

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



## SUCCEEDING IN THE GLOBAL ECONOMY

A PRINT + DIGITAL + SOCIAL MEDIA FEATURE

Increasing globalization in the last 15 years has brought more competition in virtually every area and industry. Currently, one in three goods crosses national borders and more than one-third of financial investments are international transactions. In order to succeed in the global economy, enterprises need to differentiate themselves from their competitors and respond quickly to changing market conditions.

	<b>GOING LIVE IN PRINT AND ONLINE:</b> JULY 6, 2017	<b>GET INVOLVED BY:</b> MAY 25, 2017	<b>MATERIALS DUE:</b> JUNE 29, 2017
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**Editorial topics under consideration:**

**GLOBAL ASPIRATIONS.** What is required for participating in global transactions and how do firms and individuals engage with the dual demands of acting on both local and global levels?

**EDUCATION.** How do educational institutions equip their graduates with the new skills and competencies required for finding success in an increasingly connected and competitive world?

**SOCIAL RESPONSIBILITY.** How do local concerns about social issues in communities get heard in a world of global business?

**CLIMATE CHANGE.** We explore the role of businesses as an important engine of the low-carbon innovations that are vital to addressing global climate change challenges.

**INNOVATION.** A country's global competitiveness is a measure of its capacity to innovate and generate products and services that respond to the world's most pressing needs – what are some of the innovations that gained global renown?

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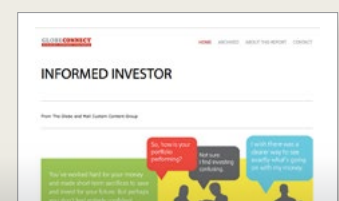
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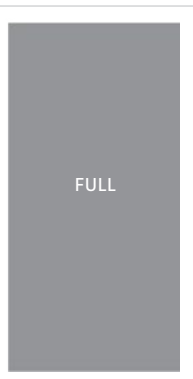
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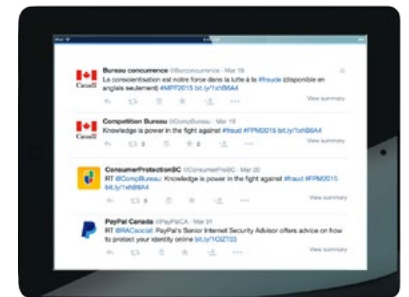


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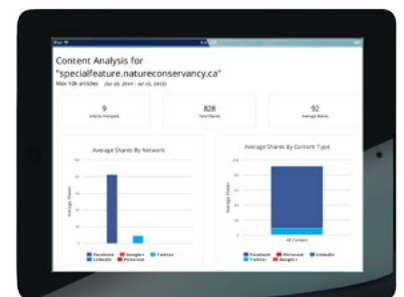
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