

# 2011 Sponsorship Opportunities

## Get plugged in.

### Policy Projects

This year, the Canadian Chamber of Commerce has planned nine policy projects on issues that are important to the Canadian business community, such as innovation, trade, international affairs, corporate social responsibility and northern development. The Canadian Chamber is seeking the collaboration of its corporate members to help its staff research, develop and produce substantial reports and other deliverables, such as events, that will allow the Canadian Chamber to advance these important issues with policy-makers.

### Value to Sponsors

Through each project's activities, sponsors will enjoy unrivalled access to decision-makers, raise a collective voice in the political dialogue and be recognized as key players in these critical files.



*Richard L. George, President and CEO, Suncor Energy,  
luncheon keynote, 2010 G8/20 Business Summit*

### Canada-China Project

This is a critical period in Canada-China relations, and while Canadian efforts towards China have been stepped up, Canada must not become complacent. As the most dynamic economic presence in the world, China must remain at the forefront of Canada's economic and trade agenda.

### Canada-India Project

Canada has begun negotiating a Comprehensive Economic Partnership Agreement (CEPA) with India and the Canadian Chamber will play a central role in defining the business community's goals for the negotiations.

### Corporate Social Responsibility Project

Canada's businesses—within and outside the extractive sector—know that another private member's bill along the lines of Bill C-300, an *Act Respecting Corporate Accountability for the Activities of Mining, Oil or Gas in Developing Countries* will be introduced in the next Parliament. It is time for Canadian business to shape the CSR debate by coming together to develop a policy platform that focuses on what role the federal government should take in CSR governance.

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## Canada's North Project

Canadians are living through one of the most dramatic evolutions in our national history – the emergence of Canada's North as a major feature of our economy. The Canadian Chamber is embarking on a major project to understand economic growth in the North, the challenges presented by its sprawling, harsh landscape and the policies needed to grow the economy for the benefit of the local populations and Canada as a whole.

## Canada-EU Project

Canadian business is excited about a Comprehensive Economic and Trade Agreement (CETA) with the European Union (EU), but interests opposed to a deal with the EU are growing louder and 2011 may be a make-or-break year for the agreement. To push the CETA to the finish line, robust advocacy is needed. Governments and Canadians at large must hear how a successful CETA will benefit Canadian business.

## Canada-U.S. Project

Canadians are eager to deepen and strengthen our unique relationship with the U.S. – a fact that is not surprising since Canada's competitiveness is directly linked to the strength of this relationship. Unfortunately, while the U.S. remains high on Canada's policy agenda, the reverse cannot be said to be true. This is why it is critical that Canada work to ensure that our mutual policy interests are properly represented.



INTERNATIONAL  
TRADE DAY

## International Trade Day

This year's International Trade Day, which will be held in Ottawa in June, will occur in conjunction with the federal government's state of trade address and will focus on Canada's trade relationships with its two leading trade partners – the United States and the European Union.

Panelists will discuss what must be done to make trade with the United States smoother for Canadian companies and why a Canada-EU trade agreement matters to Canadian business.

## Economic Edge Conference

This year's Economic Edge, which will be held in Vancouver in October, brings together Canada's most influential business leaders, politicians and academics to discuss Canadian competitiveness, our ability to innovate and become more productive, and the economic prosperity of all Canadians. This year, the forum will focus on Canada's digital economy strategy, including how information and communication technologies can play a role in a greener economy.

## Networking Events

This year, the Canadian Chamber of Commerce has planned a golf tournament to give members an opportunity to discuss the issues of importance to their business and to share best practices – for the office or the fairway.

## Golf Tournament: Mix Business with Pleasure!

The inaugural Canadian Chamber of Commerce Golf Tournament will be held on Tuesday, June 28, 2011 at The Club at Bond Head, north of Toronto. This award-winning ClubLink property will be the site of an exciting day-long program that includes an opening business session, golf (shotgun start), silent and live auction with proceeds going to a designated Canadian Chamber special project, superior entertainment, fine fare and fellowship. A wide variety of high profile sponsorship opportunities are available.

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