

A PRINT AND ONLINE ADVERTISING FEATURE IN CANADA'S #1 NATIONAL NEWSPAPER AND #1 NEWS WEBSITE



GREAT LAKES ECONOMIC FORUM

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

In spite of its rust belt image, the Great Lakes-St. Lawrence region remains an industrious and innovative economic region with an abundance of opportunity. It accounts for roughly 50 per cent of total value of cross-border trade between Canada and the United States. With a combined population of 107 million and a GDP of \$5.8 trillion (U.S.), if taken as a separate economic unit, this region would be the third largest economy in the world after the United States and China, supporting some 50 million jobs. The global marketplace continues to shape and reshape the contours of this area's economy. As a result, we need to think strategically about the Great Lakes-St. Lawrence region as a shared, bi-national economic region so that we can fully harness its economic assets.

	GOING LIVE IN PRINT AND ONLINE: APRIL 21, 2017	GET INVOLVED BY: MARCH 10, 2017	MATERIALS DUE: APRIL 14, 2017
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Produced in co-operation with the Council of the Great Lakes Region and published in advance of the third Great Lakes Economic Forum – held in Detroit-Windsor from April 24 to 26, 2017 – this feature is envisioned to include the following editorial highlights:

Impact. Since the area is vital to the future competitiveness of both Canada and the U.S., how can it be positioned to compete and win in today's climate of borderless trade, investment, research and mobility?

Energy. We explore the region's energy generation balance and efforts towards increasing the percentage of energy from renewable sources.

Transportation. How can teamwork and coordination lead to improvements in the efficiency and environmental performance of transportation systems?

Infrastructure. What are some of the initiatives that aim to produce a more connected and sustainable infrastructure?

Innovation. We highlight innovative ideas coming out of the Great Lakes-St. Lawrence region.

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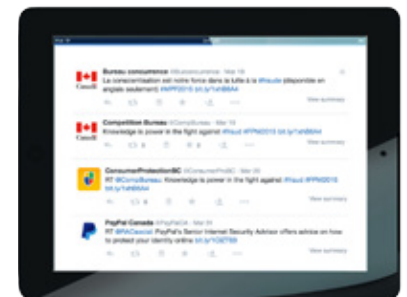
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