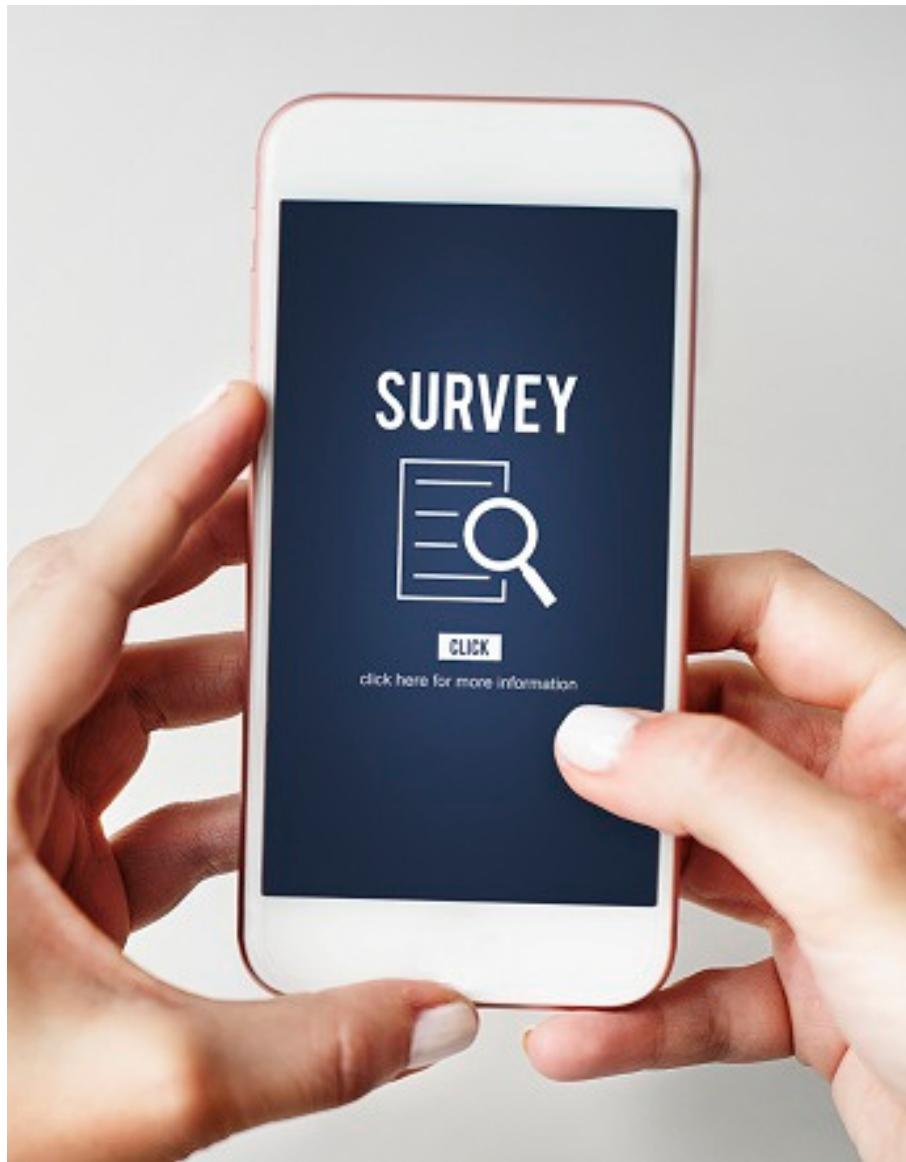




Alberta Enterprise Group  
BUSINESS **FIRST.**



**2025 AEG  
Annual Survey**

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## Executive Summary

The 2025 AEG Annual Survey provides a snapshot of sentiment within Alberta's business community, drawing responses from a diverse mix of industries and organizational sizes.

Overall expectations for Alberta's business climate are largely stable. While some respondents anticipate improvement or decline, the most common expectation is that conditions over the next 12 months will remain similar to today.

Respondents consistently identified regulatory complexity, taxation, and workforce availability as the most significant pressures affecting business performance, reflecting a focus on practical competitiveness and operational certainty.

Entrepreneurship continues to be viewed as a strength in Alberta, supported by risk-taking and innovation across traditional and emerging sectors. At the same time, respondents point to ongoing challenges related to scaling, access to capital, and navigating regulatory systems.

Adoption of artificial intelligence is widespread, with most organizations already using AI tools and planning further integration. Respondents also note concerns related to data protection, skills gaps, and implementation costs.

Interest in trade and international engagement exists but is selective, with stronger interest in targeted markets rather than broad global expansion.

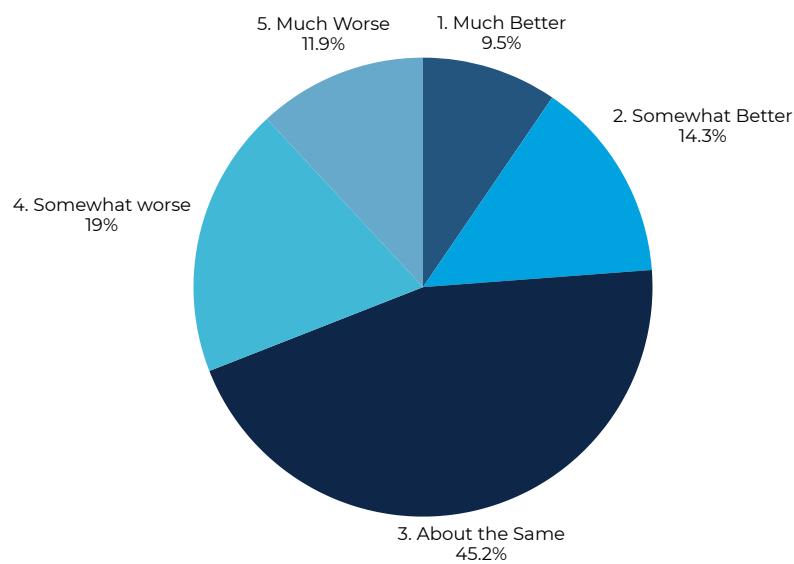
### Key Observations

- Most respondents expect Alberta's business climate to remain stable over the next 12 months rather than significantly improving or declining.
- Competitiveness pressures are concentrated on regulatory burden, taxation, and workforce availability, which consistently rank higher than other policy considerations.
- Alberta's entrepreneurial culture is viewed positively, though challenges persist in scaling businesses and accessing capital beyond early growth stages.
- Artificial intelligence adoption is already widespread, with strong intent to expand use, alongside concerns about readiness, skills, and data security.
- Interest in trade missions and global markets is present but focused on specific destinations, particularly the United States and select international regions.



## BUSINESS OUTLOOK

### How do you expect Alberta's business climate to change in the next 12 months?



Responses reflect a broadly stable outlook, with the largest share expecting conditions to remain unchanged and smaller but meaningful groups anticipating either improvement or decline. This distribution suggests varied expectations across Alberta's business community rather than a single prevailing trend reflecting differences across sectors, regions, and organizational circumstances.

### How can AEG better support business growth and competitiveness in Alberta?

Respondents emphasized the value of convening business leaders, policymakers, and experts to support informed discussion and collaboration.

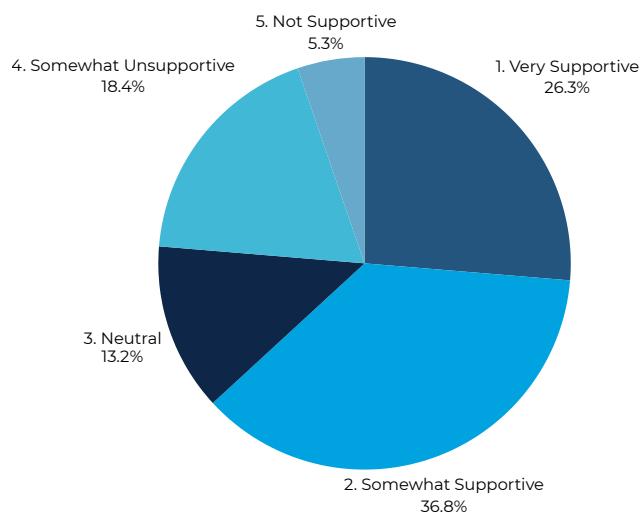
Many respondents highlighted the importance of access to timely data and insights, including economic benchmarks, labour and wage trends, and sector-specific analysis. Others pointed to the need for regulatory efficiency, workforce development, and market access as key factors influencing competitiveness.

Overall, responses reflect a desire for improved coordination, clearer information, and practical forums that support business decision-making.



## ENTREPRENEURSHIP & INNOVATION

In your view, how supportive is Alberta's current business environment for entrepreneurship and new firm creation?

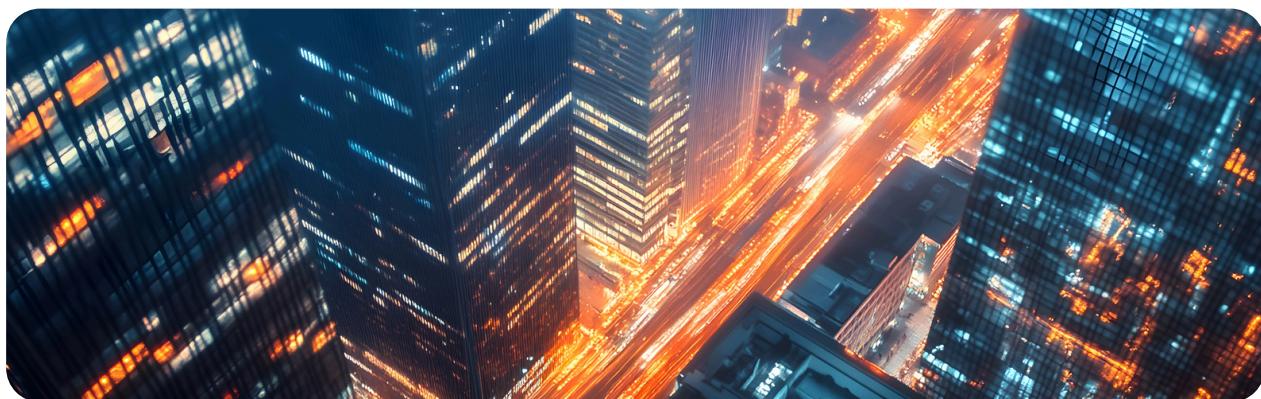


### How would you describe the current state of entrepreneurial culture in Alberta?

Most respondents view Alberta's entrepreneurial environment as supportive to some degree, while approximately one-quarter perceive it as neutral or unsupportive.

Qualitative responses described Alberta's entrepreneurial culture as:

- Characterized by a strong risk-taking and entrepreneurial spirit
- Supported by accelerators and incubators in some regions
- Constrained by regulatory complexity, financing gaps, workforce availability, and housing affordability

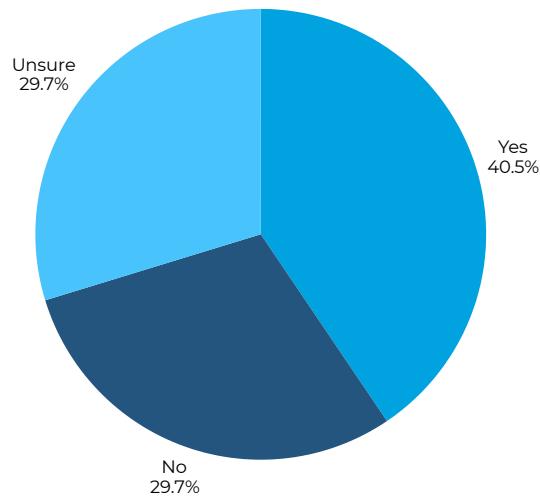
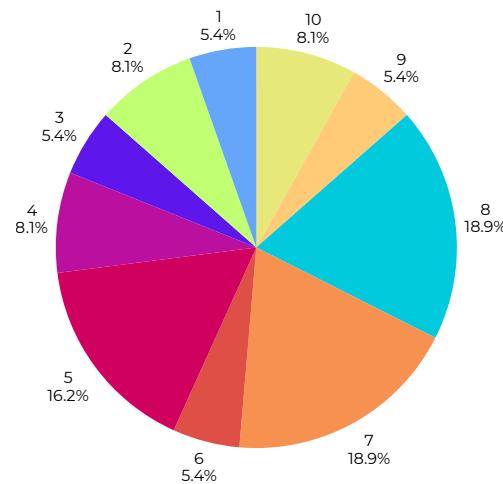




## ADVOCACY

**On a scale of 1-10 (with 10 being the best), how valuable is AEG's advocacy work to your organization?**

Responses skew positive overall, with ratings concentrated in the upper range. The most common scores were 7 and 8 (18.9% each), followed by 5 (16.2%). In total, just over half of respondents (approximately 51%) rated advocacy value at 7 to 10, while the remaining responses were spread across mid-range and lower scores, indicating varied experiences and perceptions among respondents.



**Do you believe new sustainability disclosure standards (e.g., CSDS 1 & 2) will impact your business in the next two years?**

Responses indicate varied expectations regarding the impact of sustainability disclosure standards, with a substantial proportion of respondents uncertain about future effects.



## Advocacy

**Which policy areas should AEG focus on in the coming year? (Ranked in order of importance; with 1 being the most important).**

The results indicate a clear emphasis on issues that directly affect competitiveness, operating conditions, and business certainty.

### **1. Taxation and Competitiveness**

Respondents ranked taxation as the top priority, reflecting the importance of a competitive tax environment in supporting business growth, investment, and long-term viability.

### **2. Regulatory Burden and Red Tape Reduction**

Reducing regulatory complexity ranked second. Respondents highlighted permitting processes, administrative requirements, and regulatory timelines as significant factors influencing business operations.

### **3. Workforce Development and Skills Training**

Workforce availability and skills development ranked third, with respondents noting ongoing challenges related to talent supply, training pathways, and workforce readiness.

### **4. Trade and Market Access**

Trade and market access were identified as important considerations, particularly in relation to export opportunities, interprovincial trade, and access to international markets.

### **5. Infrastructure and Investment Climate**

Infrastructure and the broader investment climate were viewed as supporting factors that influence business confidence and economic activity across sectors.

### **6. Energy Policy and Sustainability**

Energy policy and sustainability ranked lower overall but remain relevant to many respondents, particularly in terms of regulatory clarity and long-term planning.

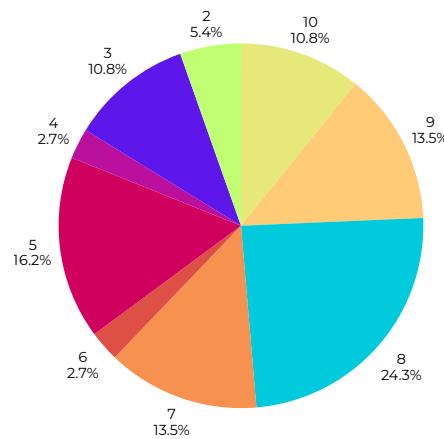
### **7. Entrepreneurship and Innovation**

Entrepreneurship and innovation ranked seventh, suggesting that while innovation is valued, respondents currently prioritize operational and structural policy issues affecting established businesses.



## Advocacy

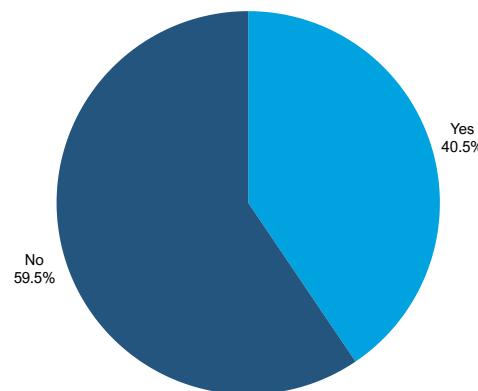
**On a scale of 1-10 (with 10 being the best), how effective has AEG been in advocating for pro-business policies?**



Ratings are concentrated in the upper range, with nearly two thirds of respondents (approximately 62%) rating effectiveness at 7–10. Mid-range scores are also present, with 16.2% rating effectiveness a 5, and a smaller share selecting lower scores.

N.B.: 1 did not receive a score; therefore, it has been omitted from the chart.

**Have you engaged with AEG on advocacy efforts in the past year?**



Slightly fewer than half of the surveyed members have taken part in AEG's advocacy work indicating engagement levels vary across the respondent group.



## If AEG could move one policy issue forward in the next 12 months, what should it be?

Respondents most frequently identified regulatory and red-tape reduction, including streamlining approvals and reducing burdensome requirements.

A second major theme was trade and market access, including improved corridors and infrastructure to support movement of Alberta products.

Additional themes raised included tax reform, federal emissions cap repeal, and energy-system capacity such as grid upgrades, small modular reactors, and export pathways.

Some respondents also referenced support for entrepreneurs and incentives, along with a range of individual issues including pipelines, targeted environmental actions, fairness or equity, “Alberta-first” positioning, reduced oil output, and calls for greater transparency in innovation assessments.

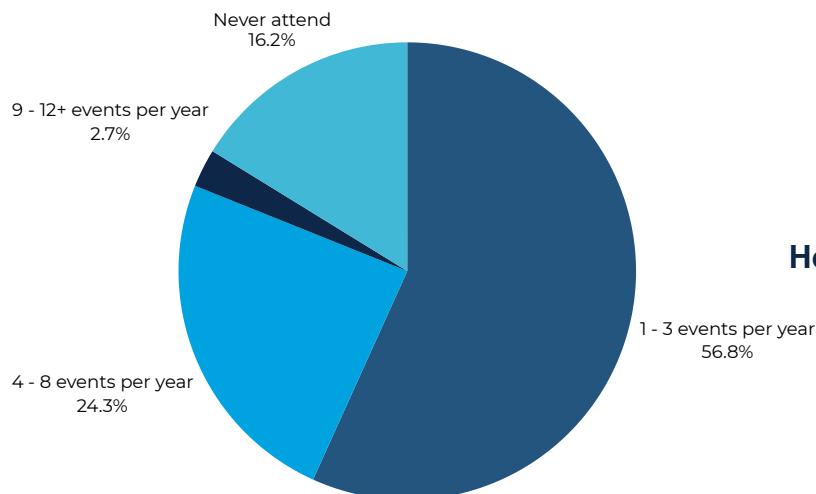
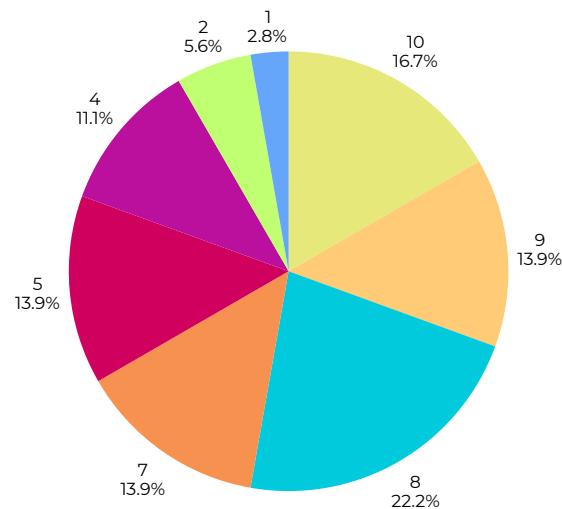


## ENGAGEMENT AND EVENTS

### Events, Networking and Access to Government Officials

On a scale of 1-10 (with 10 being the best), how valuable are AEG's networking and event opportunities to your organization?

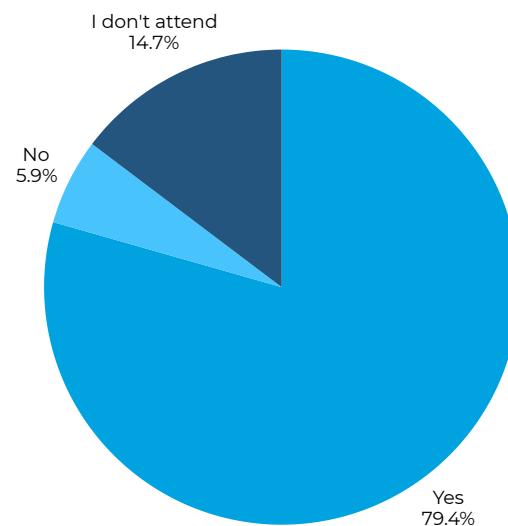
N.B.: 6 and 3 did not receive a scores; therefore, they have been omitted from the chart.



### How often do you attend AEG events?

### Do you enjoy AEG's networking events with guest speakers?

Among respondents who attend events, most report positive experiences with speaker-based networking formats.





## Engagement and Events

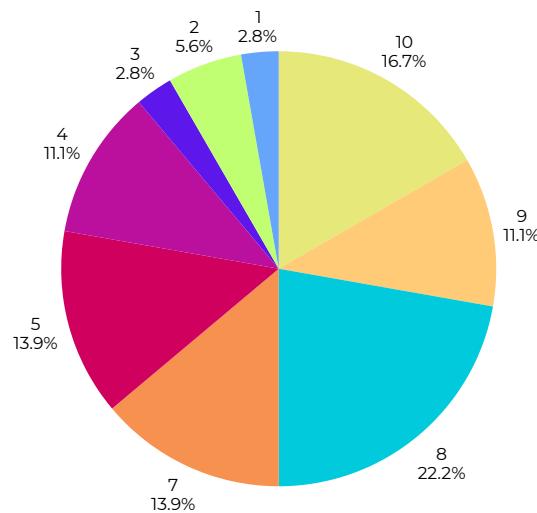
### What topics or speakers would you like to see featured at future events?

- Government & Policy – Federal/provincial ministers (incl. PM, Energy & Trade), policy leaders, and lobbyists discussing regulatory reform, inter-governmental coordination, and constitutional issues affecting business.
- Finance, Trade & Investment – Banking experts, late-stage capital providers, global investors, and family-office managers covering market-access strategies, trade delegations, and positioning Alberta as a top-10 investment hub.
- Tech, Innovation & Energy – AI and advanced-tech innovators, oil-gas and clean-energy specialists (grid, SMRs, dual-use tech), circular-economy pioneers, and defence/security tech leaders, with facility tours and sector showcases.
- Workforce, Skills & Inclusion – Talent-acquisition analysts, Indigenous enterprise reps, First Nations chiefs, and experts on housing, urban development, rural disparities, plus mental-health and workplace wellbeing.
- Media, Narrative & Outlook – Economists, media-literacy trainers, and communications specialists shaping Alberta's story, filtering news, and analyzing macro-economic/geopolitical trends.
- Specialty Panels & Showcases – Fireside chats on investment jurisdiction, disruptive young innovators, balanced policy-expert panels, and “Alberta Innovators” spotlights in ag-tech, aerospace, AI, and circular-economy models.





## TRADE AND INTERNATIONAL DEVELOPMENT

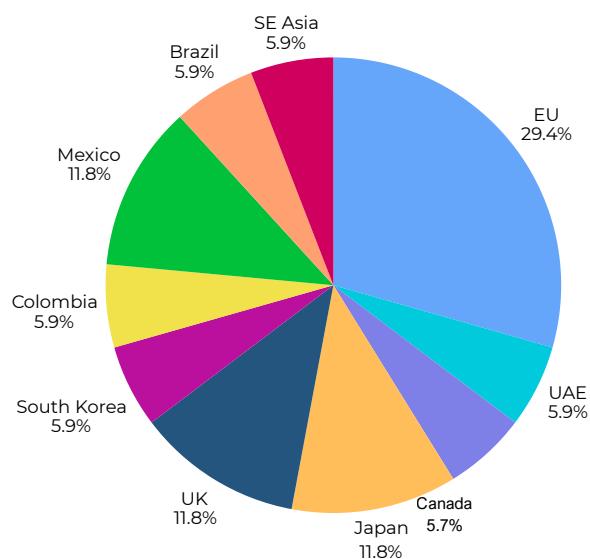
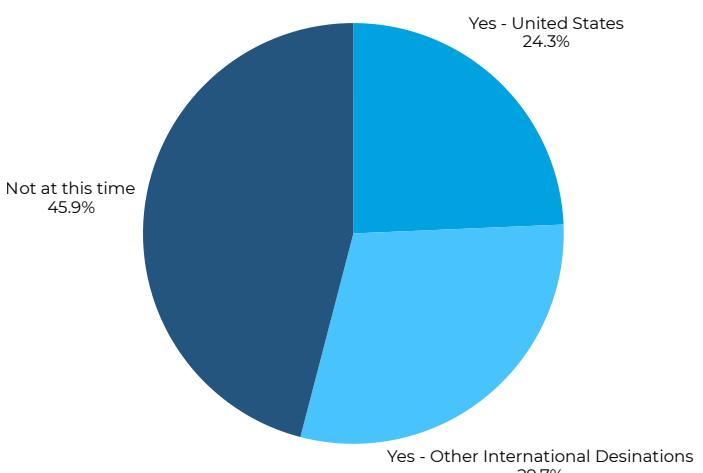


### Trade and International Development

On a scale of 1-10 (with 10 being the best), how valuable are AEG's trade and global engagement opportunities to your organization?

N.B.: 6 did not receive a score; therefore, it has been omitted from the chart.

**Are you interested in participating in a trade mission in 2026?**

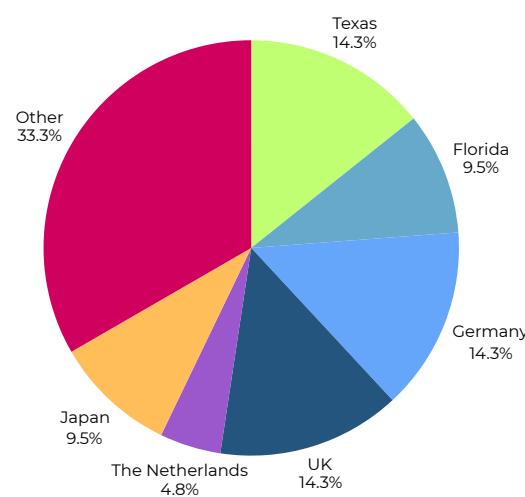


**Specific countries/regions mentioned in "Other"**

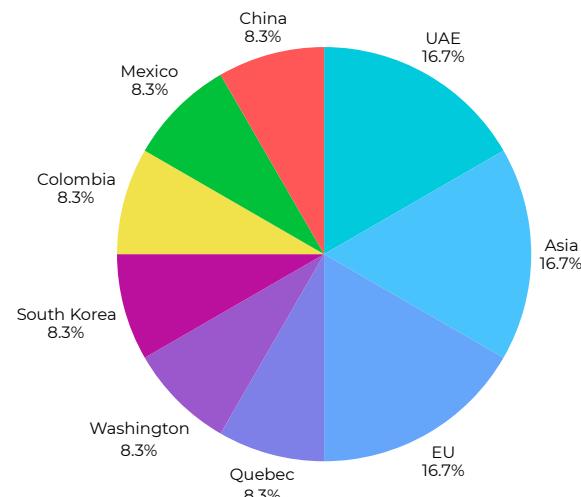


## Trade and International Development

**Please choose your top three destinations**



**“Other” Destinations in Top 3**



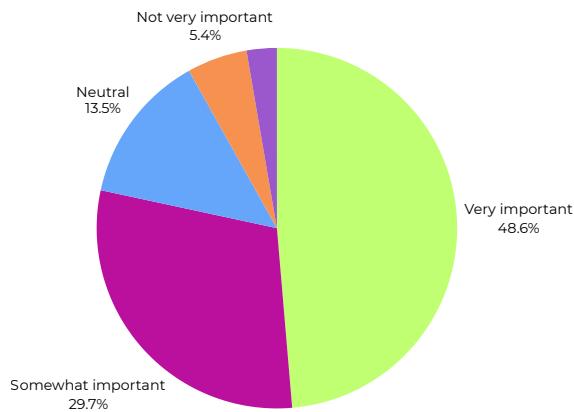
Interest in trade missions varies among respondents. Those indicating interest identified both U.S. and international destinations across Europe, Asia, the Middle East, and Latin America.

### Notes

- U.S. southern states (Texas + Florida) show strong pull.
- Germany + UK lead among individual non-U.S. countries.
- "Other" category is meaningful and international focus is highly diversified, spanning:
  - Middle East
  - Europe
  - East & Southeast Asia
  - Latin America

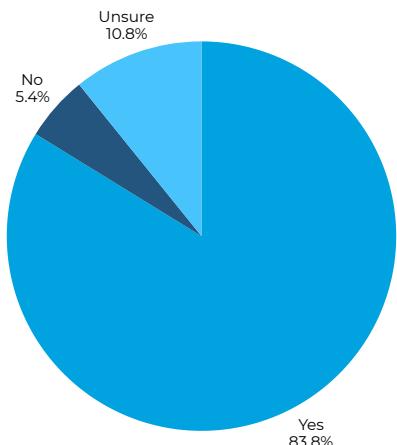
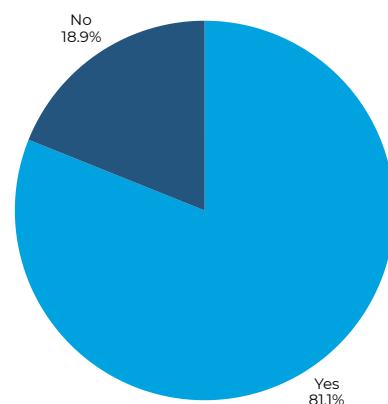


## ARTIFICIAL INTELLIGENCE AND TECHNOLOGY



**How important is artificial intelligence (AI) to your organization's future success?**

**Is your organization currently using AI tools or technologies?**



**Do you plan to incorporate AI tools within the next 12 months?**

A majority of respondents report active AI use and expect adoption to continue. Reported benefits and challenges reflect a mix of efficiency gains, cost considerations, data privacy concerns, and skills requirements.



## Artificial Intelligence and Technology

**What potential benefits or challenges do you see with AI adoption in your business or industry?**

### Potential BENEFITS of AI Adoption (as reported by respondents)

- Faster information access and task turnaround, cutting admin overhead.
- Lower operating costs and more efficient customer-service spending.
- Automation of repetitive, data-intensive work, freeing staff for higher-value tasks.
- Data-driven insights and real-time analytics improve decision-making and risk forecasting.
- More responsive, personalized customer interactions via AI chat/voice assistants.
- Scalable tech foundation gives lean teams a competitive edge and speeds product cycles.
- Smarter workforce scheduling and skill-task matching reduce burnout and boost productivity.
- AI-enhanced design, marketing, and pattern discovery drive innovation in high-risk sectors.
- Market-entry intelligence and streamlined compliance support strategic expansion.

### Potential CHALLENGES of AI Adoption (as reported by respondents)

- Inaccurate or misleading outputs; over-reliance on AI data.
- Protecting sensitive and proprietary information.
- High upfront costs, ongoing maintenance, and talent needs.
- Staff skill gaps and limited AI expertise.
- Leadership resistance and misconceptions about AI.
- Fear of job loss and broader employment impacts.
- Preserving personalized service and ethical standards.
- Navigating evolving regulations and responsible-use concerns.
- Keeping up with rapid AI advances and sustainable integration.
- Unrealistic expectations treating AI as a cure-all.



## MEMBERSHIP VALUE AND EXPERIENCE

In one sentence, describe the greatest value your organization receives from being part of AEG.

- Direct access to government and policymakers
- Networking and business-development opportunities
- Advocacy on behalf of Alberta businesses
- Events, missions and trade trips
- Exposure to the broader business and political community
- Education and idea-sharing
- Connection to future direction/strategic insight

### Overall takeaway:

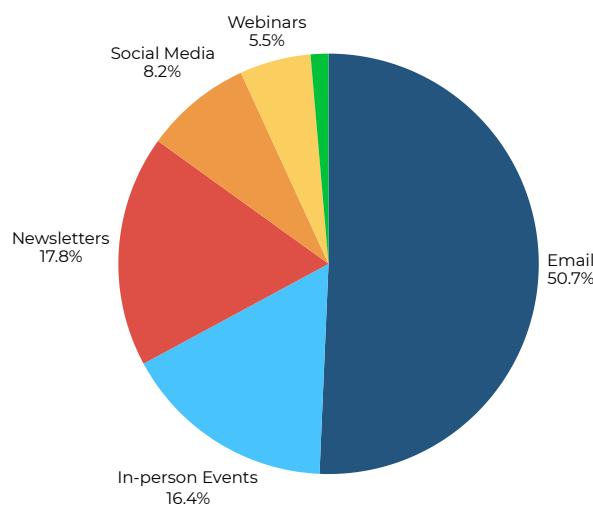
Members value AEG most for its ability to connect them directly with government decision-makers and to facilitate high-quality networking that drives business growth, advocacy, and knowledge-sharing.





## COMMUNICATION AND RESOURCES

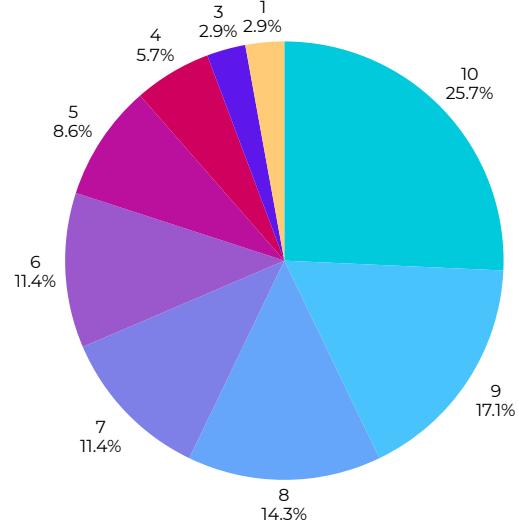
### How do you prefer to receive updates from AEG?



Email was the most frequently selected option, followed by newsletters and in-person events.

### AEG's Communications

On a scale of 1-10 (with 10 being the best), how valuable do you find AEG's communications (newsletters, updates, and reports)?



Respondents generally rate communications positively, with most scores clustered in the upper range.



## Communication and Resources

### Are there specific reports, data, or insights you would like AEG to provide?

Respondents expressed interest in timely economic data, policy updates, benchmarking against other jurisdictions, infrastructure and energy outlooks, and sector-specific analysis to support informed business decision-making.

## Final Thoughts

In open-ended responses, respondents shared a range of perspectives on Alberta's business environment and their experiences engaging with AEG.

Several respondents expressed appreciation for opportunities to connect with other business leaders and policymakers, highlighting the value of dialogue, information-sharing, and exposure to different perspectives. Others emphasized the importance of access to timely, reliable data, particularly related to economic conditions, regulatory changes, and sector trends.

Some comments reflected frustration with regulatory complexity and political uncertainty, with concerns raised about long-term competitiveness, policy consistency, and decision-making timelines. Respondents also noted ongoing challenges related to workforce availability, housing affordability, and scaling businesses.

Additional comments pointed to interest in future-oriented topics, including artificial intelligence adoption, data privacy, and sector-specific regulatory clarity. A small number of respondents also shared ideas related to engagement and events, such as preferences for local gatherings or structured networking formats.

