

Canadian Chamber of Commerce and Government of Canada team up to launch Canadian Business Resilience Network to help businesses get through COVID-19

(OTTAWA) – April 6, 2020 – The Canadian Chamber of Commerce has established the Canadian Business Resilience Network (CBRN) in partnership with the Government of Canada to help the business community prepare, persevere and, ultimately, prosper in the face of the COVID-19 pandemic.

The CBRN is a coordinated, business-led, inclusive campaign that will focus on providing businesses the tools they need to mitigate the impact of the pandemic on them, our economy and communities across the country. Its goal is also to help businesses emerge from this crisis and drive Canada's economic recovery.

The CBRN will:

- Give tools and supports to businesses in their continuity efforts – from development to implementation.
- Provide a consistent and reliable flow of accurate and up-to-date information.
- Work closely with federal government and within the business community to ensure the right supports are in place, and to be a conduit for information from the government to the private sector (and vice versa).
- Aim to instill confidence in Canadian business and the economy.

The campaign will feature:

- A standalone website (<https://cbrn.ca>) that serves as a central hub for credible information, the latest news and insights, tools and resources and as a platform for engaging businesses.
- Information sharing and awareness building initiatives, including newsletters and webinars.
- Analysis and reporting on business, industry and economic trends across the country to see what is working and where gaps might exist.

The Canadian Business Resilience Network brings together the Canadian Chamber's vast network of over 450 local chambers of commerce and boards of trade, along with over 100 of Canada's leading business and industry associations, including the Business Council of Canada, the Canadian Council for Aboriginal Business, the Canadian Federation of Independent Business, and Canadian Manufacturers and Exporters. It will also have the support of partners such as Canada Life, Export Development Canada, Grant Thornton LLP and Advertex.

Quotes

“COVID-19 has provided us with an unprecedented challenge, but Canadians are resilient. The Canadian Business Resilience Network is about business and government stepping up together to make sure every Canadian business has the information it

needs and a fighting chance to make it through," said Jackie King, Chief Operating Officer, Canadian Chamber of Commerce.

"We know that Canadian businesses of all sizes are facing incredible economic hardship in these difficult and uncertain times. Our government is taking strong and decisive action to provide them with immediate relief—helping them keep costs low, keep up with their operational costs like rent, and keep Canadians employed. The Canadian Business Resilience Network will support businesses and keep them informed as we navigate this incredible challenge," said the Honourable Mary Ng, Minister of Small Business, Export Promotion and International Trade.

"Small- and medium-sized businesses are an integral part of the Canadian economy. We recognize that many businesses are challenged right now and we are wholeheartedly committed to supporting them however we can. This campaign is one way we can do exactly that," said Jeff Macoun, President and Chief Operating Officer, Canada, at Canada Life, presenting supporter of the CBRN campaign. "This campaign aligns perfectly with our mission to improve the financial, physical and mental well-being of Canadians, and we're proud to support it."

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About the Canadian Chamber of Commerce – *Because Business Matters*

The Canadian Chamber of Commerce helps build the businesses that support our families, our communities and our country. We do this by influencing government policy, by providing essential business services and by connecting businesses to information they can use, to opportunities for growth and to a network of local chambers, businesses, decision-makers and peers from across the country, in every sector of the economy and at all levels of government, as well as internationally. We are unapologetic in our support for business and the vital role it plays in building and sustaining our great nation.

For more information, please contact:

Phil Taylor

ptaylor@chamber.ca (preferred and fastest response time)