

Empowering the
Canadian Electrical Community
to **GROW. LEAD. COMPETE.**

ELECTRO
FEDERATION
CANADA

EFC



220+
MEMBER COMPANIES



OUR MEMBERS
MANUFACTURE, MARKET,
DISTRIBUTE AND SELL
THOUSANDS
OF CERTIFIED ELECTRICAL
EQUIPMENT TO THE
CANADIAN AND
GLOBAL MARKETS

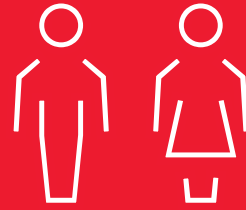


MEMBERS JOINTLY CONTRIBUTE OVER
\$10B
TO THE CANADIAN ECONOMY



Powering a Changing World

Learn more at electrofed.com



MEMBERS EMPLOY OVER
40,000
WORKERS



IN MORE THAN
1,300
FACILITIES
ACROSS THE COUNTRY

Our Vision

The voice of the most innovative electrical community that powers a changing world.

Our Mission

Empowering the Canadian Electrical Industry with market intelligence, professional development and a voice for advocacy and standards advancement within a safe, collaborative environment.

Discover our membership's footprint in the Canadian electrical industry and learn how you can join this growing community:
electrofed.com/members

A Look Inside

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MEMBERS HAVE JOINTLY CONTRIBUTED OVER
\$500K
IN PRODUCTS AND FUNDING TO SUPPORT
HABITAT FOR HUMANITY



\$1.5M
IN SCHOLARSHIP FUNDING
PROVIDED TO CANADIAN
POST-SECONDARY STUDENTS SINCE 2005



18
ACTIVE STATISTICAL PROGRAMS
GEARED TO HELP MEMBERS GAUGE
MARKET SHARE

Powering a Changing World

Electro-Federation Canada (EFC) is the voice of Canada's most innovative electrical community, powering a changing world.

The world around us is changing.

Innovative new approaches are transforming how electrical products empower Canadians at home, work and play.

The Electrical industry powers a changing world by designing, developing, distributing and installing solutions that make a true difference to society—impacting everything from the electrical grid, to intelligent buildings, smart homes, Industry 4.0 and the electrification of transportation, heating, tools, appliances and more!

EFC supports this thriving industry of electrical manufacturers, distributors and agents—providing this community with essential programs and services to help them grow, lead and compete.

Follow us on our journey and discover how EFC supports this community of innovators.

EFC Programs & Services

Our guiding mission is to empower the electrical industry with market intelligence, professional development and a voice for advocacy and standards advancement within a safe, collaborative environment.

EFC allows members to grow their business by leading innovation and change, and strengthening their company’s competitiveness, through the following programs and services:

- + Networking & Communications
- + Market Insights
- + Codes & Standards Advocacy
- + Professional Development
- + Talent Engagement



Networking & Communications: Keeping You Connected

We are *one community*.

EFC represents electrical manufacturers, distributors and agents—all under one association. This community of members helps bridge common interests and strengthens relationships between channel partners from coast-to-coast.

Get involved in a committee! Further your personal growth, professional development and industry knowledge by participating in one of many EFC’s standing committees:

- + Supply Chain
- + Human Resources
- + Marketing Communications
- + Research
- + CEMRA (Manufacturers’ Reps)
- + Young Professionals Network

Join a committee and share your insights and expertise to advance the industry:
electrofed.com/committees

Networking

Members consistently rate EFC’s networking programs as a highly-important service for their core needs. Our networking events provide members with countless opportunities to build relationships with industry peers.

- + Annual Conference in May, bringing together close to 500 industry leaders from all across Canada
- + Breakfast sessions that focus on timely industry topics
- + Committee and Product Section participation opportunities for networking and professional development
- + National and regional networking events to promote business development
- + Social events and workforce development training, exclusively for our industry’s young professionals

electrofed.com/events

Communications

Another important element that keeps our community connected to regional and national updates, is through our communications tools—including our weekly *InfoElectro* e-newsletter and social media feeds on LinkedIn, Twitter and Instagram.

Subscribe to our mailing list and stay connected!





Market Insights: Growth, Leadership and Competitiveness

Having timely, relevant access to market information is essential for business growth. With market data, your company gains the insight it needs to grow, lead and compete today...and in the future.

Whether you're tracking emerging trends, overall market performance, regional demographics or economic shifts, EFC members have access to market data through our comprehensive Statistical and Research programs, allowing them to:

- + Monitor key economic indicators using EFC's dashboard
- + Benchmark company performance against overall industry metrics
- + Analyze new and emerging market trends
- + Identify and capture growth opportunities
- + Gather information on brand, category and sales management
- + Better understand consumer purchasing dynamics

Statistical Program

EFC provides 18 active market share programs to participating member companies. These programs allow members to gauge their share of the market in any given product category, as well as monitor industry trends year-over-year and gain insight on the overall market size for their specific industry.

Learn more:
electrofed.com/statistical-programs



Industry Research

Understanding market trends is more important than ever before. New customer expectations, new competition and emerging technologies are fueling growth opportunities for businesses. EFC's Research program offers channel-related insight on trends impacting the market—and how members can best address the influx of changes and leverage new opportunities.

EFC's research library features comprehensive studies on these and other topics:

- + Industry Benchmarking
- + Emerging Technologies
- + Energy Management
- + Customer & Channel Insights
- + HR & Talent Development

Did You Know?

EFC's research library also includes featured reports from the National Association of Electrical Distributors (NAED) and the National Electrical Manufacturers' Representatives Association (NEMRA).

Learn more:
electrofed.com/industry-research

Pathfinder Benchmarking Report Exclusive to EFC Members

Pathfinder is an annual industry report that provides comprehensive data on the total available market for electrical equipment.

Pathfinder presents Canadian-driven and defined market mix, product mix and customer mix data that can be used to help steer key business decisions—from marketing to channel development and acquisitions to branch placement. The report features national and regional market data on sales, employees and branches for key distribution segments, including full-line electrical, automation & control, wire & cable, lighting hybrid, utility and electrical surplus.

Learn more:
electrofed.com/pathfinder



Product Sections: Leading Advocacy & Codes and Standards Advancement

EFC provides a voice for legislative advancement within a safe, collaborative environment by allowing members to discuss potential impacts to the Canadian electrical market and collectively advocate for change.

This singular voice creates strong impact for change in the following key areas:

- + Public Policy
- + Electrical Safety
- + Energy Efficiency
- + Extended Producer Responsibility
- + Codes & Standards

These efforts are driven by **EFC's Product Sections**—a strong platform for member companies in similar product verticals to collaborate on issues that are of common interest, including matters related to Codes and Standards.

With advancements in globalization, the need for harmonized codes and standards has become paramount to the Canadian electrical industry. This standardization helps open the door for companies to explore new market opportunities while also reducing a business' overall operational costs.

Codes and standards are an integral part of product development and market opportunities in Canada. EFC works closely with members, regulatory bodies and standards development organizations to support the advancement of codes and standards in Canada.

Find out the latest Codes & Standards initiatives that EFC is undertaking:

electrofed.com/codes



View a listing of members who are currently involved in EFC's Product Sections:

electrofed.com/products

Engaging the Next Generation of Talent

At the core of the electrical industry, is a community of professionals who design, manufacture, market, distribute and sell electrical equipment to support Canada's changing infrastructure. The electrical industry provides countless employment opportunities, designed to provide Canadians with a stable career path.

EFC is committed to providing young Canadians with a promising start to their future by promoting the many career opportunities available in our industry. Our **Scholarship** and **Young Professionals Network** programs are specifically geared towards attracting, retaining and developing young talent.

Scholarships

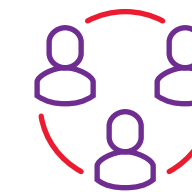
For over two decades, EFC has been providing post-secondary students with scholarship funding to help support their studies in an electrical or related field. With over \$150,000 in funding available each year, this program helps promote our industry to up-and-coming talented professionals. Each year, many member companies hire scholarship recipients for summer internships, co-op placements and even full-time employment.

Learn how your company can become involved in this exciting program:
scholarship.electrofed.com



EFC's Young Professionals Network (YPN) program brings together current employees in the Canadian electrical industry who have the tenacity, creativity and drive to move this market forward. This program is designed to unite young professionals across Canada who are currently employed at an EFC member organization in any discipline of work (sales, marketing, technical support, accounting, engineering, etc.), and who are 40 years of age and younger.

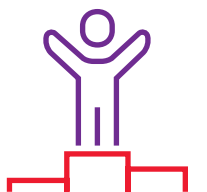
Through this program, YPN members have access to social and professional development opportunities so they can build and strengthen professional relationships, gain industry knowledge, develop leadership skills, and give back to the electrical community. Encourage your young employees to join this next-generation network today!



Gather



Give



Grow

Over 500 young professionals across the country have already joined this program!

Sign up in minutes at no cost today at
electrofed.com/join-ypn

Professional Development: Strengthen Your Team's Workforce Skills & Knowledge Base

EFC has partnered with several industry associations and educational institutions to provide EFC members with valuable workforce development resources and programs. Whether you're a manager who wants to further develop your team's workforce skills and knowledge base, or you're a member employee who wants to improve your skillset to advance your career, the following programs are available to all EFC members:

NAED's Electrical Products Education Course (EPEC)

With over 11,000 graduates across North America, EPEC has become known as the cornerstone of sales and product training for the electrical industry. This program includes three, tiered levels: Bronze, Silver and Gold – each level is designed to provide comprehensive training on electrical products, their applications and how they interrelate with other products in electrical systems. All three levels are available in English. The Bronze and Silver levels are also available in French (funded by EFC member sponsors).

NEMRA Programs for Manufacturers' Representatives

EFC's CEMRA members have unique access to a host of training courses from NEMRA, including sales & marketing management and executive leadership programs. CEMRA members can also enroll in the Manufacturers' Representatives Educational Research Foundation (MRERF) program to gain their CPMR® designation.

University of Innovative Distribution (UID)

Offered in partnership with Purdue University, UID is a concentrated educational program focused on the unique needs of the industrial wholesale distribution industry. Known worldwide for its excellence in education, UID is sponsored in part by EFC; this program is available to all EFC members.

Learn about these and
other professional
development programs at:
[electrofed.com/
workforce-development](https://electrofed.com/workforce-development)

Brand Development: Build Your Industry Presence

Extend your company's brand to EFC's community of members and help them discover the many services you provide.

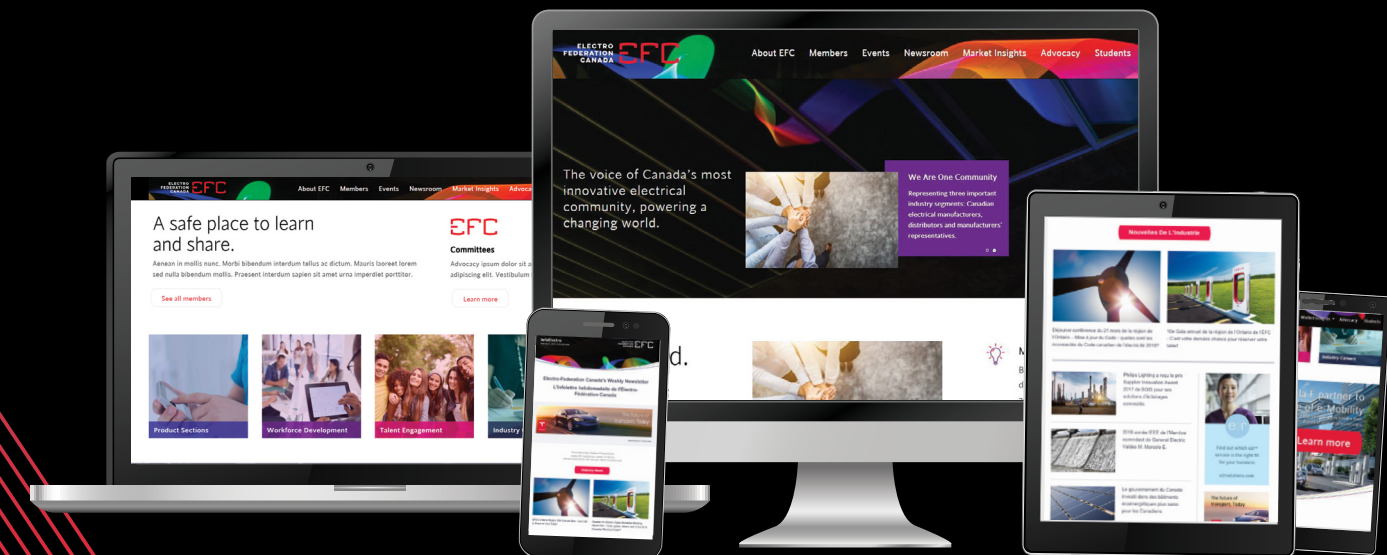
EFC offers various outreach opportunities, including online advertisements and email campaigns.

Download our media kit to learn more:
electrofed.com/media-kit

EFC also offers three levels of sponsorship, allowing your business to choose an appropriate level to suit your needs:

- + Corporate Sponsorship
- + Program Sponsorship
- + Event Sponsorship (Regional and National)

For full details, visit
electrofed.com/sponsorships





Powering a Changing World