



This Week's Top Story | August 14, 2026

CANADA'S MANUFACTURING OPPORTUNITY Turning Investment Interest Into Domestic Capacity

EFC's 2026 Competitiveness Survey points to significant manufacturing investment activity and interest among members. Forty per cent of respondents had recently expanded or were currently expanding, while another 30% were considering future expansion. Among expansion locations already selected, 65% were in Canada. That is an encouraging signal for Canada, however, attracting the next wave of investment will depend on the conditions manufacturers encounter when deciding where to expand.

EFC members identified skilled labour as the leading factor influencing location decisions, alongside the cost of land and buildings, market access and proximity to customers.

The findings also underscore the importance of Canada's connection to the U.S. market: 71% of respondents manufacturing in Canada export to the United States. At the same time, the survey points to opportunities to improve Canada's investment economics and strengthen its position as a location for electrical manufacturing.

[Read the full findings and EFC's recommendations for turning investment interest into domestic manufacturing capacity.](#)

Industry News

EFC Welcomes New CEMRA Member: Flux Lighting Inc. – [Read more](#)

Overview of Bill C-35 and Consultations on Regulatory Approaches to Forced Labour – The federal government introduced Bill C-35, which would implement a prohibition on forced labour in Canadian supply chains and give the Minister the authority to establish a list of high-risk goods that would be subject to supply chain tracing and due diligence requirements. The federal government has also launched two consultations for the associated regulations that would determine the scope and nature of the legal obligations in Bill C-35. They are looking for comments on an approach to identifying high-risk goods, as well as due diligence and civil liability measures for businesses to demonstrate how they prevent and act on forced labour in their supply chains. For more information, [click here](#)

Proposed Changes to Quebec's ZEV Mandate – Quebec's CAQ government has proposed amendments that would significantly weaken the province's zero-emission vehicle (ZEV) mandate. The most notable change is a reduction of the 2035 target from 100% to 80% ZEV sales. The government is also proposing a slower ramp-up of annual compliance requirements, with lower targets throughout the 2026–2035 period. [Read the full update](#)

Atlantic Family Scholarship Winners – Every two years, Electro-Federation Canada Atlantic is pleased to offer two one-time Family Scholarship awards of \$1,000 each to a student entering their first or second year of post-secondary study. The biennial awards are open to EFC Atlantic members' children and dependents. We are pleased to announce this year's Family Scholarship winners: Abigail McLoughlin and Ryan Donovan! On behalf of EFC's Atlantic Executive Committee, congratulations to you both and wishing you continued success with your studies!

NEW: YPN Atlantic GROW Webinar, "Smarter Selling with AI: Practical Strategies for a More Efficient Sales Process" | September 29, 1 PM EST – Join Kelsey Bond, Electric Avenue, for this practical session that will explore simple ways sales professionals can use AI to reduce administrative work, improve everyday processes, and create more time for meaningful customer conversations. Whether attendees are just getting started or already using AI, the goal is for them to leave with practical ideas they can apply right away. This virtual program will be delivered via Microsoft Teams. Complimentary registration. [Register now](#)

SAVE THE DATE: YPN Ontario: Toronto Blue Jays Game | September 15 – Join fellow Ontario YPN members (40 and under) for an evening at Rogers Centre as the Toronto Blue Jays take on the Detroit Tigers. Network with peers from across the industry while enjoying one of the season's final home games. Stay tuned for registration details soon!

EFC's Economic Forecast | September 17 – Join EFC on September 17 for the 2026 Economic Forecast, a live virtual webinar featuring Maureen Farrow, President of Economap Inc. and Donald Leavens, Ph.D., SVP & Chief Economist at NEMA. Together, both featured presenters will share expert insights into the economic trends shaping Canada's business environment and what they mean for the electrical industry. Whether you're planning budgets, forecasting performance, or setting strategic priorities, this webinar will provide timely insights to help you prepare for what's ahead. [Register today](#) to reserve your spot and gain the insights needed to navigate an evolving economy.

EARLY BIRD PRICING ENDS TODAY: Quebec Economic Forecast 2026 | September 30 – EFC Quebec invites you to hear from John Parisella, author, speaker, and political analyst, who will present his analysis on Quebec's economic forecast and the key issues to watch. The event will take place at Société 18, in Mont Royal. [Register now](#)

RECAP: Atlantic Golf Tournament – Electro-Federation Canada proudly celebrated its 20th annual Atlantic Golf Tournament on August 6 with a return to Royal Oaks Golf Club in Moncton, NB. Despite temperatures feeling like 39°C, 144 golfers came out ready to enjoy a great day on the course – and, more importantly, to support a great cause. This year's tournament once again raised funds in support of the IWK Foundation, helping provide critical care and support to children and families across the Maritimes. [Read more](#) | [View the photo gallery](#).

Elec-Tech Sales Ltd. Announces New Representation in British Columbia – [View the LinkedIn post](#)

Roney Marketing Announces New Representation in Ontario – [View the LinkedIn post](#)

Turolight Welcomes The Next Step Agency as New Sales Agency – [View the LinkedIn post](#)

Littelfuse Appoints Adanac Sales LLP as Energy & Industrial Infrastructure Representative for British Columbia & Yukon – [Press release](#)

Cascadia Welcomes New Additions to Sales Team – [Kris Gopal](#) | [Brayden Satchwell](#)

Rastro AI Joins ETIM North America – [Read more](#)

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Safety Considerations for Plug-In Photovoltaic (PIPV) Systems – Learn the unique hazards of plug-in photovoltaic (PIPV) systems and how they differ from traditional PV technology in this UL Solutions white paper. [Read more](#)

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Ontario Employers: File Your Accessibility Compliance Report by December 31, 2026 – [Read more](#)