



Building a Canada that wins

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

There are strange waters for business to navigate these days between NAFTA negotiations, newly inked trade agreements CETA (Comprehensive and Economic Trade Agreement) and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership, interprovincial challenges and the desire for business tax reform by the federal government. But despite the challenges of the current climate, the Canadian Chamber of Commerce (CCC) is pushing forward with the 2018 edition of the campaign "10 Ways to Build a Canada that Wins". This document will be a guide for advocacy for chambers of commerce like ours.

1. Make Canada a Magnet for Business Investment
2. Ensure a Globally Competitive North America
3. Make Canada an Agri-Food Powerhouse
4. Develop Agile Workforce Strategies
5. Make all of Canada an Export Gateway
6. Improve Regulatory Efficiency, Achieve Regulatory Alignment and Ensure the Unrestricted Movement of Goods and People across Canada
7. Help SMEs Trade and Grow
8. Provide Opportunities for Business Development to



Support Self-Determination for Indigenous Peoples

9. Make Canada a Global Innovator
10. Make Canada the World's One-Stop Shop for Green Resources and Technology

In fact, a quick scan of the 10 ways shows how each could be connected to the economic climate in the city and county of Peterborough. Here's a look at a couple of them.

Make Canada an Agri-Food Powerhouse

"Canada's agriculture and agri-food sector has a strong and well-earned reputation for efficient production, innovation, food quality and safety that has propelled Canada to be the fifth largest exporter of agricultural and agri-food products in the world."

The CCC report goes on to say that the agri-food industry, from primary producers to advanced food manufacturers to agri-food based technologies to data analytics, accounts for 7% of GDP and one in eight jobs across the country.

In 2018, the Chamber Network will focus on championing a more integrated approach involving federal and provincial governments in the development of policy in this area. This will be a key area as a provincial policy around agricultural mapping and the larger targets under the Places to Grow legislation

are raising concerns for land use in rural areas. Transition time between policies is necessary to ensure understanding of projects in the development process.

There is also a continued desire to work with the government to develop a long-term vision for growing Canada's agri-food sector.

On the economic development front in Peterborough, Peterborough & The Kawartha Economic Development Agriculture Advisory Committee has identified three priority areas for 2018:

1. Community Education
2. Analysis of Local Value Chains
3. Talent Attraction and Retention in Agriculture

Develop Agile Workforce Strategies

Accessing talent has been identified as one of the biggest challenges to business competitiveness in Peterborough and across the province. The ability to make a difference in this space requires targeted strategies at all levels of government. Among the policy areas identified as priorities from the CCC and Chamber Network are workforce strategies that:

- Meet businesses' needs at a local level. We are seeing increased support and understanding of our local needs through the Local Employment

Planning Council (LEPC) pilot project, but more can be done with access to more data that is gathered at the federal level.

- Provide easy access to comprehensive labour market information. In Peterborough we have the LEPC which is working toward identifying the needs of employers and those on the job hunt. That said, access to data is a key component in developing a successful workforce strategy.
- Assure greater labour mobility across Canada while enabling temporary entry for international talent to play a role in pushing growth forward. How do we connect employers with the employees they need at the local level?

The CCC report identifies that jobs of today require essential skills such as literacy and numeracy, communication, problem-solving, teamwork and interpersonal skills, along with trades and technical skills.

Businesses will always be up to the challenge to build a "Canada that wins", looking for new ways to grow and reach new customers and markets, but governments and policy makers cannot lose sight of the importance of a policy climate that allows for business success.

peterboroughchamber.ca/blog

Small Business Access website launches

The Ontario Chamber of Commerce is working in partnership with the Ministry Responsible for Small Business to ensure that small businesses across the province are aware of a new website. The web portal is designed to be a one-stop shop for small business owners and the questions they have with regard to funding, growing and regulations that apply to their business.

The website was officially launched at a news conference with Ontario Chamber President & CEO Rocco Rossi and Minister Jeff Leal.

The Peterborough Chamber will be hosting a workshop on it to inform our local businesses and help provide feedback to the provincial government at the end of March.

In the meantime, have a look at the site, call the hotline if you need to and let us know about your experience!

ontario.ca/smallbusiness



CHECK OUT OUR MEMBERSHIP DIRECTORY

Our members do it all!

Working together for a good cause

The Canadian Mental Health Association, Haliburton, Kawartha, Pine Ridge Branch has partnered with the Peterborough & District Farmers Market to collect mittens, scarves and hats for the CMHA's Safe Beds program.

The CMHA HKPR has also received a Trillium grant to continue with the Gender Journeys program.

More: cmhahkpr.ca



Featured Member Discount Program: Domain and Hosting Services

Save 10% on Domain and Hosting Purchases

Enter Offer Code "LoveLocal" to Redeem
NeighbourhoodDomains.com

Owned By: **acorn30**

We're From Here Peterborough

Chamber members, send your Member Milestones to reception@peterboroughchamber.ca or call 705-748-9771 x0.



www.peterboroughchamber.ca

Event Calendar



WEDNESDAY
February 21st, 2018
(Chamber & WBN Members only)

Cybercrime Prevention

Chamber Boardroom
175 George Street North

12:00pm - 1:00pm

Speaker: Carlye Boruta, VP Shaw Computer Systems Inc.

What you'll learn:

As technology continues to move forward, making our lives easier and more connected, cyber criminals are developing more sophisticated techniques to exploit technology for their benefit.

Cost: Free (Bring your lunch)

Note: Pre-registration required



WEDNESDAY
February 21st, 2018

An Evening with Our Elected Officials

The Venue Peterborough

286 George Street North
5:30pm-9:00pm

Details: Join us for a full hour of crowd-sourced Q&A with our elected officials MP Maryam Monsef, MPP Jeff Leal, Warden Joe Taylor, and Mayor Daryl Bennett.

The evening includes a networking reception where you can engage with our elected leaders, and dinner.

The Q&A session will be recorded for broadcast by Power Sponsor YourTV and Cogeco.

Tickets: \$65.00 *Includes Networking Reception & Dinner
Note: Pre-registration is required

Sponsors: YourTV, Cogeco



TUESDAY
March 6th, 2018

360 Wellness Clinic

157 Charlotte Street Peterborough

4:00pm - 6:00pm

Details: PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

Cost: Free, courtesy of Shorelines Slots at Kawartha Downs

Chambers of Commerce Group Insurance Plan

FOR FIRMS WITH 1-50 EMPLOYEES

Insurance for small business that's anything but small

contact: Brian Bulger at 741-1400

POWER HOUR
STRENGTHENING BUSINESS

Join us for a full hour of crowd-sourced Q&A with our elected officials

Wednesday, February 21, 2018
5:30pm - 9:00pm
The Venue Peterborough

Tickets Available
peterboroughchamber.ca

Evening Powered by
YourTV
COGECO

GREATER Peterborough Chamber of Commerce

PTBO CHAMBER MEMBER
STRENGTHENING BUSINESS

Members raising money for the community

Bell Let's Talk Day saw 138,383,995 messages of support meaning Bell will invest a further \$6,919,199.75 in Canadian mental health

Trent University raised \$103,400 for the United Way of Peterborough & District's annual campaign

The Peterborough Petes supported the annual Pink in the Rink fundraiser which raised \$83,578 for women's cancer research.

PTBO CHAMBER MEMBER
STRENGTHENING BUSINESS

Rob Howard
Kawartha Local Marketplace

Chamber Member Since 2015

Your Business + The Chamber
#StrengtheningBusiness

Learn how: peterboroughchamber.ca