

APRIL
2025



MANIFESTO

COALITION FOR CANADIAN INDUSTRY GROWTH

*We are the
builders of
possibility.*

Across every corner of this country — from bustling cities to remote communities — Canadian industry shapes lives, fuels dreams, and powers the future. Our work may not always make headlines, but it makes history.





We exist to empower that choice.

We are committed to:

Championing Canadian Excellence:

Spotlighting the ingenuity, resilience, and leadership of Canadian industries on the world stage.

Driving Innovation:

Fostering investment, modernization, and a forward-looking spirit across every sector.

Creating Opportunity:

Unlocking growth not just for a few, but for all regions and communities across Canada.

Strengthening Partnerships:

Building bridges between business leaders, policymakers, investors, and innovators to drive meaningful progress.

Upholding Canadian Values:

Competing globally while staying true to our principles of integrity, respect, and sustainability.

Today, we face a new and urgent reality.

Global competition is intensifying. Technological disruption is accelerating. Economic uncertainty — fueled by shifting trade policies, rising protectionism, and unpredictable U.S. leadership — is testing the resilience of Canadian businesses like never before. These challenges are not obstacles — they are invitations. Invitations to lead. To adapt. To rise.

We believe the future of Canadian industry will not be decided by chance. It will be forged by those who choose action over complacency, collaboration over isolation, and innovation over preservation.

This is a pivotal moment — not only for our businesses but for our country.

*The world is changing.
Canada must lead.*

The Coalition for Canadian Industry Growth was born from the simple but powerful belief that when we work together, invest in our future, and champion what makes us unique, there is no limit to what Canadian industries can achieve.

We are not waiting for the future to happen.

We are building it.