

Dear Stakeholders,

As you are well aware, the Temporary Foreign Worker (TFW) program is a critical issue for the Canadian fairs and exhibitions industry. Recent policy changes, particularly the tightening of Labour Market Impact Assessment (LMIA) requirements in regions with unemployment rates above 6%, have created significant challenges in securing the essential workers needed to sustain our events. These challenges come at a pivotal moment as fairs and their suppliers prepare for the 2025 season, working to ensure our events remain vibrant and impactful.

In response, CAFE, in partnership with many of you—our dedicated industry stakeholders—has taken proactive steps to address these issues. After a comprehensive selection process involving proposals from multiple leading government relations firms, we are pleased to announce the engagement of Temple Scott Associates (TSA) to lead our advocacy efforts. With their expertise and strategic approach, TSA is well-equipped to amplify the industry's voice and advocate effectively at the federal level.

Your commitment, collaborative spirit and funding contributions are the foundation of this initiative. By working together, we are advancing a unified and impactful government relations strategy that reflects the shared priorities of our industry.

With the expertise of Temple Scott Associates and your unwavering support, CAFE is poised to secure the necessary adjustments to the TFW program. Together, we are ensuring that fairs and exhibitions continue to thrive as vital contributors to Canada's communities and culture.

We deeply appreciate your dedication and financial support and look forward to sharing updates as this critical initiative progresses.

**Linda Sicoli**

Executive Director

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