



MEDIA RELEASE

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CHAMBER HOSTS BANK CHIEF ECONOMIST BDC's Pierre Cleroux Bullish on 2019 Advises Businesses "To Embrace New Technologies"

Kelowna: The Kelowna Chamber is hosting BDC's Chief Economist Pierre Cleroux in an Economic Outlook breakfast on Thursday November 8 at the Best Western Kelowna at 7:30 am. Mr Cleroux is Vice-president Research and Chief Economist for BDC, a position he has held since 2012.

Carmen Sparg, President of the Chamber, says, "In an increasingly connected, automated and data-driven world, businesses need to embrace new technologies or risk falling behind. Come have breakfast with the Chamber and Mr Cleroux; he'll help you understand how Canadian businesses are adapting to these changes and how they compare with their American competitors. Learn what you can do to effectively transform your business."

As businesses wrap up 2018 and prepare for uncertainties in the year ahead, it's a good time to hear first-hand about the impact of the federal deficit, of the multiple new BC taxes on businesses, world markets, tariff changes, political winds: this briefing session will cover it all.

Mr Cleroux says the Canadian economy will continue to grow, supported by higher exports and very good business investments levels.

Mr Cleroux has extensive experience with small and medium size businesses, as well as the real estate industry. He will review both interest rates increases in the last year which have slowed the housing market and household consumption, and how the imposition of 25% steel and 10% aluminum tariffs by the American administration is also causing uncertainty.

Media are invited to join us for a complimentary breakfast; kindly RSVP by Monday November 5 to cmiller@kelownachamber.org. Thank you.

For more information:

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We help grow the people who power Kelowna

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