Update on Advocacy in Ottawa – Government Relations Perspective

I wanted to provide CIFFA internal stakeholders with vital background context for our ongoing government relations strategy under CIFFA's advocacy initiative. This is especially important considering the tremendous prioritization of supply chain and logistics issues to start the 2026 fall parliamentary session by the Government of Canada and will continue as a major focus of Prime Minister Carney and his cabinet over the coming months.

First, the work being done by CIFFA now was strategically initiated several months ago, specifically during meetings with the Minister of Transport and his officials, in addition to various meetings with ESDC officials on the labour side. We have also been working through the office of Minister LeBlanc on the regulatory side, and how to best eliminate red tape. Together, this approach has allowed CIFFA to fully participate in the various consultative processes around major transportation infrastructure, red tape and regulatory oversight reduction, and issues of labour instability and their impact on Canada's global trade reputation and overall bottlenecking across the supply chain.

As a result of our sustained in-person, verbal and written advocacy opportunities with various federal officials over the past several months, combined with very strong collaboration with industry and business associations that share common interests with CIFFA across the transportation, supply chain and logistics sectors, we are now seeing the results of our strategic approach contained in legislation that will help address some of the issues and opportunities we have been flagging. This was especially true with the introduction of Bill C-39, the Building Canada Strong Act. C-39 contains Canada Labour Code changes, Major Projects clauses, digital trade measures, and other legislative items that CIFFA has long called for and is officially supporting.

As Bill C-39 specifically forms the crown jewel of the federal government's supply chain approach moving forward, CIFFA has continued to stay in close communications with the various ministerial officials involved in shepherding this legislation through parliament and the senate: Ministers MacKinnon, LeBlanc and Hajdu. In addition, we have taken the opportunity, as per the suggestion of these ministers and their staff, to engage proactively with members of the Opposition who serve in the critic roles to these various ministers, such as Transport Shadow Minister Dan Albas, for example. Just as we worked through the ministers' offices over the summer months and now into the fall with the return of Parliament, we have remained just as engaged with the shadow ministers.

In addition to C-39, we saw the introduction of S-7, also known as the Cutting Red Tape for all Canadians Act, a government bill introduced in the Senate on October 7, 2026. The legislation is

designed to modernize the federal bureaucracy by amending 31 laws and associated regulations across 11 departments and agencies. The government has stated the primary goal of Bill S-7 is to reduce administrative burden, lower costs for businesses and eliminate duplicative, paper-based reporting requirements while maintaining strict health, safety and environmental protections. Once again, CIFFA played a significant role in the development of this legislation and looks forward to further engaging with Treasury Board officials and Minister LeBlanc's team on this legislation.

Another major focus this fall has been on the North American Customs Brokers Alliance delegation that will travel to Ottawa from October 25 to 28. I have been able to arrange various meeting opportunities for the group, including a parliamentary reception that will provide a unique opportunity for engagement with officials for CIFFA and NACBA attendees in general.

We are only officially two weeks into the parliamentary session and so far, we have two major legislative pieces (C-39 & S-7), many meeting and other collaborative opportunities, and are continuing to show strong leadership on behalf of our members in Ottawa on issues that matter to them. All these developments have ensured a remarkably busy period for our advocacy initiatives, and the government relations aspect of this in Ottawa is going very well for CIFFA.

I look forward to continuing to keep CIFFA stakeholders engaged in and aware of the ongoing successes of our advocacy and government relations strategy, and appreciate any input our members and directors may wish to provide.

Thank you,

Ben Martin – CIFFA Corp.
Government Relations Lead Advisor