

2027 Pathfinder

BENCHMARKING & MARKET ANALYSIS REPORT FOR THE CANADIAN ELECTRICAL INDUSTRY

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2027 Pathfinder Report Launches Next Week!

Get ready to explore the data shaping Canada's electrical and automation markets. For more than four decades, EFC's Pathfinder Report has been the industry's trusted benchmarking resource for measuring performance, identifying opportunities and informing strategic decisions.

The 2027 edition delivers valuable insights into Canada's total available market for electrical equipment, including:

- National and regional sales, employment and branch network data
- Market and product category insights
- Distribution segments across full-line electrical, utility, industrial automation and more

Whether you are a distributor evaluating product mix and regional growth opportunities or a manufacturer benchmarking market share and mapping channels, Pathfinder provides the intelligence to support smarter decisions.

The 2027 Pathfinder Report launches next week and will be available exclusively to EFC members at no cost. Reports will be provided through each member company's official representative.

[Learn more](#)

Industry News

2026 Member Satisfaction Survey Highlights – Thank you to Official Representatives who participated in the 2026 survey, with more than half of the EFC member community represented. Member satisfaction remained strong, with EFC achieving an NPS (Net Promoter Score) of 64. Members identified the issues and disruptions of greatest concern to their businesses and the industry. Tariffs and trade topped the list at 75%, followed by artificial intelligence (68%), concern about the economy (59%), supply chain disruption (42%) and changing customer behaviour (nearly 40%). This feedback will help inform EFC's priorities and strategic planning. Congratulations to Chris Maguire (Cascadia Sales) and Cory MacGuigan (McLoughlan Supplies Ltd.), randomly selected to each receive \$100 toward a gift card or charitable donation.

U.S. Section 338 Tariff Update – The White House has modified the scope of Section 338 tariffs on Canadian products, effective September 15. The changes include lighting-related tariff classifications subject to the additional 50% tariff, while switchgear assemblies and switchboards will be removed from the tariff list. [Visit EFC's Tariff Hub for the full update and latest information](#)

Government Launches Energy and Electricity Workforce Alliance – The Government of Canada has announced the creation of a new Energy & Electricity Workforce Alliance to help address workforce and skills challenges as Canada expands electricity generation, modernizes the grid and responds to growing electrification needs. [Read more](#)

EFC Stands Against Antisemitism – EFC supports the Open Letter from Canadian leaders condemning the rise of antisemitism in Canada. Antisemitism—and hatred directed toward any community—has no place in our workplaces, communities or country. We encourage members to read the Open Letter and join in fostering a safe, respectful and inclusive Canada. [Read EFC's full statement and the Open Letter](#)

NEW: Women's Network Ontario Panel Presentation - The Leadership Hot Seat: Competitive Perspectives in Sales Leadership | October 29 – Join EFC's Women's Network Ontario for an engaging Sales Leadership panel featuring six industry leaders as they share insights on navigating competition, building high-performance teams, developing talent, driving execution, and making critical sales decisions in today's fast-paced market. The panel presentation will be followed by an anonymous Ask-Me-Anything session, giving attendees the opportunity to ask questions, gain valuable insights, and connect with fellow EFC members. [Register here](#) to learn more

NEW: Women's Network Quebec "Body Break" Session | October 30 – Members of EFC's Quebec Women's Network are invited to get active, move, and connect with fellow industry professionals! Choose between a spinning or Pilates session, followed by healthy bites, a refreshing beverage, and an opportunity to network with inspiring women from across our industry. Spots are limited, so register early! [Register now](#)

LAST CALL: Ontario Haul for Hope Charity Event | September 12 – Support our Ontario Region Chair, Randy Maharaj and 11 EFC members as their team, POWER2PULL, 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. Hope Air's impact reaches across Canada, connecting patients in rural, remote, and underserved communities with the specialized healthcare they need. By bridging the distance between small communities and major urban hospitals, Hope Air helps ensure Canadians can access critical medical treatment—regardless of where they live. Please use [this link](#) to donate if you are interested in supporting this worthy cause.

LAST CALL: YPN Ontario Toronto Blue Jays Game | September 15 – Don't miss your chance to join Ontario YPN at the ballpark! Connect with fellow YPN members (40 and under) and peers from across the industry before first pitch, then settle in for an evening at Rogers Centre as the Toronto Blue Jays take on the Detroit Tigers. Space is limited, so secure your seat today. [Register now](#)

LAST CALL: 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. 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. 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](#)

Women's Network Atlantic Wellness Workshop, "Boundaries, Mindset & Happiness" | October 1 – Join the Atlantic Women's Network for an interactive, in-person workshop with ICF Certified Life Coach Melissa Pike as she returns to present on a relevant topic that focuses on building the habits, boundaries, and resilience needed to perform well over time—personally and professionally. This event will take place at Graybar's Dartmouth, NS office. Complimentary registration. [Register now](#)

SAVE THE DATE: GATHER PEI | October 23 – Join Atlantic YPNs for a guided tour and infusion experience at Deep Roots Distillery! The event includes a welcome cocktail, a walk in the orchard (weather permitting), a guided tour of the distillery and tasting room, and a 375ml bottle of vodka or gin for each person to create their own infusion. Appetizers will also be served courtesy of PEI Cured Creations. Registration details will be available soon!

Leviton Canada Appoints Salex as Network Solutions Sales Agency for Ontario – [Read more](#)

Lindsey Kelly Joins Noramco as New OEM Regional Sales Manager for Ontario – [View the LinkedIn post](#)

Noramco Telecom Emily Radalj as Regional Sales Manager, Ontario – [View the LinkedIn post](#)

ECS Names Lisa Tsikas as Inventory and Procurement Specialist – [View the LinkedIn post](#)

UL Solutions is an EFC Corporate Sponsor

Navigating Requirements for Battery Energy Storage: How New Evaluation Services Are Helping – UL Solutions' new BESS evaluation services provide technical data that can help companies address NFPA requirements and streamline permitting and approvals. [Read more](#)

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Employers: It May Be Time to Revisit Your Equity Plans – The Ontario Court of Appeal has released an important decision for employers offering Restricted Stock Units ("RSU") and other equity-based compensation. [Read more](#)