



DIRECTORY OF DELEGATES

CANADIAN LGBTQ BUSINESS TRADE MISSION

TORONTO | November 11-14, 2025



Canada 



CQCC TRADE MISSION TO TORONTO

Canadian Queer Chamber of Commerce (CQCC) is pleased to be leading a 2SLGBTQI+ Domestic Trade Delegation to Toronto.

The Canadian companies participating in this mission are ready to do business with you. These suppliers not only compete across diverse sectors, but also demonstrate how inclusion strengthens Canada's economic leadership from coast to coast to coast.

This directory provides a short description of the activities and fields of expertise of the Canadian, diverse owned businesses, participating in this trade mission, as well as contact information for their representatives.

We encourage you to talk to members of the CQCC delegation and explore with them how they can become your next best business partner, and how working with suppliers from across Canada can bring unique solutions to your business needs.



In Partnership with

Canada 

ABOUT CQCC

Canadian Queer Chamber of Commerce (CQCC) is a coalition of LGBTQ business owners, allies, government liaisons, corporate members, and community partners. We advocate for and work towards a more inclusive North American economy – one connection at a time.

CQCC'S GLOBAL PROGRAM

By connecting Canadian enterprises to a global network of other LGBTQ chambers of commerce, governments, corporate partners, businesses, and individuals – CGLCC's Global Program helps LGBTQ certified suppliers access international business opportunities.

We also equip members with practical information about how to do business abroad and insider information about trends in trade and various markets. Our development programs and government partnerships give certified suppliers the opportunity to speak with the right people and get the right information to expand their potential globally.

Let us introduce you to the benefits of working with the many LGBTQ businesses of Canada.

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Global Program
supported in part by





CQCC'S GLOBAL PROGRAM

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CQCC'S GLOBAL PROGRAM

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ACE PRODUCT CONSULTING

Product Management



Stephen currently is the Founder and Managing Director of ACE Product Consulting. Stephen brings over 2 decades of experience in product management, having developed, launched, and scaled products and product management teams in the financial services, fintech, consumer, AI, consumer and small business SaaS industries. Additionally Stephen has spend 12+ years on the board of directors on small, medium and large nonprofits, leading strategic planning, financial governance and special projects.

Based in Vancouver, British Columbia, we currently work with clients in Canada and the US and also support international companies looking to expand into those markets.

Ace Product consulting consists of four pillars:

- Working with early stage and scaling startups, offering fractional product management resourcing and expertise
- Advising Fintechs, payments providers, financial services organizations on their payments, AI and product development. Leveraging 18 years of experience working at Fintechs, Challenger banks and large FI's
- Supporting organizations to develop and augment existing products to fuel growth and create unique value for the LGBTQ2S community.
- Supporting non-profits with their strategic planning and assisting them to achieve their theory of change and increase the measurable impact of their programs and services

DELEGATE

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BETTERTABLE

Clean tech & professional services for commercial kitchens



BetterTable™ is developing a cutting-edge mobile app designed to help foodservice and hospitality kitchens reduce food waste by 50% and achieve Net Zero emissions.

BetterTable™'s approach enables commercial kitchens from large hotels to small restaurants to:

- Save \$10,000/year within 6 months, on average
- Cut food waste in half
- Accurately measure and reduce carbon footprints
- Meet and exceed ESG and sustainability reporting requirements
- Optimise sourcing for more sustainable purchasing
- Enhance profitability with data-driven insights

Our solutions include:

1. BetterTable™ Academy: this online training available 24/7 is packed with best practices from the industry, and can be completed in one hour.

2. BetterTable™ Food Audit: our in-person Food Assessment includes in-depth interviews with key leaders and an engaging card game for food and beverage operations.

3. Mobile App: Measure the carbon footprint of your food based on what you buy and your food waste levels. Access marketing materials to share your impact on the Sustainable Development Goals and get listed on a map of eco-friendly restaurants

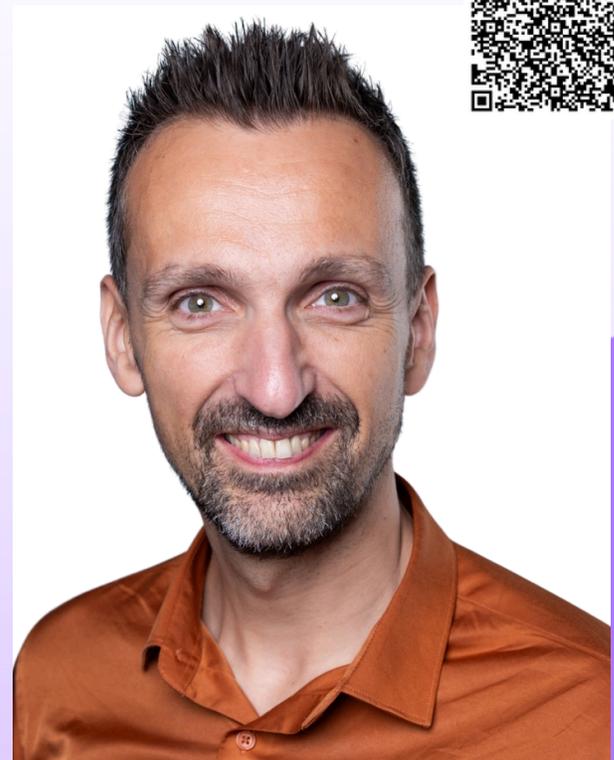
Are you ready to Waste Less & Earn More?

[BETTERTABLE CAPABILITY STATEMENT →](#)

DELEGATE

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Earth Science: Minerals and Mining

Connecting Earth Science to Modern Business

We're working towards a greener future, but few understand the earth science and natural resources that make it possible. Every sustainability and supply-chain decision begins with what's under our feet, but do you know how to access, interpret, and communicate that work? That's where Bruce GEOinsights (BGI) comes in. From critical minerals to climate conversations, we help modern businesses connect underground insights to above-ground decisions.

We help organizations turn ineffective stories into inspiring ones. How? By bridging the gap between natural resources and strategy, integrating earth science into your messaging to add context, credibility, and impact. Whether you're up- or downstream, our goal is to connect what's underground to the outcomes you deliver everyday.

Think Earth Science Doesn't Apply to Your Sector?

If your work touches land, water, or materials, you're already part of the story. Earth science shapes every aspect of modern life, from EV technology and construction to industries as unexpected as fashion, music, and wine.

Service Offerings:

- **Storytelling:** Internal workshops & training, business-case writing, etc.
- **Cross-Industry Impact:** Research on material sourcing, guidance on responsible production, critical-mineral reporting, etc.

- **Strengthen Credibility:** Consulting on public outreach, community engagement, youth education, etc.

Because whether your audience is business, policy, or public, our future starts underground.

[BRUCE GEOINSIGHTS CAPABILITY STATEMENT →](#)

DELEGATE

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CAPEX PROJECT ADVISORY SERVICES INC.



Capital Construction Projects

Our mission is to support our clients as we work together to build the fabric of our communities.

Mark is the Founder and Managing Director of Capex Projects, a consulting firm based in Vancouver, British Columbia, specializing in advising and supporting clients in delivering their major construction projects.

Established in 2015, Capex Projects has grown to become one of the most capable, respected, and impactful firms in its field, providing services primarily to clients in the government and government-funded sectors.

The company has assembled a highly skilled team of engineers and project managers who support clients with all their capital project needs — from hands-on project management and leading major procurements, to business case development, project recovery, and business process improvement initiatives.

With over \$1.5 billion in construction delivered, Capex Projects has become a go-to resource for managing the construction of schools, hospitals, mental health facilities, fire stations, student housing, flood mitigation works, roads, wastewater, and utilities projects.

The firm is proud of its strong reputation for delivering consistent results.

CAPEX CAPABILITY STATEMENT →

DELEGATE

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CENTERED MENTAL FITNESS

Coaching and Consulting



How resilient is your team?

Discover how your team responds to stress, change, and challenge... and where small shifts could make a big difference in productivity, innovation and teamwork.

Every team faces pressure. But some bend without breaking and stay grounded, collaborative, and focused even when things get tough.

Nancy Shadlock and her team at Centered Mental Fitness provide a short assessment that helps you hold up a mirror to your team's current patterns of resilience. You'll see where your team is thriving, where it's stretching, and where it has the most potential to grow stronger together. From this assessment, they help individuals and teams build Mental Fitness, the ability to meet challenge with calm, connection, and creativity.

This work is rooted in the Positive Intelligence® framework developed by Shirzad Chamine, a Stanford Professor, and it's been implemented in 190 countries and notable fortune 500 companies.

"They helped us identify the thought patterns that got in our way. Things like perfectionism, control, avoidance and then they taught us the mental fitness tools to turn those patterns into opportunities for growth. Now we don't avoid stress or change, we use it as a signal to pause, breathe, and respond with curiosity rather than reactivity." -Industry Executive

Proven Outcomes:

- 98% increase in emotional intelligence
- 92% improved collaboration
- 91% better stress management
- 90% boost in mental and emotional energy

Ask Nancy about taking the Team Resilience Assessment: A tool to reduce burnout, strengthen resilience and improve team collaboration.

[CENTERED MENTAL FITNESS CAPABILITY STATEMENT →](#)

DELEGATE

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Media Production, Marketing

Editaudio is a Certified LGBTQ+ Enterprise and award-winning podcast production house founded in 2012 by Steph Colbourn. It is the only podcast production company entirely owned and operated by women and gender expansive people. We've worked with media companies like Cosmopolitan and Spotify, and leading tech orgs like Google, Stack Exchange Inc, and NTT Data.

We bring a diverse group of voices to the podcast space: from Jane Fonda and Michaela Jaé Rodriguez, to former Netflix executives, WNBA players and HGTV stars. We are the go-to choice for brands, organizations and individuals seeking authentic, mission-driven content production with proven impact.

We work with clients in three ways:

- Thought leadership - we create podcasts that generate visibility and highlight expertise for their teams, products or overall brands. Clients find it is a great way to connect with other industry leaders!
- Paid media - We build and execute paid media campaigns and strategies from end to end, to help grow audiences and build awareness for companies and brands through podcasting.
- Internal Communications - We create community-focused internal podcasts for companies that help to align teams, share messages from senior leaders, and highlight employee resource groups and other internal cultural initiatives for employees.

We are an award-winning production company operating in Canada, the US, and the UK. We strive to make the industry more representative through our content and support. We also produce a slate of acclaimed original podcasts hosted by women and non-binary creators.

[EDITAUDIO CAPABILITY STATEMENT →](#)

DELEGATE

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FANJOY CULINARY THERAPY INSTITUTE



Health Care and Hospitality

Fanjoy Culinary Therapy Institute is Canada's leader in Culinary Therapy, offering a fresh approach to mental health support by bringing clinical therapy into the kitchen. Designed for those who may not connect with traditional counselling, our programs improve health, life skills, relationships, and well-being—while addressing food insecurity and building employment skills for people with special needs.

We use validated therapeutic techniques through our Fanjoy Culinary Therapy Model™ to train therapists, physicians, youth workers, and hospitality professionals worldwide to better serve at-risk teens, families, and seniors. The model was created by Chef Pam Fanjoy, MSW, RSW, an award-winning Canadian chef, Chopped Canada Champion, Food Network competitor, and long-time social change advocate. With over 30 years of experience in social work—specializing in child and adolescent psychiatry, play therapy, and family therapy—Pam reinvented herself as a chef in 2013. Since then, she has combined her expertise in both fields to revolutionize how we approach healing the mind, body, and soul through food.

Our therapeutic cooking classes and corporate culinary workshops offer a dynamic alternative to “couch therapy,” fostering connection, resilience, and well-being. Since launching internationally in 2023 in Ireland and the USA, we have contributed to advancing the Social Prescription movement, ensuring mental health needs are met in creative and accessible ways.

We continue research and development in Ontario across schools, social services, and health care sectors, and we are expanding globally with consulting teams in the USA and Ireland. Fanjoy Culinary Therapy is transforming the way we nourish people—inside and out.

[FANJOY CAPABILITY STATEMENT →](#)

DELEGATE

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LA MAISON KOMANDŌ

Retail, Manufacturing

La Maison Komandō (LMK) is a Black- and queer-owned Canadian intimate apparel company that designs and manufactures Foxerz™: stylish, size-inclusive and sustainably made women's boxer shorts created for women's bodies and needs that also serve athletes & women with active lifestyles, with a performance wear line currently in development.

Since its launch in 2023, the brand has earned early recognition as an Emerging Entrepreneur Prize recipient from Royal Bank of Canada and recently launched a new collection in October 2025. Guided by the core values of freedom, quality, and social impact, our mission is to offer quality alternatives to traditional premium "feminine" underwear without compromise, while representing BIPOC and LGBTQ+ communities, female athletes, and their allies.

Why La Maison Komandō (LMK):

- Inclusive, innovative design tailored to women's bodies and active lifestyles
- BIPOC & queer-owned brand with authentic cultural storytelling
- Agile structure ready to scale for private and government contracts
- Proven market validation with growing retail demand

LA MAISON KOMANDŌ

Target Opportunities in Mexico:

- Building direct relationships with textile manufacturers and suppliers
- Identifying distribution opportunities in major retail chains and export markets.
- Networking with entities involved in public and private sector procurement.

LA MAISON KOMANDŌ CAPABILITY STATEMENT →

DELEGATE

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METHOD + METRIC

Digital Marketing



We believe that SEO is more than just rankings and clicks, it's about driving new business opportunities and generating revenue. That's because Google and other search engines contribute 34% of all B2B sales and marketing leads. We work with you to better market your website online and help you understand your organization's technical and marketing challenges.

At Method + Metric, we believe that data should inform every facet of digital marketing. We'll help make sense of your analytics and uncover actionable insights.

Expertise at a glance:

- **Search Engine Optimization:** From keyword strategy to technical performance, we help optimize your website to reach the right customers.
- **Data Analytics:** Uncover growth opportunities for your business through data analysis. We can help you plan, launch, and track data for a range of marketing events and functions.
- **Conversion Rate Optimization:** With CRO, we examine website data to better understand your customers' behaviours and identify the patterns that will produce more qualified leads and sales.
- **Content Marketing:** In business, there is no substitute for experience, authenticity, and trust. And we help you communicate your knowledge and expertise with your audience. A content strategy is the foundation for all digital marketing and strengthens your reputation.

Our diverse team is made up of subject matter experts in SEO, Content Marketing, Analytics, and Conversion Rate Optimization. We take work off your plate and make it easy for you to drive positive business outcomes.

METHOD+METRIC CAPABILITY STATEMENT →

DELEGATE

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PADRAIG LEADERSHIP



Business Management, Learning & Development

Padraig is a Canadian leadership development and executive coaching firm that helps organizations build emotionally intelligent and resilient leaders who deliver measurable outcomes. Founded in 2012 by Patrick O'Reilly, drawing on his own leadership journey through pressure, isolation, and imposter moments, Padraig blends senior-level experience with accredited coaching practices to deliver practical, high-impact solutions.

Our offerings include customized cohort programs, targeted workshops, one-on-one and team coaching, leadership and behavior assessments, and self-paced online learning. Each solution is tailored to align with the client's leadership competencies, culture, and strategic priorities. Rooted in a coaching approach, our workshops emphasize engagement, real workplace scenarios, and deliberate practice to ensure leaders leave with actionable strategies they can apply immediately.

We build stronger leadership teams by fostering trust, dismantling silos, and accelerating succession readiness while promoting inclusive, psychologically safe workplaces. Padraig's tailored approach and adaptable delivery meet the needs of organizations large and small. That's why nearly 95% of our clients return or recommend us.

We collaborate with HR, executive teams, and board-level sponsors to co-design programs that link leadership development to business outcomes and clear ROI.

Our team of ICF-certified coaches and experienced facilitators is committed to helping organizations elevate leader capability, drive strategic execution, and create workplaces where people and performance thrive. Padraig brings pragmatic wisdom, rigorous design, and a focus on lasting behavioural change.

[PADRAIG CAPABILITY STATEMENT →](#)

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RECRUIT ACTION

Staffing industry



Founded in 2009, Recruit Action is a leading Canadian staffing firm connecting top talent with industry-leading organizations across North America. We provide tailored recruitment solutions in insurance, financial services, technology, and customer experience.

Fully bilingual in English and French, we offer agile, customized staffing services that reflect the diversity of today's workforce. Every placement is a strategic match designed to drive business success.

Recruit Action is a certified diverse supplier through CGLCC and an active member of ACSESS, reflecting our commitment to professionalism and inclusive hiring practices.

Our Services:

- Temporary & Contract Staffing
- Permanent Recruitment
- Payrolling Services

We go beyond filling roles, we build meaningful partnerships.

Our boutique model, deep expertise, and human-focused approach make us the trusted choice for top-tier talent across Canada and the U.S.

RECRUIT ACTION CAPABILITY STATEMENT →

DELEGATE

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SILVERMAN CONSULTING & RETAIL SERVICES



Retail Liquidation Consultants

Since 1991 the consultants at Silverman Consulting & Retail Services have provided liquidation services, by creating and managing highly successful "Sale Events" for independent, consumer goods retailers across Canada and in the US.

We are experts in the jewellery sector and are best known for that, but in recent years we have worked with several different retailers including clothing, hardware, and more. Our number one clients are retailers looking to retire or close their store, but we also provided our services to Banks, Trustees, and Estates to generate the greatest revenues for our clients, while managing all aspects of the "Sale Event".

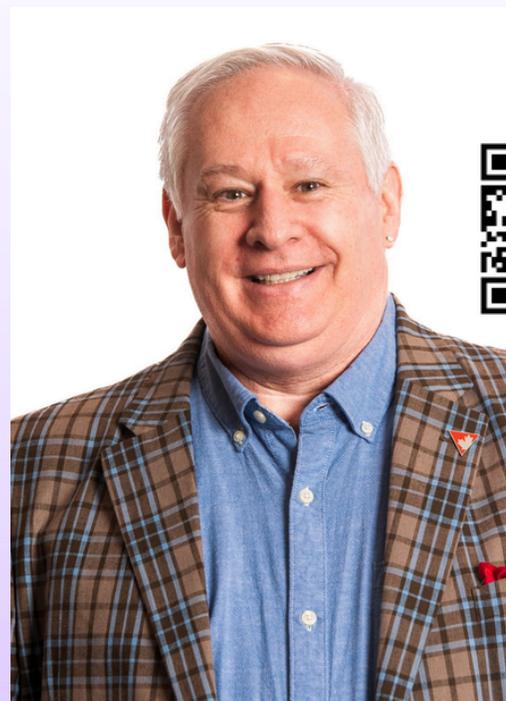
We are looking to meet with anyone knowing an independent retailer looking to retire in the next couple years, or Special Loans Unit Bankers, Insolvency Practitioners, Estate Lawyers.

Our Sale Events regularly exceed the previous years' sales in a 6-12-week Sale Event. In an insolvency our program regularly generates dollar for dollar returns for secured creditors (banks) and manages the complete operations process for insolvency practitioners.

[SILVERMAN CONSULTING CAPABILITY STATEMENT →](#)

DELEGATE

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TACIT EDGE

AI and Product Management Education



TACIT EDGE
PRODUCT LEADERSHIP

Tacit Edge is redefining who leads in the age of AI.

Founded by Christa Hill and Renee Matsalla, seasoned product leaders with experience at Apple, Google, Amazon, and more, Tacit Edge helps organizations build the literacy, confidence, and systems needed to thrive in an AI-powered world.

As AI Integration Coaches and human-first AI pioneers, Christa and Renee have helped purpose-driven leaders adopt AI with clarity and integrity, equipping teams to work with AI, not against it.

Refreshed Impact Section (Human + Scalable)

In just five years, Tacit Edge has educated thousands of professionals worldwide, from executives to emerging leaders across all industry sectors, helping them reimagine their roles for the future of work.

Through partnerships with SAIT, Athabasca University, Brock University, and corporate leaders across North America, Tacit Edge has:

- Equipped 3,000+ professionals with AI and product management skills to stay competitive in an evolving economy.
- Supported organizations achieving 2–5x productivity gains through responsible AI adoption.
- Delivered programs with equal success rates across gender and race, setting a new benchmark globally for inclusive upskilling.
- Guided dozens of Canadian companies to become AI-ready with integrity, aligning automation with human-centered leadership.

Tacit Edge partners with leading academic institutions and industry innovators to deliver cutting-edge, inclusive education in AI and product leadership. Their programs empower leaders to make informed, values-driven decisions about how to integrate AI into their organizations responsibly. If you're integrating AI into your business, don't just hire a product team. Partner with the experts helping Canada adopt AI with humanity, strategy, and purpose.

[TACIT CAPABILITY STATEMENT →](#)

DELEGATE

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THE INCLUSION IMPERATIVE

Culture transformation and leadership development

To thrive in an increasingly competitive, VUCA world, businesses need to be forward-facing — fostering innovation and promoting resilience by embracing the power of difference.

At The Inclusion Imperative, we believe that inclusive workplace practices and principles are the key to unlocking the potential of this power — and that inclusion is a fundamental driver of commercial success.

We help organizations achieve superior business outcomes by creating workplaces that are more productive, effective, and resilient — developing leadership capabilities and transforming workplace cultures.

We transform cultures by focusing on topics such as:

- Inclusive leadership (at all levels)
- Psychological safety
- Conscious inclusion (and unconscious bias)
- Allyship and privilege
- Teamwork
- Imposter syndrome
- Intersectionality
- Mental wellbeing

Our core services are delivered through:

- Consulting (including advisory) assignments
- Cohort-targeted L&D / training (including workshops and other formats)
- Keynote speaking (as well as moderating, panels, interviews, etc.)
- Mentoring



Uniquely, our approach is rooted in practice, not just theory.

Our Founder and CEO, Geffrye Parsons, brings a strong commercial perspective to this work, informed by an international 35-year client-facing executive career with global financial and professional services organizations.

[INCLUSION IMPERATIVE CAPABILITY STATEMENT →](#)

DELEGATE

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THEATRE OF COMMERCE

Growth Solutions Powered by StoryBrand™

THEATRE OF
COMMERCE

Many business owners and partners struggle to ship their marketing campaigns, usually because they lack the time and resources to devote to strategy driven by brand positioning and brand messaging. At the corporate level, sales and marketing teams rarely share consistent brand, getting unsatisfactory results and failure to achieve goals.

All businesses' potential customers are bombarded with thousands of commercial messages each day. A clear and concise brand message has five seconds to engage. The solution? The StoryBrand (Donald Miller) paradigm shift in digital marketing, re-positioning the brand's story with the Customer-as-the-Hero and the brand as the Guide to help the hero "win the day".

Theatre of Commerce puts StoryBrand brandscripting at the centre of the marketing strategy value chain: goalsetting, ideal client profiles and marketing research, messaging, then the right channels, and outcome metrics. How many businesses start their marketing "in the middle"?

Theatre of Commerce's differentiator is to apply the practice of dramatic narrative (derived from bringing over sixty stories "from page to stage" in theatres across Canada) to its client work and relationships: in the writer's room, production and then out into the theatre to meet their audiences

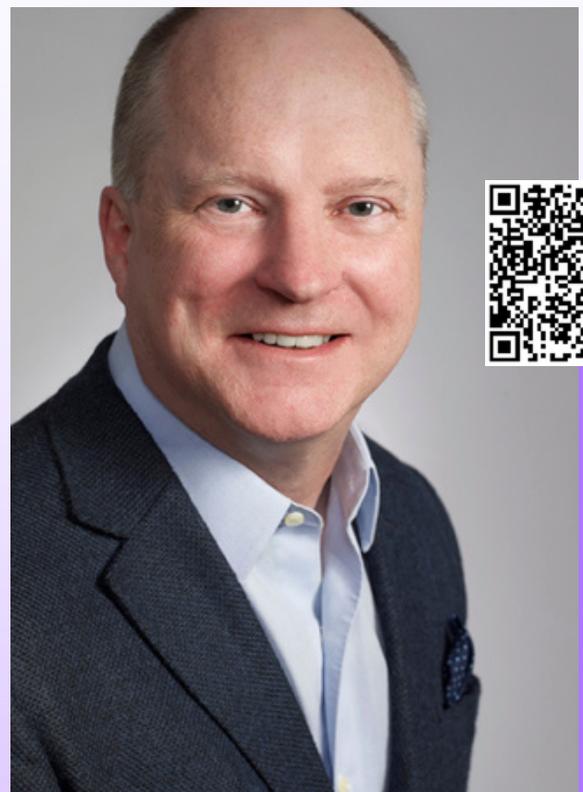
The most important person in any story is the audience. That's why the Theatre of Commerce guiding question is, at every stage, "how will this play?"

Theatre of Commerce and Charles McFarland have worked with a range of large organizations (CIBC, the Toronto Blue Jays, Wood) applying theatre practice to realizing the true brand positioning in the audience's stories, reflected back.

[TOC CAPABILITY STATEMENT →](#)

DELEGATE

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TORONTO CREATIVES

Marketing & Advertising, Video Production & Content Creation

TORONTOCREATIVES.COM

Toronto Creatives is a boutique production studio and creative agency crafting cinematic narratives for luxury brands and forward-thinking businesses across North America. From our downtown Toronto studio, we bring elevated vision to life through exceptional videography, strategic brand design, and immersive digital experiences.

Founded and led by Creative Director Benjamin Gibson, Toronto Creatives combines the artistry of film and photography with the precision of brand strategy. Our team of filmmakers, designers, and strategists delivers visual storytelling that captures attention and drives measurable business results.

What We Do

We specialize in cinematic storytelling, commercial photography, and brand development for both consumer-facing and business-to-business audiences. From luxury campaigns and product films to corporate brand narratives and leadership profiles, our work connects human emotion with strategic clarity — helping businesses communicate not just what they do, but why it matters.

Our Approach

Every project begins with a story. We collaborate closely with clients to uncover the essence of their brand or organization and translate that into cinematic visuals and cohesive messaging. Our in-house studio provides a controlled production environment where we craft all client work and original content with the precision and creative freedom that define our process.

Who We Work With

Our partners include luxury and lifestyle brands, architecture and real estate firms, hospitality and design studios, and progressive B2B organizations seeking to elevate their visual communication. From start-ups to established enterprises, we collaborate with clients who share a commitment to creative excellence and purposeful storytelling.

[TORONTO CREATIVES CAPABILITY STATEMENT →](#)

DELEGATE

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CANADIAN QUEER CHAMBER OF COMMERCE



Diversifying Canadian Business, One Connection at a Time

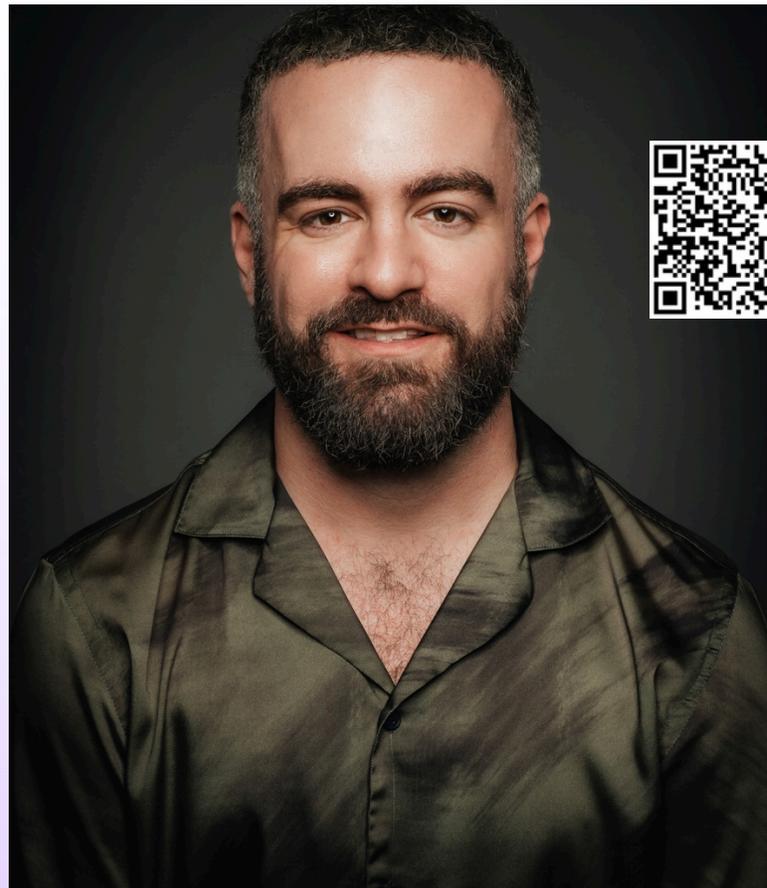
CQCC, Canadian Queer Chamber of Commerce, advocates for and works towards a more inclusive Canadian economy. As the only certifying body of LGBTQ owned businesses in Canada, CQCC's Certified Supplier program is internationally recognized by the NGLCC, global corporations, and Canadian government partners.

We are actively welcoming new corporate partners who want to help champion 2SLGBTQI+ business in Canada and around the Globe. Let us share our success with you! Connect with one of our Delegates, or visit www.queerchamber.ca, for more information.

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CQCC CORPORATE PARTNERS

CORPORATE AND GOVERNMENT MEMBERS



MEDIA MEMBERS



RESOURCE MEMBERS



DEAR CANADIAN EXPORTERS

From agriculture to aircraft, and parkas to potatoes, the world still wants what we have to export.

Since 1944, we've helped Canadian businesses thrive confidently on the global stage – even in the most unpredictable times.

Whether you're navigating currency fluctuations, need additional working capital or mitigating supply chain risks, we've got your back.

Market uncertainty may seem inevitable, but we're here to ensure you can continue to grow beyond our borders.

The world needs more Canada.
Together, let's give it to them.



DISCOVER MORE
edc.ca/vancouver



We bring businesses GLOBAL
queerchamber.ca/programs/global-initiatives

