

### **Delegation promotes Battlefords at National Oil & Gas Convention**

Ambassadors from the Battlefords traveled to the GO-EXPO Oil & Gas Exposition in Calgary, AB on June 12- 14 to raise awareness of opportunities that exist in the region for oil and gas related businesses.

The trip had two objectives. The first was to promote the advantages of the immediate region to the oil and gas service and supply industry. "Being at the show gave us the opportunity to promote the Battlefords and the advantages to living and doing business here," says City of North Battleford Councillor Grace Lang, "and people seemed to be the most interested in real estate information, land availability, and the location of oil deposits in our region."

The event attracted 20,000 registered delegates and nearly 600 exhibitors from all over North America, Asia, and Europe. Reaction at the show was very positive, as many of the delegates had already been hearing about the opportunities in Saskatchewan.

"There was a buzz throughout the show about Saskatchewan, and many delegates told us that they've heard that our Province is about to boom," says Town of Battleford Mayor Chris Odishaw. "To many people we spoke to it was clear that the industry now sees Saskatchewan as the place to be."

The second objective was to introduce a new website dedicated to assisting the development of oil and gas related businesses in west central Saskatchewan. The site, [saskoilpatch.com](http://saskoilpatch.com), was developed by a partnership of the Battlefords, West Central, Big Gully, and Border Regional Economic Development Authorities (REDAs). In order to officially launch the site this fall, the partners wanted to gain valuable industry feedback in order to ensure the site was meeting the expectations of its intended audience.

"The regional website offered a focal point that attracted delegates to our exhibit," says Battlefords Regional Economic Development Authority General Manager Ryan Bater, "and we had a strategic advantage as we were the only exhibit promoting opportunities in Saskatchewan. This put the Battlefords front and centre to an industry that currently sees tremendous opportunity in our province."

The website will be further developed using industry feedback over the summer months in order to prepare for an official launch this fall. For more information contact (306) 446-7503.

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