

**For Immediate Release
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New agreement adds additional momentum to economic diversification efforts

Lethbridge, Alberta – Economic Development Lethbridge (EDL) and TECTERRA are pleased to announce a new framework designed to support growth and development of geospatial-focused companies in southern Alberta. The organizations have signed a Memorandum of Understanding (MOU) further solidifying their commitment to expanding the knowledge economy in this region.

This collaborative effort relates specifically to [tecconnect – An Alberta centre for new commerce](#) and the opportunity that the centre provides to focus on growth in the geospatial sector. “Combining assets like **tecconnect** and our strong network of partnerships with TECTERRA’s extensive resources and expertise are what makes this opportunity so robust,” says EDL CEO Cheryl Dick.

TECTERRA’s CEO, Dr. Mohamed Abousalem, says overall this is part of a collective effort to position Alberta as a leader in geomatics on provincial and national levels. Across the country the geospatial technologies industry is estimated to consist of over 2,500 firms with more than 35,000 employees that generate roughly \$2.8 billion annually. According to the Geomatics Industry Association of Canada (GIAC), 40% of the Canadian market is centred in Alberta.

“TECTERRA is pleased to partner with EDL and **tecconnect** on this initiative,” states Dr. Mohamed Abousalem. “Working together, TECTERRA and **tecconnect** have the ability to help drive commercial development and growth in the geospatial industry in southern Alberta. We are looking forward to working more closely with the geospatial community in southern Alberta and helping them commercialize their technology.”

As the Province of Alberta aims to diversify its economy, Information Technology (IT) is seen as a logical offshoot of the oil and gas industry which has brought skilled engineers and valuable investment to the region. Using the resources that come from a vibrant economy, the province has been supporting research and innovation while building the digital infrastructure needed to support this technology eco-system.

“Recognizing that uses of geospatial technologies are evolving across multiple sectors there is also opportunity for growth in industries that already have a strong presence in southern Alberta such as environmental sciences and precision agriculture,” adds Cheryl. “Focusing on diversifying the economy with an emphasis on the geospatial sector aligns well with strengthening this region’s economic value and momentum.”

TECTERRA Inc. is a national organization supporting the Canadian development and commercialization of geomatics technologies for integrated resource management. With current funding from the Province of Alberta and the Government of Canada, TECTERRA invests in technology solutions for energy, forestry, agriculture, environment, and land management and development applications. The first centre of its kind, TECTERRA works with industry, entrepreneurs, researchers, and government partners to enable the use of geomatics technologies in addressing local, national and global challenges in resource management. TECTERRA, a nonprofit organization, is governed by an independent Board of Directors representing key industry sectors associated with TECTERRA’s focus markets. For more information, visit www.tecterra.com.

[tecconnect – An Alberta centre for new commerce](#), an initiative of Economic Development Lethbridge, is a unique incubator facility that helps companies commercialize Information Technology and geospatial products and services. This facility acts as a catalyst that connects people, ideas and objects in the high-tech sector to facilitate business success for entrepreneurs, anchor existing businesses and attract new companies to the high-tech sector in southern Alberta. For more information, visit www.tecconnect.ca.

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