

20/20



dollar daze: the impact of our volatile loonie



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CME is partnering with Deloitte and the US-based National Association of Manufacturers to conduct a survey to evaluate the competitiveness of manufacturing industries in North America.

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Canada's leading trade and industry association, CME promotes the continuous improvement of Canadian manufacturing and exporting through engagement of government at all levels. Its mandate is to promote the competitiveness of Canadian manufacturers and enable the success of Canadian goods and services exporters in markets around the world. Representing Canada's largest business network and with grassroots representation in every part of the nation, CME's membership is drawn from all sectors of Canada's manufacturing and exporting community and from every province across the country. The association represents Canada's leading global enterprises and more than 85 per cent of CME's members are small- and medium-sized enterprises. Together, CME's membership accounts for an estimated 75 per cent of total manufacturing production and 90 per cent of Canada's exports. 20/20 magazine is published six times a year, by Canadian Manufacturers & Exporters. | www.cme-mec.ca or www.manufacturingourfuture.ca

IN THE NEXT ISSUE OF 20/20

Made in Canada. Global vision, global excellence

We must show the world that innovation and quality are the competitive advantages of Made in Canada products. Join CME's Made in Canada campaign.

President Jayson Myers provides CME's new manufacturing strategy

North America has become a regional market in the global economy. The manufacturing industry needs a road map it can rely on to adapt with the rampant change.

Survival strategies in the new economy

Over the past 12 months, the loonie has reached its highest level beyond par in history. How can Canadian manufacturers compete with such volatility?



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Bank of Canada

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January 22, 2008, March 4, 2008
 April 22, 2008, June 10, 2008
 July 15, 2008, September 3, 2008
 October 21, 2008, December 9, 2008

British Columbia

Economic Outlook

Vancouver, January 17
 email: zena.caul@cme-mec.ca

International Development Days 2008

"Competing and Succeeding in the Global Marketplace"
 May 20-22, 2008
 Hyatt Regency Vancouver Hotel, Vancouver, BC
 www.cme-mec.ca/idd

Alberta

Innovation and Productivity Conference

Calgary, February 22
 email: brian.mccready@cme-mec.ca

Manitoba

CME Manufacturing Week

Winnipeg, March 10-14

Manufacturing Summit

Winnipeg, March 11

Gala Awards Dinner / Manufacturers Hall of Fame

Winnipeg, March 13
 Visit www.daretocompete.ca/manufacturers/manufacturers-events/events/

Québec

Série Enjeux – La tribune des industriels

12 Mars
 email: valerie.marcoux@cme-mec.ca

Ontario

Oil Sands SMART session

Durham, January 9
 Peterborough, January 10
 Mississauga, January 15
 Richmond Hill, January 16
 Hamilton, January 17

The Bottom Line on Energy Management SMART session

Hamilton, January 30
 London, February 13
 email: terry.adamo@cme-mec.ca

WSIB Health & Safety Certification

Developed with the assistance and collaboration of CME, IAPA offers effective training to meet WSIB's certification standards (Parts 1 and 2).
 To register or for more information visit: www.iapa.ca/products/certification_training.asp

National events

International Development Days 2008

"Competing and Succeeding in the Global Marketplace"
 May 20-22, 2008
 Hyatt Regency Vancouver Hotel, Vancouver, BC
 www.cme-mec.ca/idd

16th Annual Canadian Awards for International Cooperation

Deadline for Applications:
 April 15, 2008
 www.cme-mec.ca/caic

National Buyer Seller Forum

Edmonton, March 25-27
 email: brian.mccready@cme-mec.ca

Caribbean Trade Conference

Barbados, January 23-25
 www.cme-mec.ca/barbados2008

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