

InfoElectro

Electro-Federation Canada's Weekly Newsletter



This Week's Top Story | July 24, 2026

BUSINESS SECTIONS

*Turning Member Expertise
into Industry Impact*



EFC Business Sections: Turning Member Expertise into Industry Impact

At a glance: 11 Business Sections | 70+ participating members | 100+ active projects

EFC's Business Sections continue to expand their impact by bringing members together to address technical, regulatory and standards priorities that shape Canada's electrical industry.

In this update, discover:

- How EFC has strengthened collaboration through a new advisory committee structure.
- Why Business Sections are expanding their engagement with Canada's national building, fire and energy codes.
- How members are working together to address the growing challenge of unapproved and counterfeit ("Grey Market") electrical products.
- New member additions, leadership appointments and opportunities to get involved.

[Read the full article](#) to learn how EFC Business Sections are helping turn member expertise into industry impact.

Industry News

EFC Advocacy in the News: EFC was featured on both CTV News and CBC News this week as proposed U.S. tariffs on Canadian exports continued to make headlines. Director of Government Affairs Cherith Sinasac and President & CEO Carol McGlogan shared the perspective of Canada's electrical and automation industry on the importance of integrated North American supply chains, strengthening Canada's competitiveness, supporting domestic manufacturing investment, and advancing North American energy security. [Watch the CTV News Interview](#) | [Watch the CBC National News Interview](#)

Latest News on [EFC's Tariff Hub](#)

Trump Signs New Tariffs on Canadian Products; Aluminum Rules Also Shift – [Read the update from Sussex](#)

These 3 charts show where Trump's new tariffs could have the biggest impact - [Read the CBC article](#)

EFC's Atlantic Executive Committee Welcomes New Secretary – [Read more](#)

RECAP: EFC's Annual Industry Conference Earns High Marks – EFC's 2026 Annual Industry Conference in Halifax, NS, set a new benchmark for success. A record 692 attendees made it the largest conference in EFC history, while 288 golfers participated across two courses in one of our largest dual golf tournaments to date. Beyond record-breaking attendance, the conference received favourable feedback from attendees, with the speaker program and conference features earning high survey ratings. Thank you to everyone who attended, sponsored, and helped make this year's conference such a memorable success. [View the LinkedIn post](#)

Maryna Kalnoochenko Selected for Mastercard Emerging Leaders Cyber Initiative – Congratulations go out to Maryna Kalnoochenko, EFC's Director of Information Technology, on being selected for the 2026-2027 Mastercard Emerging Leaders Cyber Initiative (ELCI) at Rogers Cybersecure Catalyst, Toronto Metropolitan University. Chosen from more than 200 applicants, Maryna is one of only 30 women and non-binary leaders selected nationwide for this prestigious executive leadership program focused on cybersecurity and digital risk. Through the program, she will strengthen EFC's cybersecurity leadership capacity while bringing back valuable knowledge, insights and industry connections to further enhance EFC's cybersecurity program. For more on the initiative, [click here](#)

SAVE THE DATE: EFC's Economic Forecast: Canada Repositions | September 17 – Tariffs and US/Iran war are reshaping economic dynamics as commodity-driven cost pressures intensify. Market uncertainty/volatility are reshaping business strategies. Canada embarks on new economic development initiatives to address the new global realities. Global recession should be avoided but growth to remain muted and stagflation risk remains a possibility. Stay tuned for registration details soon.

SAVE THE DATE: Women's Network Ontario Panel Presentation (Ask Me Anything): The Leadership Hot Seat: Competitive Perspectives in Sales Leadership | October 29 – This in-person session will be held in Toronto, ON and hosted by EFC Industry Sales Leaders, to be announced. Stay tuned for registration details coming soon.

Intralec Welcomes Pooja Singh to the Projects Department – [Read more](#)

Parspec is an EFC Corporate Sponsor

Parspec Launches Sales Management, an AI-Native Platform from RFQ to Close-out for Manufacturer Rep Agencies – [Read Press Release](#)

UL Solutions is an EFC Corporate Sponsor

Vehicle-One-Grid and Vehicle-to-X Standards e-Book - Explore the latest V1G and V2X standards and use cases for smart, bidirectional EV charging across global markets. [Read more](#)