



Reasons why ROABA Plays an Important Role in the Business Community

- 1) ROABA will **facilitate engagement** of Aboriginal and associate Business with the Oil Sands players in an ongoing meaningful dialogue that is beneficial to both buyers and sellers.
- 2) ROABA is a strong connection to the Regions Aboriginal business community therefore the advantage of a **single point of entry** is of great benefit for people with a lot of demands on their time.
- 3) ROABA's group members determine the criteria for status as an Aboriginal business and **proof of 51% ownership** is required by the applicant. This alleviates a companies need to know exactly what defines an Aboriginal business ensuring everyone is working to the same standard.
- 4) Participation with ROABA allows you to **save time**. ROABA maintains a list of Aboriginal owned businesses, their key contacts and a description of the services these businesses provide. So while it's up to the purchasers to evaluate the capability of individual suppliers to meet their purchasing needs, knowing at the outset which firms are active in a given area of need is very helpful and saves a lot of leg work for everyone.
- 5) ROABA does and will continue to work aggressively to **maintain strong ties** between existing business organizations within the region. It is ROABA's view that the business community is stronger when it works together and the relationship between our memberships really do provide value and synergy for all involved. For example our members are part of the Chamber of Commerce and the Economic Development Authority.
- 6) Core of ROABA's mandate. The Association works to encourage all oil sands developers and major engineering and procurement companies to hire and subcontract to local aboriginal suppliers. The value of this effort is evident in the ever-growing volumes of business done by the Regions Aboriginal Business Community. Our membership currently represents approximately **150 million dollars'** worth of gross annual sales. The fact that Aboriginal firms are ready and able to take on increasing amounts of work indicates that not only is there opportunity but more importantly there is the **CAPACITY** with the Aboriginal firms to SEIZE the opportunity.
- 7) Of most importance is that ROABA firmly believes that we can **accomplish more together** than we can alone.