance.ch

PRACTICAL INFORMATION

How to register:

by phone: +41 (0) 22 849 01 11
by fax: +41 (0) 22 849 01 10
by e-mail: info@academyfinance.ch
by post: Academy & Finance SA,
CP 6069, CH-1211 Geneva 6

FEES (Swiss VAT not included: 7,6%)
Conference: 1 day 1250 CHF/800 euros
Conference: 2 days 2150 CHF/1350 euros
Gala dinner: 500 CHF/335 euros

Bronze package: 2500 CHF/1675 euros
conference 2 days + gala dinner

Silver package: 3900 CHF/2615 euros
conference 2 days + gala dinner + 2
nights at the Grand Hotel Kempinski
(superior single room)

Gold package: 4550 CHF/3050 euros
conference 2 days + gala dinner+ 3
nights at the Grand Hotel Kempinski
(superior single room)

Please contact Academy & Finance
for discounts on additional delegates
from the same company.

REGISTRATION AND PAYMENT

To confirm your booking, credit card
details must be given as a guarantee of
payment. Payment by cheque or bank
transfer must be received by Academy
& Finance BEFORE the conference date
to guarantee admission.

HOTEL ACCOMMODATION

Rooms have been blocked at preferen-
tial rates at different hotels in Geneva.
Accommodation information will be
sent on request.

CANCELLATION DATES

Cancellations received by 4 April 2009
will receive a 50% refund.
No refund after 4 April 2009.

REGISTRATION FORM

You can also register by telephone: + 41 (0)22 849 01 11

☐ YES, I would like to register for the "Alberta Economic Forum" and I choose:

- | | | |
|---|---|---------------------------------------|
| <input type="checkbox"/> 4 May 2009 | <input type="checkbox"/> 5 May 2009 | <input type="checkbox"/> Gala dinner |
| <input type="checkbox"/> Bronze package | <input type="checkbox"/> Silver package | <input type="checkbox"/> Gold package |
| <input type="checkbox"/> Alberta (one person) package | <input type="checkbox"/> Alberta (couple) package | |

Full name.....

Position

Company

Address

.....

Postcode.....City.....Country.....

Tel.....Fax.....

Mobile.....E-mail.....

☐ I do not wish to appear on the list of attendees

Special dietary requirements (if any)

I wish to pay by: Credit card ☐ Bank Transfer ☐ Cheque ☐

Credit card payments will be debited immediately upon receipt of card details. Credit card payments will be subject to a surcharge of 4 % (inc. VAT) to cover commission charge.

Mastercard ☐ VISA ☐ AMEX ☐ Business card ☐ Personal card ☐

Card No: _____/_____/_____/_____ Expiry Date: ____/____

Name of card holder

Address of AMEX card holder

.....

Date Signature.....

The organisers reserve the right to change the programme if, despite their best efforts, circumstances oblige them to do so.