



Policy & Politics

MISSISSAUGA BOARD OF TRADE

Volume 4 - February 24, 2010

Upcoming Events

February 2010

- 25 Educational Seminar: Bill 168
Violence in the Workplace

March 2010

- 10 Good Morning Mississauga

- 11 Educational Seminar:
Social Media

- 23 Growth & Power: *Going Global: Evaluating your supply chain*

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Update from our Policy & Government Affairs Committee

Now into its second full year, the Policy and Government Affairs Committee advocates on behalf of MBOT members to all levels of government by advancing the issues that are important to businesses, both large and small, within our community.

With an increased focus on trade and employment, the committee has developed an ambitious schedule to support MBOT's 2010 advocacy initiatives. Below, here are some of the items this committee has been working on:

International Trade

In 2009, increasing international trade was identified as a priority issue for MBOT. A *Trade Forum Sub-committee* was established, with a mandate to explore increased access to global markets for members.

This work has already begun. At its most recent meeting, Trade Forum members joined the Policy committee to explore various trade-related resources currently available to business. A representative from the Department of Foreign Affairs and International Trade outlined the services offered by the Government of Canada to help open foreign markets to Canadian businesses.

Specifically, the Department's Ontario regional office will assist companies in preparing for international markets by assessing market potential, assisting with finding qualified contacts, helping to resolve problems, and providing advice or insight. These services are offered at no cost and include most industry sectors.

The committee also heard from an International Trade Consultant from the [Ontario Chamber of Commerce](#). OCC manages the [Export Market Access Program](#), a grant program which helps small- to medium-sized Ontario businesses by defraying costs associated with foreign market access.

There are specific criteria which govern the approval process including eligible activities, financial capability of the enterprise, performance measures and validation of expected results. More information can be found through the program's [website](#).

Employment

Recent statistics have shown that unemployment in Peel has grown from 7.4% in 2008 to more than 11.4%--higher than the provincial average of 9.3%. The committee was presented with the results of a recent labour market study conducted by the Region of Peel and Ryerson University, which showed that internationally-trained immigrants in Mississauga have not succeeded as well as other groups in using their skills within the job market.

Issues identified include lack of Canadian work experience, lack of available job networks, lack of skills and resources, and a feeling of employer discrimination within the workplace.

In the ensuing discussion, professional and trade credential recognition as well as inter-provincial barriers were also identified as problems.

Mississauga Mayor's Job Summit

MBOT president Sheldon Leiba was joined by 300 attendees as he participated in the Mississauga Mayor's Job Summit. The issues discussed included developing new industries and technologies, as well as strategies to stimulate growth.

It was recognized that with record deficits, future government investment will be limited. The group was encouraged to look beyond Mississauga and Peel to develop strategies for the entire Greater Toronto Region, working with government, business, and trade organizations across the region.

Advocacy and Feedback

The Policy & Government Affairs Committee, along with Mississauga Board of Trade at large, is here to give voice to business in our community. *Member feedback* and *participation* is encouraged and, in fact, necessary so that we can further advance our advocacy efforts, while ensuring that Mississauga remains a community that celebrates its *Spirit of Success*.

For more information on this committee and its activities, please contact Sheldon Leiba at 905-273-6151 ext. 27 or sleiba@mbot.com.

- Peter Nogalo, Policy & Government Affairs Committee Chair; Marketing Manager, ARI Financial Services Inc.
[View full list of this committee's members](#)

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