



This Week's Top Story | August 28, 2026

TARIFF UPDATE

EFC RESPONSE AND MEMBER RESOURCES

New tariff measures on both sides of the Canada–U.S. border are creating additional impacts for Canada's electrical and automation industry.

The United States has imposed new 50% tariffs on approximately \$28 billion in Canadian goods, including products relevant to the electrical industry. In response, Canada has announced counter-tariffs on \$27.6 billion in U.S. imports, effective September 8, at rates of 15%, 25% and 50%. EFC's initial analysis estimates that approximately \$4.8 billion in electrical and automation imports from the U.S. may be affected by the Canadian measures.

EFC continues to assess the impact on our industry, engage with government and gather input from member companies through two surveys currently underway with EFC Official Representatives.

To help members navigate the latest developments, [EFC's Tariff Hub](#) brings together our trade-related communications and key resources, including recent updates shared with EFC Official Representatives. Members can also access:

- [EFC's list of HS codes](#) associated with member products affected by Canada's counter tariffs
- [EFC's overview of federal tariff supports](#) available to affected Canadian businesses
- Government of Canada news releases on trade and tariffs

EFC will continue to update the [Tariff Hub](#) as new information becomes available.

Industry News

Latest News on EFC's Tariff Hub

EFC Provides Update on Canada–U.S. Tariffs and Member Impacts – August 26, 2026. [Read more](#)

Canada U.S. Trade Update from Sussex Strategy Group – [Read more](#)

Dept of Finance Canada – Support for Canadian Workers and Businesses Affected by U.S. Tariffs
(Government of Canada, August 25, 2026) – [Read more](#)

List of Products from the United States Subject to Counter-tariffs Effective September 8, 2026
(Government of Canada, August 25, 2026) – [Read more](#)

News Release: Canada Announces Targeted Countermeasures and Substantive Support for Workers and Businesses in Response to U.S. Tariffs (Government of Canada, August 25, 2026) – [Read more](#)

Canada's Tariff Responses to the Changing Global Trade Landscape – [Read more](#)

Canada Strong Campaign – [Read more](#)

Ontario Haul for Hope Charity Event | September 12 – Support our Ontario Region Chair, Randy Maharaj and 11 EFC members as they take on Hope Air's Haul for Hope, pulling a 67,000 lb aircraft 100 meters to raise funds for Canadians who need to travel long distances for medical care. Your support helps Hope Air provide flights, accommodations, meals and transportation to patients in need. Every donation brings someone one step closer to the care they need. Please use [this link](#) to donate if you are interested in supporting this worthy cause.

NEW: Quebec YPN Round Table | November 5 – Quebec's Young Professionals Network invites you to a panel discussion with four industry leaders on four different topics of relevance to industry members in a speed panel format. To learn more, or to register, [click here](#)

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. [Register now](#)

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.

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](#)

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](#)

OmniCable Announces Acquisition of Kingwire – [Press release](#)

EB Horsman Names Jason Organ New Cranbrook, BC Branch Manager – [View the LinkedIn post](#)

IDEAL Electrical in Canada Celebrates 25 Years of Can-Twist® Wire Connectors with a National Customer Experience Trip – [Read more](#)

German Technology Day 2026 is Back! Shaping Tomorrow's Automation is the theme of this year's German Technology Day at the Toronto Congress Centre on September 29. Discover the latest in automation, manufacturing, AI, robotics, and smart technologies while connecting with industry leaders and technical experts. [View the LinkedIn post](#)

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Does a UL Certified Industrial Control Panel Certification Cover the Equipment That It Controls? A UL Certification covers the industrial control panel—but not necessarily the equipment it controls. Learn what's covered and what additional requirements may apply. [Read more](#)

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Common Sense in Employment Law? Who Knew! A recent decision from the Ontario Court of Appeal has resolved a long-standing discrepancy in employment law regarding the interpretation of termination clauses in employment agreements. [Read more](#)