



Connections

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October 2011

Policy updates

Copyright bill makes its way through Parliament

This fall the Canadian Chamber of Commerce will be following reintroduced copyright legislation in the House of Commons. Many companies, big and small, rely on the protection of intellectual property (IP) rights to maintain their businesses in Canada.

Updated copyright legislation will bring Canada more in line with other leading nations and establish guidelines for those who download and file share in the Internet. Properly applied, intellectual property rights drive job creation, economic growth and innovation.

While the Canadian Chamber supports the principles behind this copyright legislation, improvements still need to be made to the bill. As currently drafted, the bill still contains some possible unintended consequences that could prove problematic for business. The Chamber looks forward to a rigorous review of the bill at committee stage that will make sure that it achieves the purposes for which it is designed.

The passage of Bill C-11 would improve digital IP safeguards. Other measures, including enhanced border protection against counterfeit goods and an updated patent regime, are also needed and the Canadian Chamber will continue to press for these safeguards for businesses in Canada.

The CCC will continue to monitor the bill as it makes its way through the House this fall.

A new network initiative: Regaining competitiveness: Canada's biggest challenges

You may recall that over the summer, the Chamber launched a consultation with chambers across the country - local, provincial, territorial and regional - regarding competitiveness barriers faced by Canadian businesses. We asked you to rank the biggest barriers to Canada's competitiveness from your perspective. Chambers of all sizes and regions participated in our first consultation on this new initiative.

With competitive pressures intensifying all around us, strategic investments and smart public policies have

never been more urgent and essential. Building a more productive and, thus, a more internationally competitive economy is a shared undertaking - the responsibility of business, individual Canadians and government. Its requires greater investment in innovative practices and technologies, that Canadians be equipped with the rights skills and education, and that Canada offer an attractive environment for investors and entrepreneurs.

From the response we received, you told us what the most important barriers are. We will continue our consultation process in the months ahead, focusing on the top two or three to establish, together, a list of key objectives to achieve for each of them.

At the moment, it is apparent from your feedback that the fiscal agenda and the issue of skills are the two barriers that seem to be the most important ones throughout the network. Chambers are all tackling these issues in various ways, and this project that we are embarking on will enable us to address them in a more unified and more powerful and successful way.

At the beginning of 2012, it is our intention to do a formal national launch of the Top 10 barriers project with the participation of chambers from across the network, so that government, business and Canadians understand the new journey we have embarked on together. As we move forward with the Top 10 competitiveness barriers project, the Chamber will provide updates and tools to help our network engage on this collaborative process.

We are encouraged by the uptake that we have seen to date from the chamber network as we prepare to launch this important work; we hope that you will (*if you haven't already*) join us as we work to improve Canada's competitiveness. A background document on the Top 10 barriers can be accessed on our [website](#).

Government moves to enhance privacy of individuals during commercial transactions

Minister of Industry Christian Paradis recently announced an important step in further protecting Canadians' privacy

during commercial transactions with the reintroduction of amendments to the *Personal Information Protection and Electronic Documents Act* (PIPEDA) in the House of Commons.

PIPEDA sets privacy rules for the collection, use and disclosure of personal information in a way that balances the privacy rights of individuals with measures to maintain the flows of information that are necessary for the conduct of business. The act has broad support in Canada and is recognized internationally as an effective and balanced approach to privacy protection.

The bill includes provisions to better protect and empower consumers, clarify and streamline rules for business and enable effective investigations by law enforcement and security agencies. A key amendment would require organizations to report material breaches of personal information to the Privacy Commissioner of Canada. Affected individuals would also be notified when there is a risk of significant harm such as identity theft, fraud or risk to one's reputation. Notification would permit individuals to take steps to mitigate damages arising from the breach.

The proposed amendments also allow for the release of personal information to help protect victims of financial abuse and include measures to better protect the privacy of minors online.

The Chamber and its IP committee will be meeting next week to look at the legislation and is happy to hear from chambers with regards to this bill. **Chris Gray**, policy director on this file, is the appropriate contact at the Chamber.

Background on the proposed changes can be found on Industry Canada's [website](#).

Resolutions "book" is now online

Chambers of commerce can now find the [final policy resolutions](#) on the chamber's website.

Document certification

Members received an email earlier this week regarding document certification. It is important to note that some of our members websites indicate that they "... follow guidelines set by the Canadian Chamber of Commerce for certifying Certificates of Origin."

To reiterate, the Canadian Chamber of Commerce does not set guidelines for local chambers/boards of trade as we are not an authority on the subject of document certification, nor does we have authority over the individual operations of local chambers/boards of trade. Because of the potential for liability, the Canadian Chamber follows, as best it can, the guidelines established by the International Chamber of Commerce (ICC).

The Canadian Chamber does, however, accept full responsibility for certificates it validates on behalf of local chambers/boards of trade through the TradeCert initiative (the online document certification system). If your chamber/board was not part of the information sessions for the online system and is interested in finding out more about offering this service, contact **Edwine Job** for details. You can also view the system at www.tradecert.com/canada.

For those chambers/boards of trade doing their own certification, we strongly recommend that you obtain (*if you have not already*) a copy of the ICC guidelines. An eBook format can be purchased directly from the ICC by clicking [here](#).

Attention delegates to AGM 2011 in St. John's

We've been asked by Destination St. John's to send out a survey to delegates. This survey is short, user-friendly and will let us know their opinions on St. John's as a conference destination. As an incentive to complete the survey, Destination St. John's is holding a draw for an iPad 2 (value \$1,500) in November (*end of conference season*). To begin the survey, click [here](#).

Esso program : double Esso Extra points 'til October 30

This summer the Chamber's *Esso Business Card* program announced that the new rate of discount increased to 3.5 cents per litre posted pump price.

Currently... until October 30th - Esso Extra participants can earn double Esso Extra points on all eligible purchases. Details are available on [Esso Extra's website](#).

If you are not promoting this program to you members - consider it - it's an excellent value-add to their membership with you! Contact **Jennifer Hagen** if you would like more details on the program.

New chamber managers

Change continues in the network and a few new colleagues have joined the network this month:

Debie Knudsen, executive director, Fairview & District Chamber of Commerce (AB), directorfairviewchamber@telus.net.

Krista Ross, Fredericton Chamber of Commerce (NB), chief executive officer, kristar@frederictonchamber.ca.

Maureen Chepil, manager, High Level & District Chamber of Commerce (AB), hlchambr@incentre.net.

Mélanie Goulet, supervisor, Kapuskasing & District Chamber of Commerce (ON), board@ntl.sympatico.ca.

Kim Ross, administrator, King Chamber of Commerce (ON), info@kingchamber.ca.

Nadine Osmond, Port aux Basques (NL), executive assistant, pabchamber@nf.aibn.com.

Anne Marie LeBlanc, Yarmouth Chamber of Commerce (NS), executive director, info@yarmouthchamberofcommerce.com.

New chamber members

Eastern Prince Edward Island Chamber of Commerce, Joan Gleadall, president,joangleadall@yahoo.ca.

Oro-Medonte Chamber of Commerce (ON), Sandra Pask, executive director, info@oromedontecc.com.

If you are a new manager or have changes that you would like the network to know about, send an email to jhagen@chamber.ca.