



## Board of Trade appoints new chair

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Syd Martin has been appointed chair of the Mississauga Board of Trade.

In his new role, the Mississauga resident of 17 years, and MBOT member for the last seven, will drive the organization's strategic goals. They include delivering relevant business development programs and services, being influential on government policies that impact business and the city, raising awareness of the organization, and growing membership and engagement.

Martin, president of Affimex Customs & Trade Services in Etobicoke, will also work with MBOT's new Trade Forum Committee, which seeks to help members look beyond traditional export markets.

"It is very timely that at a time where local businesses seek a better understanding of global trade and business opportunities, MBOT has a leader in Syd that is a foremost expert in accessing and exporting to foreign markets," said MBOT president and CEO Sheldon Leiba.

"Having worked with many businesses over the years, including running one, Syd has an acute understanding of businesses' needs

and challenges. Combined with his active commitment to the board of trade, Syd will serve as a great leader for our organization and business in our community."

Martin brings 30 years' experience in customs and trade. He works on global trade management strategies, has clients in Canada, the U.S., Europe and India and held various senior positions within Affimex prior to becoming president.

"Volunteering my time to MBOT has been personally rewarding," said Martin. "MBOT is critical to the business community and the city at large."

Martin takes over from outgoing chair Ellen McGregor, CEO, Fielding Chemical Technologies Inc.

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**New chair.** Syd Martin, president of Affimex Customs & Trade Services in Etobicoke, has been appointed chair of the Mississauga Board of Trade. *Photo supplied*