Request for Proposal

SREDA Investment Attraction: Defence Sector Consulting
June 15, 2026

Background

One of SREDA's strategic priorities is Investment Attraction, driving new industry and jobs within the Saskatoon Region. SREDA promotes the competitive edge of the Saskatoon Region to attract and guide national and global businesses through market entry and expansion. SREDA works to attract businesses to establish their operations within the Saskatoon Region and become a contributing member of our regional economy. In addition, SREDA seeks opportunities to help garner new international investment for the Regions' existing innovative industrial businesses.

Project Overview

Based on global trends and geopolitical events of the last year, SREDA has identified the defence industry as a high growth market within Canada poised to continue growing beyond 2030 as Canada strives to meet the "5% of GDP spending on defence" target as mandated by NATO.

SREDA is seeking a Foreign Direct Investment (FDI) consultant firm, specializing in the defence industry, who will help the organization develop a FDI strategy to attract and retain international and national firms in the defence industry.

SREDA's primary needs are: (1) Understanding Saskatoon Region's capacity and assets as they relate to defence, and (2) Understanding and attracting the firms within the defence industry that are the best fit to the Region. Effectively SREDA wants to better understand the value proposition for the Saskatoon Region within the defence sector and attract defence industry firms to the Region.

Consulting firms considered will be those able to develop a framework for this project, with a strong understanding of the government contract process including ITB policy, possibly connecting SREDA with high level officials both in government and military facets. The firm should be able to engage with Saskatoon Region's local companies to identify strengths, including dual-use opportunities. Also, the firm must be willing to work closely with SREDA to help develop our value proposition, increasing the effectiveness of our investment attraction efforts in the defence industry.

Scope of Work

The successful Consulting firm will be expected to:

- Analyze the Saskatoon Region and identify relevant assets and opportunities as they pertain to defence, including but not limited to:
  - Local industry facilities, capabilities and opportunities
  - Government organizations and officials
  - Military assets and officials
  - Existing labor, training and academic programs and research
  - Develop and deliver a local engagement workshop in collaboration with SREDA
- Guide SREDA on best practices relevant to FDI preparation for the defence industry, including but not limited to:
  - Assembly of resources and information, and development of presentation material
  - Recommendations for effective meetings and events
  - Training SREDA on the intricacies of Canada defence contracts, including in-depth understanding of ITB policy and how it can be effectively applied for prime contractors as they look into Saskatoon Region for sub-contractors
- Informing and guiding SREDA on which sectors within the defence industry pose the strongest FDI growth and retention opportunity, including the identification of suitable target firms in the sectors
- Identifying and introducing SREDA to key officials within government, national and international, related to defence
- Assisting SREDA in devising a strategy (action plan) that can be replicated in future years, to interact with, meet, and attract the targeted firms
- Guiding SREDA on professional events and tradeshows to understand which have the highest potential for FDI, which firms within those events have the most potential, and assistance in engaging with those firms at the events.
- Provide SREDA a final report, incorporating all information and recommendations, including but not limited to:
  - Saskatoon Region assets and opportunities
  - FDI Presentation material
  - Saskatoon Region meetings and events recommendations
  - Effective use of ITB and other policies and programs
  - Key industry tradeshows and events, 2026 and future years
  - Key recommended target international and national target firms, 2026 and future years.
- Linking SREDA with a minimum of five applicable FDI leads.

Timeline

The successful candidate is expected to commence work July 6, 2026, with the project completion and final report by December 7, 2026.

Budget

Total budget: $75,000 (including any travel or ancillary expenses) to be paid based on project milestones determined by the consultant and agreed to by SREDA.

Proposal Requirements

Vendors must submit:

- A detailed scope of work, including methodology and deliverables.
- Contractor's experience, capabilities, and team composition.
- Three relevant work samples.
- A detailed cost breakdown with project milestones

Submission & Contact

Proposals should be emailed by EOD June 25, 2026 to:

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SREDA reserves the right to accept, reject, negotiate, or award contracts at their discretion.