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Iqaluit Chamber of Commerce

A Voice For Business

Presentation to
City of Iqaluit's
Economic Development Summit

An Overview

- A member-drive voluntary business organization
- Collaborate on issues of mutual concern that impact businesses in Iqaluit
- Strengthen partnerships with other businesses-minded organizations
- Act as a voice for small businesses, entrepreneurs and larger organizations



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Our Activities

- All-candidates debates during elections
- Members lunches
- Upcoming marketing workshop for SMEs
- Business After Hours events launching in May 2013
- Advocated on issues related to power rate increases and other important topics
- Demonstrate support for activities like the City's participation in Paris Air Show



Our Outlook & Challenges

- **Challenge:** Iqaluit is a town run by bureaucrats. The business perspective is lacking from most decisions.
- **Challenge:** Too many regulatory agencies operating in silos.
- **Challenge:** Business cannot compete with government and in many cases we are.
- **Challenge:** Businesses lacking a real presence in the community make it difficult to compete.
- **Challenge:** Skilled and qualified labour pool.



Economic Development Strategy Must-Haves

- Incentives to engage for local business reflective of the spirit and intent of the NLCA;
- A diverse strategy reflective of all the sectors in our City;
- Focus on strengthening the support services that exist;
- Allow for development of labour skills that support businesses;
- Look at concept of trade missions to maximize out of Territory attention (i.e.: Paris Air Show, Northern Lights, etc.)
- Show a balance for business support versus non. (Ex: multi-uses for recreation facilities)

Economic Development: Some Further Perspectives

- Iqaluit's strongest sector will continue to be government. Collaboration must be encouraged – how do we turn that into a business opportunity?
- How can we encourage people to “live” in Iqaluit so our businesses can thrive?
- Any economic strategy must focus on development, not just growth, if socio-economic conditions are going to be improved.
- Economic opportunities can be used as a lever for addressing socio-economic conditions (ex: REACH Corporate support)



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Questions?

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