

ECONOMIC FORECAST RECAP

What's ahead for 2027

Economic uncertainty, shifting trade dynamics and growing electricity demand are creating a complex outlook as businesses plan for 2027 and beyond.

At EFC's annual Economic Forecast Webinar, Maureen Farrow, President of Economap Inc., and Donald R. Leavens, Ph.D., SVP & Chief Economist, NEMA, explored the economic and market forces shaping Canada, North America and the electrical industry.

From trade and investment to AI, data centres, infrastructure and electricity demand, the discussion highlighted both the challenges ahead and areas of opportunity for EFC members.

[Read the 2026/27 Economic Forecast recap and key insights](#)

Industry News

EFC Welcomes New Manufacturer Member: Light Efficient Design – [Read more](#)

CORRECTION: U.S. Section 338 Tariff Update – Information regarding U.S. Section 338 tariffs included in the September 11 edition of InfoElectro was incorrect. We apologize for the error and any confusion it may have caused. EFC has reviewed the revised White House Annex and updated the information on our Tariff Hub. Members are encouraged to refer to the updated information for the current list of affected HS codes.

[View the corrected update on EFC's Tariff Hub](#)

EFC Government Relations

Ontario Cabinet Shuffle – Premier Ford announced changes to his Cabinet this week. Of particular relevance to EFC, Matthew Rae, MPP for Perth–Wellington, has been appointed Associate Minister of Energy-Intensive Industries, working alongside Energy and Mines Minister Stephen Lecce. He succeeds Sam Oosterhoff, with whom EFC met earlier this spring, who has been appointed Minister of Agriculture, Food and Agribusiness. [Read Sussex Strategy's full analysis](#)

EFC Joins Call for Coordinated Action on Canada's Electrified Economy – EFC has co-signed a joint letter calling on the federal government to build on its goal of doubling electricity supply by also establishing national objectives to double electrification and energy efficiency by 2050. Together, these goals aim to support a more affordable, productive and energy-secure Canadian economy. [Read more](#)

2027 Pathfinder Report Now Available to EFC Members – Canada's electrical distribution market reached \$18.16 billion in FY2026, up 3.04% year over year. Go beyond the headline with the new 2027 Pathfinder Report, produced by Kerrwil Media Limited in collaboration with EFC. The report features detailed intelligence on market performance, regional activity, distribution channels, customers, products and the structural trends reshaping Canada's electrical industry. Pathfinder is available exclusively to EFC members at no cost as part of membership. Contact your company's official representative to request your copy today or learn more and request at <https://www.electrofed.com/business-intelligence/pathfinder/>

NEW: YPN Atlantic GATHER Charlottetown | 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 participants to create their own infusion. Appetizers will also be served courtesy of PEI Cured Creations. [Register now](#)

REMINDER: 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](#)

REMINDER: 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](#)

YPN and Women's Network Atlantic Volunteer Days | October 27 & 28 – Earlier this year, the YPN Atlantic Committee directed funds from its National YPN Day event to support the Nova Scotia SPCA. Now, the YPN and Women's Network Atlantic Committees are teaming up to offer members the opportunity to volunteer at the SPCA Dartmouth Thrift Store to give back and support local pets in care. Limited spots are still available on October 27 (October 28 is full). The volunteer day runs from 1 PM to 3 PM Atlantic Time. If you are interested in participating, [click here](#) to complete the form to secure your spot. For any questions or more information, contact [Dennis Potharst](#)

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.

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](#)

YPN Quebec 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](#)

RECAP: EFC Ontario's POWER2PULL Team Pulls Together for Hope Air – [View the LinkedIn post](#) | [View the photo gallery](#)

RECAP: Ontario YPN Brings the Energy to Blue Jays Night! – [View the LinkedIn post](#)

Innovair Solutions Acquires TRM Heating Cables – [Press release](#)

CMP Strengthens British Columbia Presence with Elec-Tech Appointment – [Read more](#)

In Memoriam: John Mathe – [Read the tribute](#)

D.A.D. Sales Honours Bob Holman's 25-Year Legacy – [Read more](#)

Luisa Lopez Joins Leviton Canada as New Quotation Specialist – [View the LinkedIn post](#)

Franklin Empire Welcomes Regan Joseph as Account Manager in the Peterborough Region – [View the LinkedIn post](#)

S&D Lighting Group Limited, Becomes S&D Agency with New Brand Identity and Expanded Portfolio – [Read more](#)

EB Horsman & Son Is Now Open in Grande Prairie – [Read more](#)

NEMRA27 Registration Now Open for 2027 Annual Conference in Dallas – [Press release](#)

Sales Outsource Solutions Invites You to Attend its Electrical and Telecommunications Product Showcase – Taking place on September 24 from 10:30 AM to 3 PM at the Pearson Convention Centre in Brampton, ON, the event showcases 20 manufacturers and key sessions from industry leaders. This event is free and open to all EFC members. [View the flyer](#) | [Register now](#)

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