

VOICE OF BUSINESS

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www.battlefordschamber.com
P.O. Box 1000
North Battleford SK S9A 3E6
Phone: 306-445-6226



Western Business Leaders Applaud Bill C-39 and Major Competitiveness Reforms

Western Business Coalition outlines additional measures on regulatory reform and economic immigration during joint trip to Ottawa

As Parliament resumes, leaders of the Western Business Coalition (WBC) are in Ottawa to welcome major federal reforms aimed at strengthening Canada’s competitiveness and advocate for measures as outlined in an open letter shared with all Members of Parliament earlier this month.

This week’s trip to the nation’s capital by the WBC, comprised of the Business Councils of British Columbia, Alberta and Manitoba, and the Saskatchewan Chamber of Commerce, builds on the Coalition’s May 2025 call to restore Canada as a competitive place to base, build and grow businesses.

While WBC leaders are in the capital, the federal government introduced new legislation, *Building Canada Strong Act*, which advances several of the Coalition’s priorities. The move is a welcome step toward improving Canada’s competitiveness, attracting investment and supporting economic growth. The WBC urges Parliament to pass the legislation quickly and continue to prioritize the remaining barriers.

Coalition leaders are also advocating for the federal government to build on its momentum by reducing federal regulatory requirements by 25 per cent over three years and increasing Provincial Nominee Program allocations within existing immigration levels. These measures would help reduce the cost of doing business and better connect qualified people with available jobs and regional workforce needs.

Among the many changes tabled in *Bill C-39*, the WBC welcomes the one-year timeline for federal review and decision-making and the proposed creation of a special mediator to help resolve difficult federally regulated labour disputes.

Combined with the recently announced Productivity Mega Deduction aimed at spurring new investment in Canada, and the recent shifting of project approvals to the appropriate lifecycle regulator, these reforms address some of the most significant barriers to Canada’s competitiveness and closely reflect recommendations the WBC has advocated for since its inception last year.

Quotes

“We are thankful that the government has listened and acted on removing some of the significant priorities Western Canadian businesses have raised for years. We applaud the Prime Minister and his government for this progress and urge Parliament to move quickly so businesses have the certainty to invest, build and grow in Canada even during this time of strained trade relationships and unstable geopolitics.”

— Adam Legge, President, Business Council of Alberta

“Canada is meeting this moment with a bold vision for a stronger, more resilient economy. We are focused on the right things, including attracting investment, building major projects, diversifying our markets and labour stability. But we need to keep pushing forward. Western Canada has an enormous role to play in turning that ambition into reality by helping Canada become a global energy and natural resources superpower and strengthening our reputation as a reliable partner for the world.”

— Laura Jones, President and CEO, Business Council of British Columbia

“Western Canada businesses compete globally, and they need reliable trade corridors, efficient approvals, and stable labour relations to get products to market. Bill C-39 shows that sustained, coordinated advocacy from western businesses is helping move these priorities onto the legislative agenda. This is meaningful progress, and we will remain focused on ensuring the legislation delivers the certainty, competitiveness, and measurable results our businesses need to invest, grow, and reach global markets.”

— Prabha Ramaswamy, CEO, Saskatchewan Chamber of Commerce

“These are important and welcome steps from the federal government that respond directly to priorities the business community has been advocating for. The Productivity Mega-Deduction and newly introduced *Building Canada Strong Act* help create the conditions businesses need to invest with confidence, boost productivity, and strengthen Canada’s competitiveness. We appreciate the government’s continued focus on long-term economic growth and look forward to working together on additional priorities that will keep Canada’s economy moving forward.”

— Bram Strain, President and CEO, Business Council of Manitoba



GET CONNECTED IN 2026!

Upcoming Event Calendar



Chamber on Tap
Tuesday, October 20, 2026
Location: Battlefords & District Chamber of Commerce
5:00 p.m. to 7:00 p.m.
Guests: City of North Battleford Economic Development Committee



32nd BBEX Awards Gala
Thursday, November 5, 2026
Location: Battlefords Agricultural Society-Agrivilla
5:30 p.m. to 10:00 p.m.



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The 32nd Battlefords Business Excellence (BBEX) Awards Gala will be hosted at the Battlefords Agricultural Society’s Agrivilla on November 5th, 2026. The reception will be at 5:30 pm and dinner will start at 6:30 pm. The BBEX Awards Gala will be presenting awards to local businesses in the Battlefords in the following categories: New Business Venture Award, Community Contribution Award, Young Entrepreneur Award, Micro Business Award, Heather Guthrie Customer Service Star Award, Impact Award, Heritage Award, Members’ Choice Award, and Business of the Year Award. The Chamber will also be inducting Kramer Auctions and the Kramer Family to the Battlefords Business Hall of Fame. Tickets are on sale now.

The Committee is excited about this year’s group of finalists with several new businesses and young entrepreneurs making the event one not to be missed.

CELEBRATING 32 YEARS BBEX Business Excellence

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