

BACKGROUND

Calgary Economic Development had spent time and resources developing a relationship with NORR, both with the Toronto based CEO and several meetings in the NORR offices in Dubai during missions. A solid relationship has been built with Yahya Jan, the chief design architect with NORR in Dubai. He accepted our invitation to present the business case for iconic architecture at CED hosted events in Calgary to development sector leaders.

He also agreed to introduce energy sector leaders from Calgary to their peers in the Gulf and tour their head office developments. The objective would be to learn of the business case for investing in architecture. The international resources of NORR, with over 1,400 professionals became well known to CED.

CED had also developed a positive working relationship with the local NORR office and their Principals. Originally Poon McKenzie Architects, the office had recently joined the NORR brand and CED could see how this local firm could bring significant benefits of professional skills and global resources to our market

BUSINESS NEED/OPPORTUNITY

Perhaps the most important single driver in the T&L sector in the City is the Calgary Airport Authority. CED has extensive relationships with different departments there and learned that they had informed the industry that the work for the next expansion would be open to competition.

GOAL/OBJECTIVES

CED sought to bring alternatives to the attention of the Airport Authority.



STRATEGY & IMPLEMENTATION

To achieve the above goals and objectives, NORR was engaged with similar airport expansions in countries around the world and had significant expertise not only in terminal building design but also technical expertise in runway development.

CED orchestrated a networking opportunity between international representatives from NORR at the airport and the VP Construction of YYC.

A productive discussion was facilitated by CED.

OUTCOMES

NORR, through their local NORR offices was awarded the feasibility study for the \$300 million expansion.

We believe that runway development expertise was the key factor in this contract award and that a longer term relationship is contemplated by both parties.

CONTACT DETAILS



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