



GROW REGINA PARTNERSHIP

A message from the CEO

Dear Growers,

I hope this update finds you well among the current economic uncertainty. EDR is consistently engaged with industry, media and government to advise and inform on the impact of tariffs and trade. You can find details on an updated economic model we're sharing with you below.

Perhaps now more than ever, our work on advocacy in the US and economic diversification elsewhere remains an important pillar of this partnership. Please have a look at our upcoming mission work and consider whether joining us makes sense for you; or if there's insight or messaging you'd like EDR to carry on your behalf.

Best,

Recent Highlights

Investment Attraction

EDR set to host incoming investor delegations

This summer, EDR will host several European investor delegations interested in exploring the Greater Regina Area (GRA) as a solution for international expansion and investment.

- Pronar (June/July)

<https://pronar-agro.com/>

As Eastern Europe's largest agricultural non-powered machinery manufacturer, this will be Pronar's second visit to the region. They remain confident in the North American market expansion and in Regina as a potential North American base of operations.

- UNIA (July)

<https://uniamachines.com/en/>

With a global customer base, UNIA is Poland's largest manufacturer of agricultural machines. UNIA will exhibit at Ag in Motion for the first time, and EDR will lead discussions for a North American assembly and distribution model based in Regina.

- Polish Trade Commission (TBD)

Driven by the interest of both Pronar and UNIA, the government of Poland will lead a consortium of diplomatic and industry leaders to Saskatchewan this summer to better understand the opportunity for Polish industry in general.

Interested in learning more? Contact Chris Lane.

Talent Attraction



Ad campaign leverages Regina's affordability advantage

In February, EDR launched a digital ad campaign in Canadian markets where affordability is a pain point. Vancouver, Toronto and Halifax residents are encouraged to “break-up” with their current city and consider moving to Regina for its affordability, lifestyle and cost-of-living advantages.

The campaign runs until the end of April, directing prospective residents to visit LiveInRegina.com to connect with residential housing and career opportunities.

Interested in learning more about EDR's talent attraction strategy and how your organization can be involved? Contact Chris Lane.

Entrepreneurship



Spotlight on Regina leaders and difference makers

At the Mayor's State of the City Address in February, EDR launched The Regina 25 – a program designed to celebrate community and business leaders, entrepreneurs, and community changemakers across five award entry categories. Award recipients will be recognized during a celebration event on April 10. Each Grow Regina Partner will have priority access to two tickets.

Interested in learning more or nominating a recipient? Visit theregina25.com

Key Insights

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Pressing Issue: Trade and Tariffs

With the ongoing threat of a prolonged trade war with the US, EDR has examined the potential impact of U.S. tariffs (and Canadian countermeasures) on the GRA economy. EDR will continue to monitor the situation as it evolves.

EDR's Briefing note on the impact of U.S. Tariffs is available for download from the [investor portal](#).

State of Small Business

Earlier this quarter, EDR published its *State of Small Business* report, exploring the reliance on small business in Canada, Saskatchewan and the GRA.

The State of Small Business report is available for download from the [investor portal](#).

Regina Prosperity Matrix (RPM)

In January, EDR unveiled its in-house matrix to measure the overall health of the GRA's economy. A first for the region, the Regina Prosperity Matrix (RPM) combines five indicators of importance to Regina's economy to create a single composite indicator.

How does Regina measure up? Visit [RPM](#)

Sentiment Dashboard

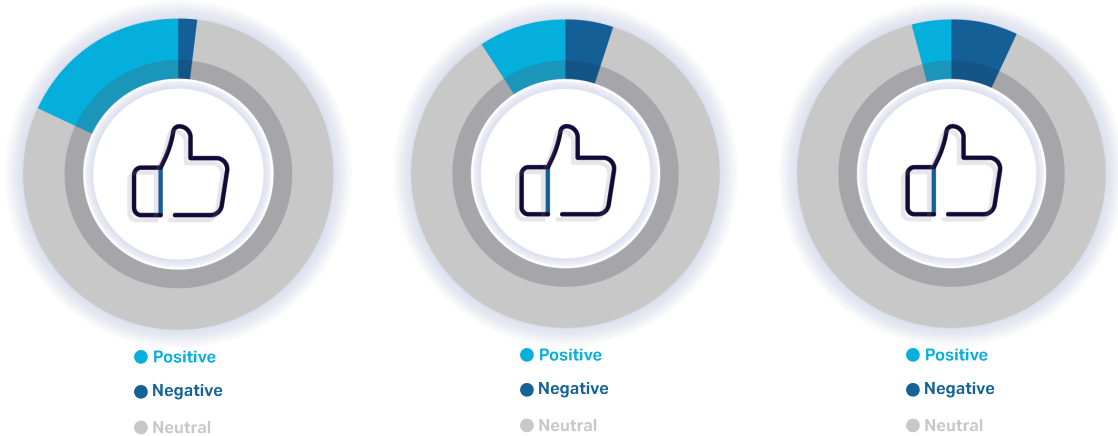
EDR's sentiment dashboard provides an at-a-glance look at the tone of media coverage on key topics of note for Regina's economy.

In depth analysis of the Sentiment Dashboard is available on the investor portal.

Agriculture

Energy & Renewables

Economics



[View the Dashboard](#)

Upcoming Missions

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Over the coming months, EDR is participating in a number of outbound missions to attract companies and investment to the City and develop markets for local businesses.

The intent is to develop relationships with companies interested in establishing a North American presence where Regina offers a geographic location and industry sector advantage.

Interested in learning more or joining EDR on trade missions? Contact Chris Lane.

US Engagement Trade Mission, Denver, Colorado, U.S.A (May 20-23)

As part of its US Engagement Strategy, EDR is leading a mission to Denver, Colorado to promote trade, investment and collaboration with US stakeholders. The US is currently the largest source of foreign direct investment into Canada, and Denver shares similar key sectors as the GRA. With the current reality of trade Tariffs, it is a critical time to solidify economic ties with Colorado and the midwest in general to provide education to key decision makers.

Hannover Messe, Germany (March 31-April 4)

<https://www.hannovermesse.de/en/>

As the largest energy and advanced manufacturing symposium in Europe, Hannover Messe brings together investors, technological leaders and industry from across the globe. EDR is part of a larger provincial delegation representing the region's advanced manufacturing and energy sectors.

CANSEC, Ottawa (May 28-29)

<https://www.defenceandsecurity.ca/CANSEC/>

EDR has identified aviation and aerospace as an emerging sector for the region and is set to attend Canada's largest global defense and security trade show as part of Saskatchewan's delegation organized by Saskatchewan Trade and Export Partnership (STEP).

Agritechnica, Germany (November 9-15)

<https://www.agritechnica.com/en/>

Agritechnica is a showcase for the global machinery industry and forum for the future of crop production. EDR is attending as part of a larger Saskatchewan delegation, representing the Regina region to businesses and investors.

Welcome to the Partnership

This quarter we welcome the following organizations to the Partnership. Thank you to Saskatchewan Polytechnic for your commitment to Grow Regina!



Visit the investor portal



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