



**KARL GRAH**  
Build. Strategize. Deliver.



# CULTURAL & BUSINESS EXCHANGE INITIATIVE ICELAND – ALBERTA



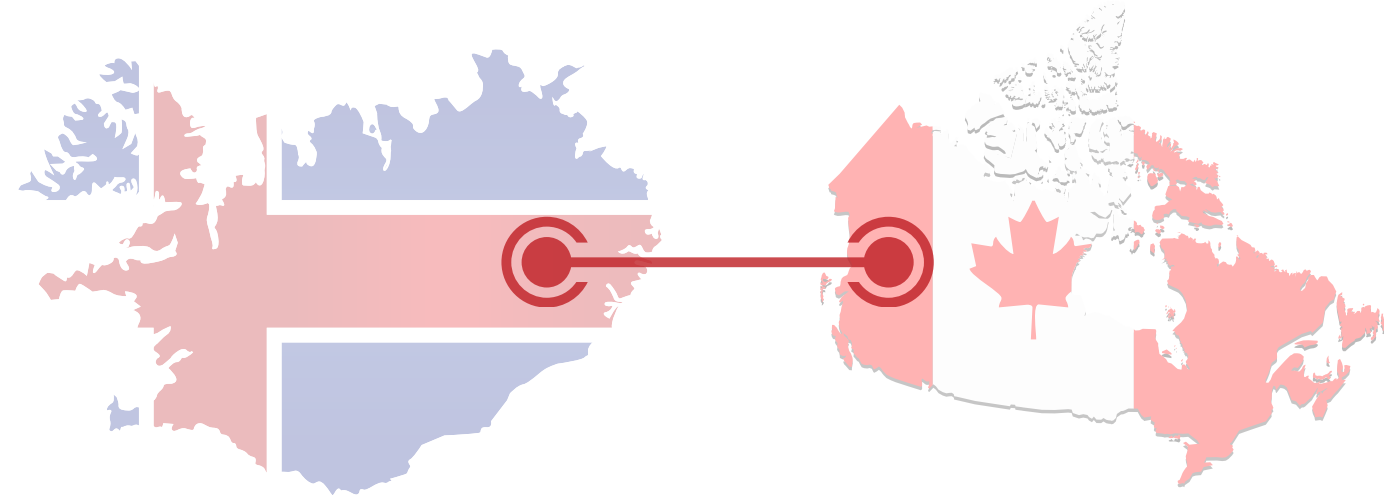
BRIDGING OPPORTUNITIES BETWEEN NATIONS

PRESENTED BY KARL GRAH

# ABOUT KARL GRAH

## THE VISION BEHIND TENGLANET

- **GLOBAL EXPERIENCE.**
- **REAL EXECUTION.**
- **LOCAL INSIGHTS.**



- Entrepreneur, Project Manager & Visionary with **20+ years of international experience** across **Iceland** and **Canada**.
- Background in construction, leadership, and business development, working on large-scale projects in Alberta, Iceland, and other global locations.
- Deep understanding of both Canadian and Icelandic work cultures, industries, and innovation ecosystems.
- Founder of TENGLANET — a movement to strengthen collaboration between the two regions through culture, business, and sustainability.
- Passionate about building bridges that create real opportunities — from startups and artists to investors and local communities.

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### **MISSION:**

**TWO ANNUAL EVENTS — ONE SHARED FUTURE**

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### **VISION:**

**CREATING A LASTING BRIDGE BETWEEN TWO NATIONS**

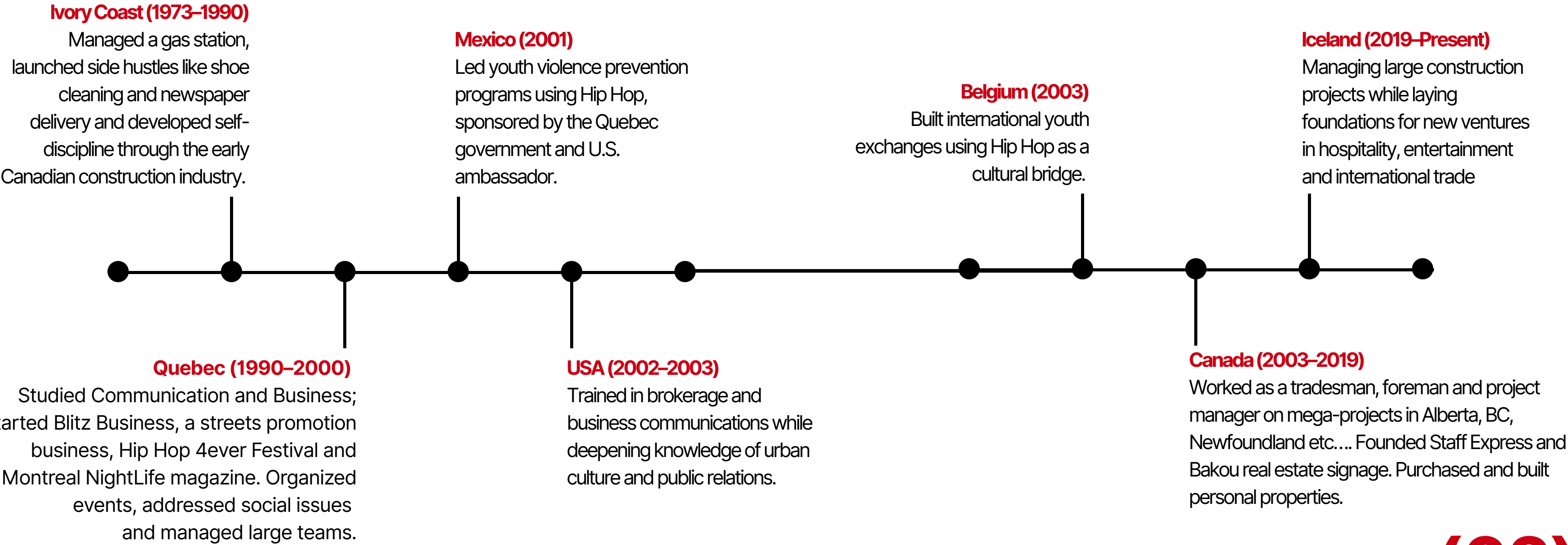
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**“TRUE GROWTH HAPPENS WHEN CULTURES CONNECT  
WHEN IDEAS CROSS OCEANS, INNOVATION FOLLOWS.”**

[WWW.KARLGRAH.COM](http://WWW.KARLGRAH.COM)

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# TRACK RECORD OF GRIT & GROWTH



"FROM EVERY CITY, I TOOK A LESSON. FROM EVERY CHALLENGE, I BUILT CAPACITY."

# VISION & MISSION

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## VISION

### CREATING A LASTING BRIDGE BETWEEN TWO NATIONS

- Build annual platforms for exchange between Iceland & Alberta.
- Connect artists, entrepreneurs, and innovators.
- Foster collaboration in business, culture, and sustainability.
- Strengthen bilateral relations and global visibility.

## MISSION

### TWO ANNUAL EVENTS—ONE SHARED FUTURE

-  Canadian Week in Iceland (Reykjavik – Summer)
-  Icelandic Week in Alberta (Calgary – before Stampede)
- Showcase creativity, technology, and investment.
- Promote trade, tourism, and education.
- Inspire collaboration between public and private sectors.



# WHY ICELAND?

## Land of Fire, Ice, and Innovation

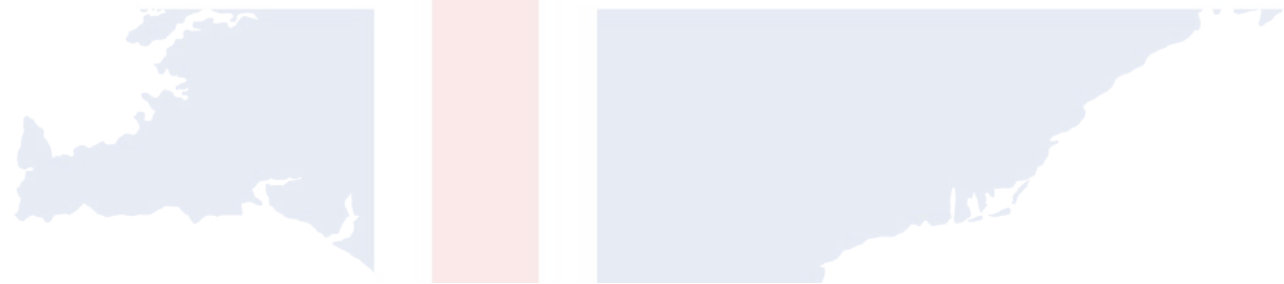
- Global leader in green & renewable energy.
- Stable economy with high safety and quality of life.
- Skilled, resilient workforce rooted in Viking heritage.
- Booming innovation in technology and sustainability.
- Gateway to Scandinavian markets and Europe.



  
TENGLANET



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# WHY ALBERTA?

## Energy, Innovation, and Opportunity

- Economic powerhouse of Western Canada.
- Leader in energy, agriculture, and construction.
- Young, talented workforce and strong entrepreneurial culture.
- Focus on economic diversification & green innovation.
- Home to Calgary & Edmonton, hubs of creativity and trade.

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# THE EXCHANGE CONCEPT

The Iceland–Alberta Exchange Initiative is more than an event — it's a living partnership that connects two regions built on resilience, innovation, and creativity.

Through annual cultural and business weeks in Reykjavik and Calgary, this platform will showcase innovation, art, entrepreneurship, and sustainable development — while opening tangible opportunities for trade, tourism, and collaboration.

Each year, Iceland and Alberta will alternate as hosts — transforming their cities into international meeting points for business leaders, startups, artists, and investors.

This initiative represents a new model of transatlantic cooperation — one rooted in shared values, mutual benefit, and long-term partnership.

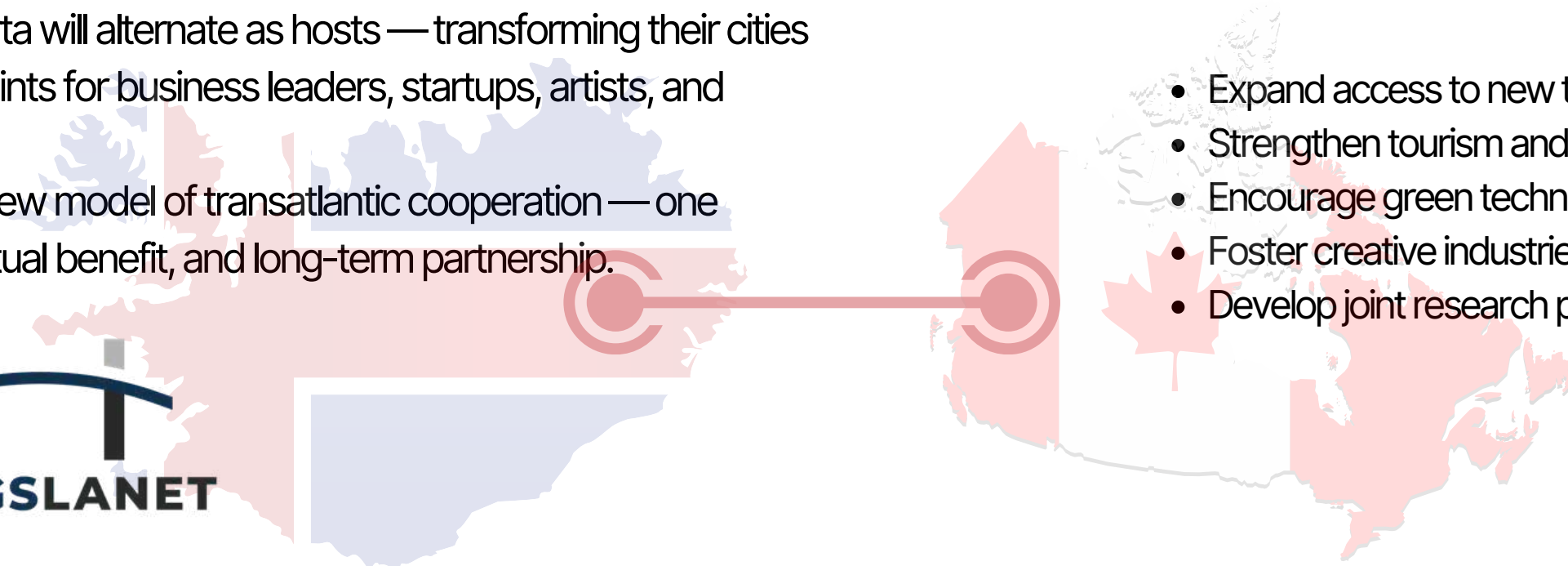


## CORE COMPONENTS

- Cultural Showcases: Music, art, film, and culinary experiences highlighting national heritage.
- Business & Trade Fairs: Exhibitions featuring companies, startups, and innovators from both sides.
- Innovation Forums: Panel discussions on clean energy, tech, and sustainable development.
- Networking Events: B2B sessions connecting entrepreneurs, investors, and policy-makers.
- Education & Exchange: Partnerships between universities and research institutions.

## ECONOMIC & CULTURAL GOALS

- Expand access to new trade and export markets.
- Strengthen tourism and hospitality collaboration.
- Encourage green technology cooperation and renewable energy innovation.
- Foster creative industries through shared festivals and residencies.
- Develop joint research projects and startup acceleration programs.



## ICELANDIC WEEK IN ALBERTA

Hosted in **Calgary** Before the Calgary Stampede

- Icelandic startups and cultural representatives visit Alberta.
- Renewable energy, design, and tourism presentations.
- Joint ventures and academic partnerships.
- Builds people-to-people and business-to-business links.

## CANADIAN WEEK IN ICELAND

Hosted in **Reykjavik** Every Summer

- Alberta businesses & artists present to Icelandic markets.
- Green energy, tech, and creative industry showcases.
- Opportunities for tourism, retail, and trade collaboration.
- Strengthens Canada's presence in the North Atlantic region.



## BENEFITS FOR ICELAND

- Access to Canadian capital and business networks.
- Diversification beyond European markets.
- Boost for tourism, startups, and innovation sectors.
- Enhanced global visibility and cultural outreach.

## BENEFITS FOR ALBERTA

- Access to Nordic innovation and clean energy expertise.
- Cultural diplomacy and global brand enhancement.
- New trade and export channels.
- Opportunity to lead Canada's green transformation.

## SHARED IMPACT

- Promotes trade and investment.
- Strengthens cultural diplomacy.
- Encourages research & innovation partnerships.
- Boosts tourism and creative industries.
- Creates jobs and economic diversification.



# IMPLEMENTATION FRAMEWORK

## A Phased Collaboration Model

### Phase 1 – Foundation:

- MoU between both governments
- Establish working group & partners

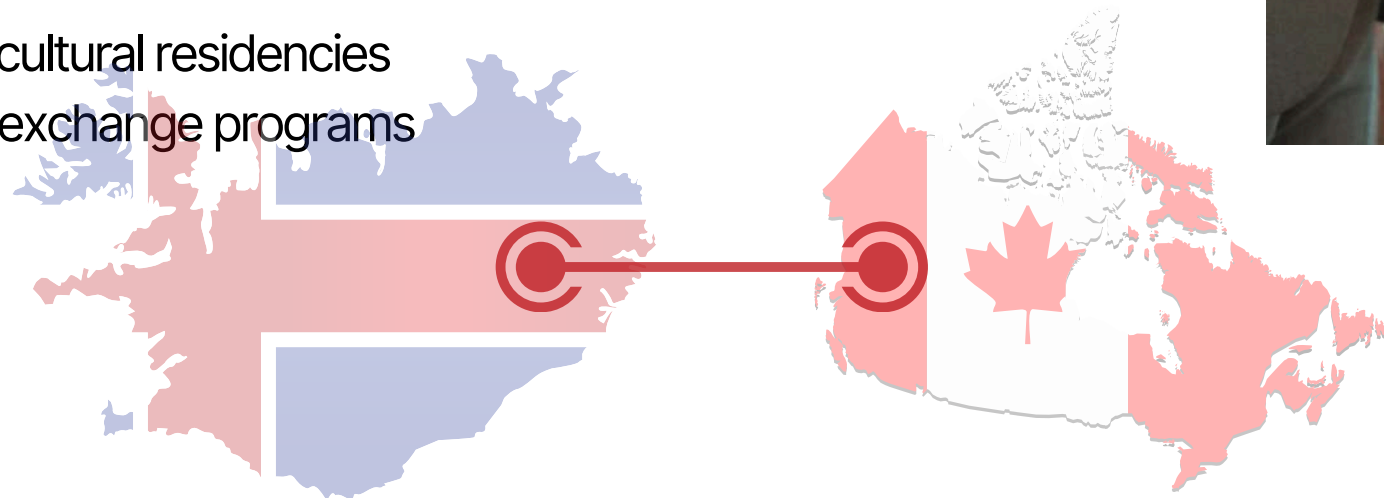
### Phase 2 – Launch:

- Host first events in Reykjavik & Calgary
- Engage local businesses, embassies, and councils

### Phase 3 – Expansion:

- Create startup incubators & cultural residencies
- Introduce student and artist exchange programs

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# PARTNERS & STAKEHOLDERS

Strategic Collaboration

- Government of Alberta
- Government of Iceland
- Canadian Trade Commissioner Service
- Invest in Iceland / Business Iceland
- Chambers of Commerce
- Tourism Boards & Art Councils
- Universities & Innovation Hubs



Government of Canada



Government of Iceland



Invest in Iceland

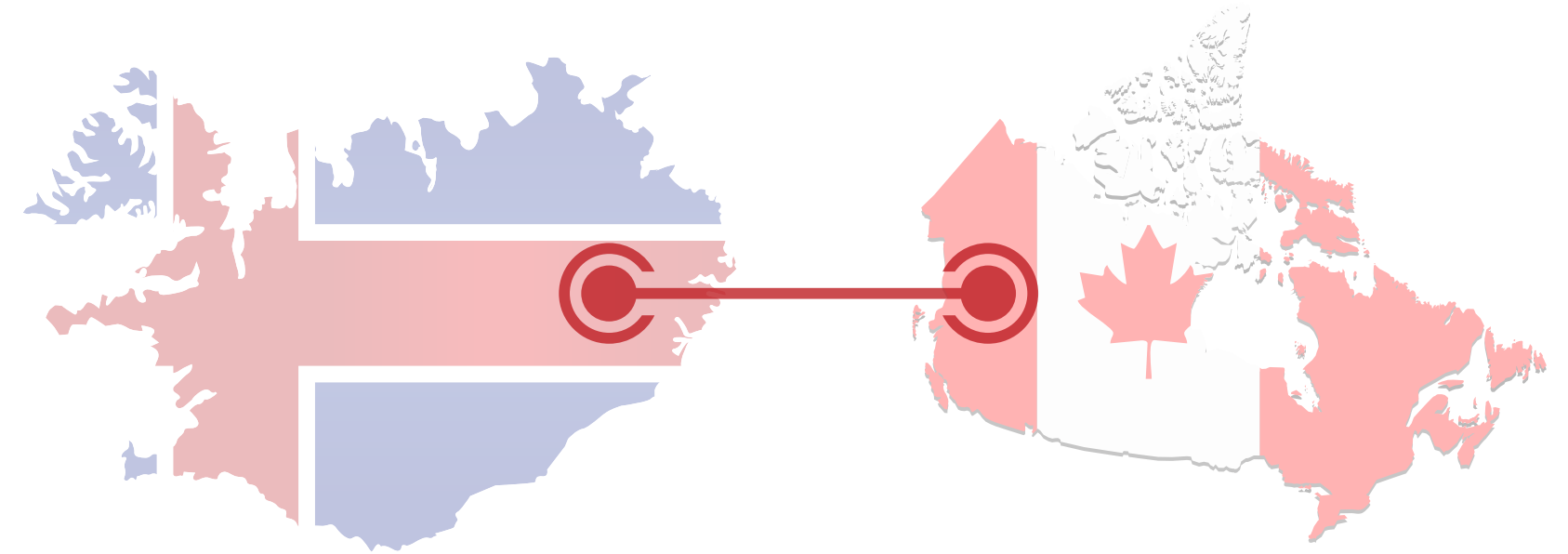


PRESENTED BY  
KARL GRAH

HONORING THE LEGACY OF EXPLORATION & DISCOVERY



# THE SPIRIT OF TENGLANET



- INSPIRED BY EXPLORATION
- SYMBOL OF COURAGE, INNOVATION, AND RESILIENCE.
- A MODERN VIKING BRIDGE CONNECTING THE ROCKIES TO THE GLACIERS.

**“FROM HERITAGE TO INNOVATION — WE MOVE FORWARD TOGETHER.”**

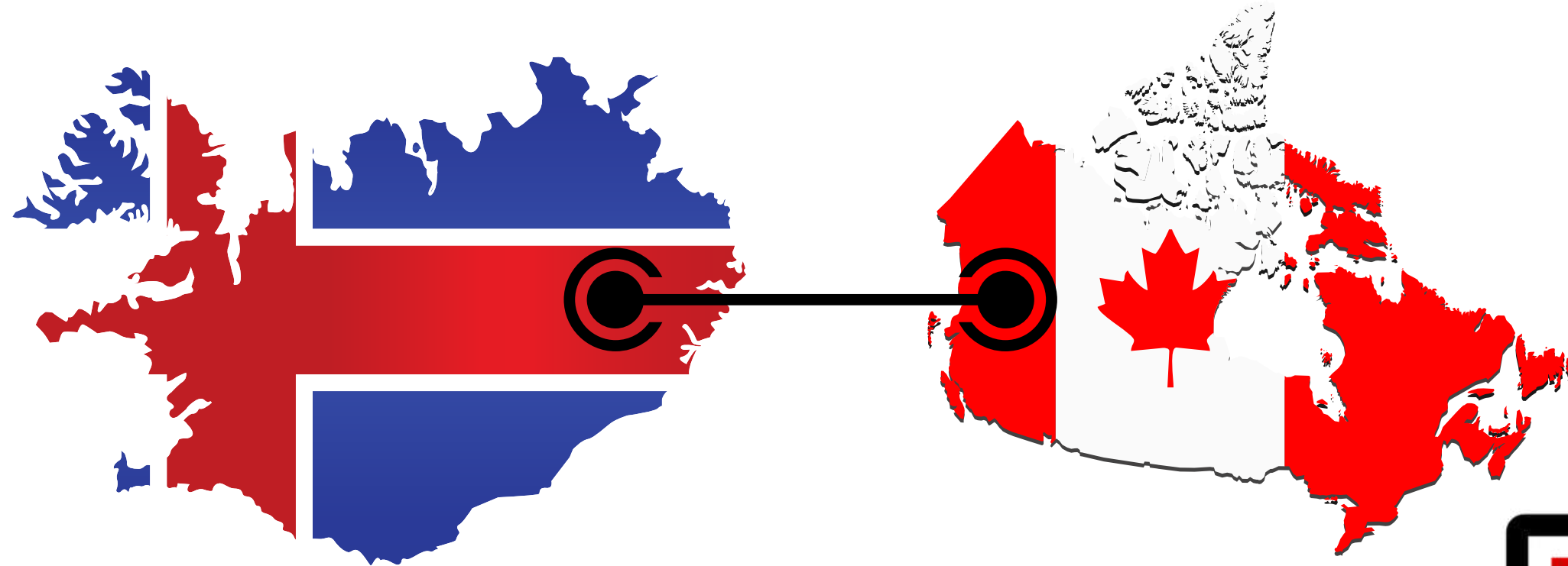
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# LET'S BUILD THE BRIDGE.



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