



WECP
WORLD ENERGY CITIES PARTNERSHIP

OCTOBER • 2016

The **World Energy Cities Partnership** is an international, city-led organization headquartered in Houston, Texas, comprised of some of the world's leading Energy cities, including:

- ABERDEEN SCOTLAND • ATYRAU KAZAKHSTAN
- CALGARY CANADA • CAPE TOWN SOUTH AFRICA
- DAMMAM SAUDI ARABIA • DAQING CHINA
- DOHA QATAR • DONGYING CHINA
- ESBJERG DENMARK • HALIFAX CANADA
- HOUSTON USA • KARAMAY CHINA
- KUALA LUMPUR MALAYSIA • LUANDA ANGOLA
- PERTH AUSTRALIA • RIO DE JANEIRO BRAZIL
- ST. JOHN'S CANADA • STAVANGER NORWAY
- VILLAHERMOSA MEXICO

WECP goals are to collaborate on opportunities for economic growth, best practices and to ensure city-to-city learning.



Halifax, Canada



Aberdeen, Scotland

Building Economic Bridges

Halifax and Aberdeen discover mutual interests and opportunities.

Even though **Halifax** and **Aberdeen** are on opposite sides of the Atlantic Ocean, being part of the **World Energy Cities Partnership** (WECP) has enabled the two cities to bridge the divide.

Building on a long-standing memorandum of understanding (MOU) between the Province of Nova Scotia and the Grampian Region, Halifax and Aberdeen have forged their own special relationship. In 2013, Mike Savage, Mayor of Halifax, Nova Scotia and George Adam, Lord Provost of Aberdeen, Scotland signed an MOU to promote economic growth across all sectors. Energy powerhouse Aberdeen also sponsored Halifax's nomination into the WECP in 2001.

Today, Halifax is currently working with various multi-nationals who are advancing offshore exploration and developing the unique tidal energy sector while Aberdeen is looking to export its advanced sector knowledge and technology used in exploration and production. This makes for a perfect opportunity for companies like Adrok Ltd. in Scotland and Halifax-based Vemco Ltd.

"Halifax is of interest to Aberdeen companies, making it a priority market for us and our region," said Richard Sweetnam, head of service for economic development with Aberdeen City Council. "Through our partnership, we are able to identify export opportunities and coordinate trade missions to meet business demand."

In particular, Adrok, a company with an innovative technology that locates mineral and energy deposits without drilling, participated in a number of trade missions. Each trade mission resulted in Adrok

strengthening relationships with a number of Canadian companies. The company has gone on to set up offices in Atlantic Canada and has carried out a number of commercial contracts ranging from work in the Alberta oil sands to mining for gold in Nova Scotia. Adrok has also partnered with a number of Halifax companies and is now deploying a sub-sea version of its technology, to explore great depths below the world's oceans.

Additionally, the WECP offers sector building beyond oil and gas. "Energy is the conduit but we're expanding business opportunities in other sectors like ocean technology and transportation," said Nancy Phillips, vice president of business development at the Halifax Partnership. "The WECP allows us to cultivate our relationship with Aberdeen to a point where we are able to take companies with us and put them into the market with warm introductions to business leads."

These warm introductions proved invaluable to Halifax's Amirix, a leader, through its Vemco division, in marine animal tracking technology. When Vemco joined Halifax on a business mission in April led by the Halifax Partnership. The City officials were able to arrange meetings with key decision makers in Aberdeen's aquaculture and fisheries sectors. Because the company didn't have to build relationships from scratch, business opportunities were quickly realized shortening the sales cycle.

Looking ahead, officials from Halifax and Aberdeen keenly await the **WECP's AGM in October**. This will be a great opportunity to discuss business development and explore educational partnerships amongst their world class academic institutions.



Lord Provost George Adam welcomes Halifax business delegation to Aberdeen led by Mayor Mike Savage in April 2016.