



## FOREWORD

# 10 WAYS TO BUILD A CANADA THAT WINS

**Canada's economic prosperity—now and in the future—depends on business growth. Our goal is to build a winning economy by enabling businesses in Canada to compete and grow in both domestic and international markets.**

The challenges we face are daunting. A decade after the financial crisis, the global economy remains sluggish. Customer demand for the goods and services that Canadian businesses produce is only now showing signs of recovery, but economic risks remain. Financial markets are volatile. Competitive pressures are intense. High levels of political uncertainty are depressing trade and investment activity around the world. Meanwhile, rapid technological change is redefining customer expectations and business capabilities, leading to widespread disruptions in logistics, product markets, production processes, job requirements and, more generally, in what it takes for businesses to compete and grow.

At the same time, however, there are significant opportunities for business growth. New opportunities are opening up around

the world with the growth of middle class consumers in emerging economies and common needs for energy and infrastructure development, environmental sustainability, food and water security, ageing populations, health care and managing the impacts of advanced technologies. Canadian businesses are well positioned to take advantage of this country's rich technology and resource base. However, in a highly competitive economic environment, the advantage will go to those businesses that can offer customers special and unique solutions they can both manage and afford.

It is up to businesses themselves to find the best ways to compete and grow in domestic and international markets. But, governments and the public policy environment in which businesses operate are critical in determining their chances of success.

Here are 10 important ways in which Canada's policy environment can be improved in order to support business growth and build a more prosperous economy for all Canadians. They are strategic objectives for the policy and advocacy initiatives the Canadian Chamber of Commerce will lead in 2018.