



Portage Regional Economic Development Inc Request for Quotes

Market Gap Analysis, Targeted Sector Plan and Workforce Development Analysis for the Region of Portage la Prairie #008

Portage Regional Economic Development Inc. (PRED) is seeking written quotes from qualified professionals to lead three integrated projects:

1. **Market Gap Analysis**
2. **Targeted Sector Plan with a focus on Foreign Direct Investment (FDI)**
3. **Workforce Development Analysis specific to industrial development**

This work will build upon the [2025 Industrial Development Strategy](#) and [10 Year Regional Economic Development Strategy](#) supporting PRED's efforts in attracting large-scale industries and secondary businesses to the Region of Portage la Prairie. The initiative aims to strengthen the region's position as a hub for agriculture and food processing while advancing the actions and priorities identified in previously released strategies.

This project is a research- and data-driven study intended to support PRED's investment attraction efforts by positioning the Region of Portage la Prairie as a preferred destination for investment. The resulting analysis will serve as an internal planning and data resource to guide future initiatives focusing on industrial growth, collaboration, and long-term economic development.

Deadline for Receipt of Quotes

Time: 4:00 pm local time

Date: January 27th, 2026

Quotes received after the date and time stated above will not be accepted or considered.

Quotes shall be submitted electronically to coleary@investinportage.ca with the subject labeled “Response to RFQ #008

Please contact: 204-870-9050 for general inquiries

1. Background

Representing an agri-food manufacturing hub of more than 23,385 people, Portage Regional Economic Development Inc. (PRED) works to inspire new investment and reinvestment throughout the region. PRED’s mandate is to create an environment that successfully attracts new investment while retaining and expanding existing businesses across the City of Portage la Prairie and the Rural Municipality of Portage la Prairie. This mandate is delivered through a strong regional collaboration between the two municipalities.

Since 2018, the region has experienced substantial economic growth. This includes significant investments in new commercial businesses, construction and renovation of multiple commercial strip malls and residential development.

FDI Industrial development has also accelerated. Roquette opened the world’s largest pea protein facility in Portage la Prairie, representing an investment of over \$600 million. Simplot invested more than \$480 million to double the size of its facility and expand its workforce by 90 positions. Additional major developments include the construction of a new \$455 million, two-storey hospital and the announcement in June 2023 of a new industrial project currently in the final stages of a front-end engineering design study for a \$1.9 billion investment.

As outlined in the Region’s 10-Year Economic Development Strategy, continued industrial development remains a top priority.

Scope of Services

PRED invites qualified consultants to submit quotes to deliver the following three integrated components, as outlined in the Industrial Development Strategy and the 10-Year Regional Economic Development Strategy.

The successful proponent will provide focused recommendations and in-depth analysis to advance actions across all three components, resulting in a cohesive, internal, and actionable plan. The consultant will also identify potential grant funding opportunities to support implementation and ensure success.

Area 1: Market Gap Analysis

PRED is seeking a comprehensive Market Gap Analysis to identify and highlight business opportunities within the Region of Portage la Prairie. The analysis will focus on:

- Opportunities that support industrial activity, particularly within the agri-food sector.
- Commercial, complementary, and service-sector opportunities that strengthen the Region of Portage la Prairie.

- Assess capacity on existing trades businesses, sub-trades, and support businesses, using data to identify opportunities for local business creation or expansion.
- Identification of gaps, emerging needs, and opportunities for diversification.
- An inventory and analysis of all commercial and industrial land within the Region of Portage la Prairie.

This work will directly support PRED's investment attraction efforts by providing clear, data-driven insights into where new and expanding businesses can succeed.

Area 2: Targeted Sector Analysis to Diversify FDI

While historically successful in attracting investment, the Region is now proactively addressing a shift in its approach to foreign direct investment. Global trade and investment patterns are changing, particularly due to evolving tariff regimes introduced by the United States, Canada's largest trading partner and the primary market for the Region's processed agri-food products.

Even beyond current tariff conditions, overreliance on a single export market presents long-term risks. To address this, the Region is seeking to diversify export markets and attract inbound FDI from targeted European and Asian markets.

PRED is seeking:

- A review and analysis of current targeted sectors for the Region of Portage la Prairie.
- An analysis of targeted sectors that support market and investment diversification.
- A review of the FDI roadmap and recommendations outlined in the Industrial Development Strategy.
- A practical plan to initiate and expand targeted outreach to new markets.
- An identification of relevant conventions, trade shows, investment forums, and missions appropriate for the Region of Portage la Prairie.
- An identification of priority companies, sectors, and investment attraction initiatives that PRED should focus on.
- To review and build upon the current priority sectors identified on investinportage.ca. This includes updating sector-specific materials, content, and opportunity profiles to ensure they reflect current market conditions, emerging opportunities, and the findings of this project.

Area 3: Workforce Development Analysis

Building upon Section 2.12 (page 38) of the PRED Economic Development Strategy and workforce-related recommendations from the Industrial Development Strategy, PRED is seeking a comprehensive Workforce Development Analysis and Action Plan.

The successful consultant will build upon recent studies, strategies, and assessments completed in the Region to support continued attraction of large-scale investment through FDI, business retention, and expansion.

The analysis should:

- Identify workforce demand, skills gaps, and training needs aligned with current and future industrial development or secondary businesses needed.
- Assess what workforce capacity currently exists in the Region and what must be attracted from outside the Region.
- Review entry-level workforce needs within the agri-food sector and potential programs.
- Explore partnerships with post-secondary institutions to support training pathways for trades, subtrades and industrial occupations.

3. Project Budget

The total budget for this project is **\$49,000 CAD**, excluding applicable taxes. This budget is inclusive of all costs related to research, planning, stakeholder consultations, report preparation, and delivery.

Deliverables

The consultant will be expected to deliver the following:

Phase 1: Discovery and Research

Phase 2: Analysis and Development

Phase 3: Final Analysis Report, Solutions, Recommendations and Presentation

Timelines

RFP Issuance Date: January 19th, 2026

Quote Submission Deadline: January 29th, 2026, 4:00 PM (local time)

Award for project: February 2nd, 2026

Project Start Date: February 3rd, 2026

Draft Report Submission: April 17th, 2026

Final Report Submission: April 27th, 2026