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Ireland-Canada Chamber of Commerce Newsletter

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PRESIDENT'S MESSAGE

CONOR BARRY



As I write this message, the coronavirus is creating huge uncertainty in all our lives. The ICCC has cancelled all its activities until the situation returns to normal. I hope that this is sooner rather than later. We have begun sending out special e-Bulletins with updates on the various government initiatives that have been put in place to help businesses through this period. My thanks to Paul Dunne for organizing this.

While COVID-19 is rightfully dominating our thoughts, other issues have not gone away. Brexit finally took place on January 31st. ICCC Montreal hosted an excellent briefing session by Ambassador Kelly on February 20th at Concordia University. Ambassador Jim Kelly's tour of duty in Canada is finishing up this summer. On behalf of the ICCC I would like to thank him for his great support during his time in Canada. We wish Jim and his family the very best in their new posting.

Over the last period Ruth Hanna has stepped down from the board. Ruth has selflessly given her time and energy to the Chamber over the last 10 years. I would like to publicly thank Ruth for her significant effort and contribution towards successfully expanding the Chamber's activities.

I am delighted to welcome some new directors to the ICCC Board. Channele Desrosiers Stewart, Padraig McLean, Michelle Sullivan and James Fitzgerald have all joined the board over the last year. I am looking forward to working closely with them over the coming period.



BREXIT

The Irish Perspective

by Ambassador Jim Kelly

Ambassador Kelly dissects the implications of Brexit

Ireland's ambassador to Canada, Jim Kelly, is no stranger to Montreal. Whether it is supporting the latest social event of the Gaelic Athletic Association's Quebec evangelists or whatever shindig or bun-fight the Ireland-Canada Chamber of Commerce is organizing, he'll make the trip up from Ottawa for the occasion.

His latest venture up Highway 417 was a particularly informative if not altogether celebratory expedition as he accepted an invitation to give his thoughts on the impact that Great Britain's exit from the European Union will have on Ireland, the EU and Canada over the next 12 months and beyond.

There was standing-room only in the McEntee Room at the School of Canadian Irish Studies, Concordia University, on February 20th when Ambassador Kelly took to the lectern. They were there to hear what he had to say about the topic that used to dominate people's conversations on both sides of the Atlantic Ocean before a certain virus sashayed into the clearing to take over the news cycle.

Mr. Kelly touched on what Brexit might mean for the economies of the EU, UK and Ireland as well as what the political fall-out could be for both the European and British unions, the border on the island of Ireland and even what the overwhelmingly pro-remain Scots might do next.

In short, the answer to all these questions is "who knows?". One thing is for sure, the impact is going to be significant. The key for Ireland will be to prepare for the change, negotiate where appropriate and stand firm on certain key points.

Some things we do know: Ireland remains part of the EU and that will not change. Britain has, strictly speaking, already left although nothing will change until the end of the transition period on December 31st 2020 (assuming there is no delay due to the coronavirus).

What happens then is apparent only in tea leaves and crystal balls. Up to now, the UK has been playing hard ball and it is not beyond the realms of fantasy that a hard Brexit could still materialize, something that

President's Message cont.

Our mission is to foster trade and commerce between Ireland and Canada and to promote our members' business interests. We are working hard to do this but we need your support. If you can contribute your time and skills we can certainly use your help. Please reach out to us.

In the meantime please stay safe.

With gratitude

We raise our hats to Ruth Hanna, who has stepped down as board member and editor of the ICCC Montreal newsletter after an impressive ten-year run. Ruth's dedication and professionalism characterized her time both as vice-president and as head of our organization's communications efforts. Succeeding Paul Loftus as newsletter editor in 2012, she launched a total of 15 editions beginning in September of that year. Ruth was also instrumental in the organization of countless ICCC events over the years. For the long hours and for your sustained excellence, go raibh míle maith agat!



RUTH HANNA
THANK YOU!

- ICCC Montreal Board of Directors

ICCC MONTRÉAL BOARD OF DIRECTORS

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Michelle Sullivan (Michelle Sullivan Communications)

NEW BOARD MEMBERS



(Left to right)

James Fitzgerald

James is Senior Manager Media and Communications for the World Anti-Doping Agency. Born and bred in Dublin, James attended Trinity College where he spent more time on the playing fields of College Park and in the Pavilion Bar than in any of that fine institution's libraries or lecture theatres. He subsequently became a journalist and ended up as a news reporter and Cricket Correspondent for The Irish Times before taking a job as Communications Manager for the International Cricket Council in Dubai in 2006. In 2012, he returned to Ireland to work in a similar role for World Rugby and, in 2018, moved to Montreal to take his position as head of media relations and lead spokesperson for the global regulator of clean sport. He is married to a Kingstonian and they have two young children.

[linkedin.com/in/james-fitzgerald-4a9183198/](https://www.linkedin.com/in/james-fitzgerald-4a9183198/)

Channele Desrosiers-Stewart

Channele is a corporate lawyer at Blake, Cassels & Graydon LLP with a practice that focuses primarily on domestic and cross-border mergers and acquisitions as well as general corporate and commercial law matters. She plays a role in various aspects of the process, from due diligence to transaction closing, and assists in the drafting and reviewing of purchase agreements and related transaction documents. Channele is the daughter of a Belfast emigrant, and the granddaughter of the author of "Town Book of Belturbet", a book presented to the Royal Historical Society of Ireland.

[linkedin.com/in/channele-desrosiers-stewart](https://www.linkedin.com/in/channele-desrosiers-stewart)

Padraig McLean

Padraig is the Finance Officer at the John Molson School of Business at Concordia University. He has worked both in practice and in industry as a Chartered Accountant, commencing with Price Waterhouse Coopers and working for most of his career with a large multinational telecommunications company in Ireland, the UK and Canada. A native Irishman from North County Dublin, Padraig is married with two children, and lives in Montreal.

[linkedin.com/in/padraig-mclean](https://www.linkedin.com/in/padraig-mclean)

Michelle Sullivan

Michelle is an entrepreneur working at the intersection of history and technology. The driving force behind HeSaidSheSaidStories.com / VosHistoires.com, the first of a series of personal and business history products and services to be launched in 2020, she helps founders, community and business leaders, patriarchs and matriarchs pass on their knowledge and inspire others. Michelle is a social media pioneer and public relations strategist who has taught digital communications at McGill University and media relations at l'Université de Montréal. A dual Irish-Canadian citizen whose father emigrated from Baldoyle, Michelle shares her time between homes in the Laurentians and North County Dublin.

[linkedin.com/in/michellesullivan](https://www.linkedin.com/in/michellesullivan)

COVID-19 and Canadian immigration

Many developments have occurred in Canadian immigration since mid-March in response to the COVID-19 pandemic.

Here are some highlights:

Sponsorship and receipt of CERB payments

Rumours have been circulating that persons who are sponsoring their spouse, common law partner or parent may not receive the new Canada Emergency Response Benefit (CERB) or the sponsorship will be cancelled by Canadian Immigration. It has also been rumoured that if the person being sponsored receives CERB moneys, this could jeopardize their sponsorship. These rumours are false. CERB payments are not the same as provincial social assistance (welfare) and will not themselves have an adverse affect on sponsorship.

International Experience Canada (IEC) program

In past years, the months of May and June would see the arrival of thousands of Irish persons aged 18-35 from the Republic and aged 18-30 from the UK who had been granted open work permits for Canada. These young people often adapted quickly to Canada and many would eventually seek permanent residency, helping to strengthen our Montreal and larger community. The 2020 program is on hiatus due to the pandemic. It is not known if the IEC will resume later in the year or be cancelled until 2021. If and when it does resume, given Canadian unemployment levels, it is very likely the numbers of work permits granted will be reduced from past years.

Processing Delays and Permit Renewals

A side effect of Coronavirus has been a lengthening of delays to process renewals for Canadian work and study permits, and for visitor authorizations. Processing delays posted on the immigration website relate to past performance; it is prudent to add at least 1/3 to these times.



Foreign nationals in Canada are normally required to hold a valid passport. Due to travel restrictions and uncertainty, foreign embassies in Canada are being inundated with passport renewal requests by their citizens, leading to longer delays. Given current conditions, it is prudent to request renewal of your passport at the very least six months prior to expiry. The same may be stated for Canadian passport renewals.

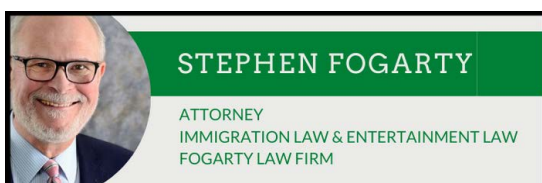
Entry to Canada and Quarantine Rules

The rules restricting entrance to Canada by foreign nationals have been evolving rapidly over the past few weeks, as have the provisions for self-quarantine upon arrival / return to Canada by all persons. An entire ICCC newsletter could be taken up describing these rules, exceptions, and exceptions to the exceptions. Even with all this policy making, there are still sometimes situations that do not fit into the parameters.

The federal government webpage <https://lickst.at/TravelExemptions> may be consulted for up to date information. If in doubt, seek professional advice.

The information contained in this article is considered up to date as of April 27, 2020. Certain points may have changed by the time you read this.

Stephen Fogarty is a Montreal attorney practicing immigration, citizenship, and entertainment law at Fogarty Law Firm. He is a co-author of the book, "Droit de l'Immigration et de la citoyenneté", published by LexisNexis Canada. He may be contacted at 514-289-9289 or through his firm's website www.fogartylaw.ca/contact. This article is provided for information purposes only and does not constitute legal advice.



Brexit offers no certainty

As the clock ticks down towards a December 31 deadline for negotiations to be wrapped up, the dreaded ‘no deal’ still looms large for the UK, the EU and even Canada.

On January 31, Boris Johnston finally “got Brexit done” in what must have seemed like the end of a painfully long and winding road to those who supported Britain’s departure from the European Union. But there were also howls of protest from opponents both within the UK and beyond its borders, who pointed out that January 31 was not the end but in fact it was the beginning of the real work of Brexit. Perhaps, if he was being generous, one of Mr Johnston’s more celebrated predecessors would have described it as the “end of the beginning”.

Be that as it may, one thing did quietly expire at 11 o’clock that night and that was all hope that there might be some way of stopping or rethinking or further delaying Brexit, maybe through a second referendum.

The stark reality is few of us – if any – will live to see the UK rejoin the EU.

THE UNITED KINGDOM

Plenty of questions remain, however. What about the future of the UK? It’s too soon to tell but one thing is for sure, it doesn’t start off well as it is currently hopelessly divided. The Leave campaign like to quote absolute numbers in order to boost its significance (17 million people voted to leave!) rather than percentages (51.89 per cent voted to leave; 48.11 per cent to remain) meaning that just a three per cent swing would have delivered the opposite result. And that vote was tallied nearly four years ago. So by no definition was there an overwhelming mandate to exit the EU and about half the UK population still thinks it is a bad idea. The Remainers can only accept their defeat gracefully and no doubt they will do what they can to make the best of what they consider a bad lot but they have lost whatever voice they had to a thumping Tory parliamentary majority that will not be accountable for the future it shapes for at least another five years. The bleats of protest are barely audible.

Nothing changes until the period of transition ends on December 31 but the transition period which originally was to be 18 months, during which a new trading relationship would be negotiated with the EU, has now been cut in half and this deadline has been set in legislative stone by the Johnston government. There are few signs that negotiations will be easy or swift with the coronavirus crisis further complicating matters. In short, barring Mr Johnston agreeing to a delay he has categorically ruled out, a no-deal Brexit on December 31 is still a strong possibility.

The UK also needs to begin negotiations with new trading partners, most notably the US, and have that settled before December 31 or risk having no important trade treaties at all in place by the

end of the year. However, the US is in an election year and trade agreements need to be ratified by Congress so that too would appear to be an impossible task. As I say, January 31 was, at best, only the end of the beginning.

NORTHERN IRELAND & THE REPUBLIC OF IRELAND

Under the withdrawal agreement and much to the chagrin of the Democratic Unionist Party, Northern Ireland will remain part of the European Customs Union until such time as a long-term arrangement can be negotiated between the UK and the EU ensuring no hard border between Northern Ireland in the UK and the Republic of Ireland, which remains an EU member. Northern Ireland also voted 56 per cent to stay in the EU in the 2016 referendum. The prospect of political repositioning here is much more unpredictable than Scotland. In a united Ireland vote, the consent of only one community is in practice necessary – the Protestant Irish in Northern Ireland. A minority in both the island of Ireland and the United Kingdom, this community has steadfastly and consistently supported the status quo political union with the United Kingdom and for there to be a realistic prospect of a change, this group will need to disavow the union. There is absolutely no reason to believe that this will happen in the short term but up to recently it has been a “head over heart” choice because, since 1922 until the rise of the Celtic Tiger, you were asking them to sacrifice their living standards to join with a poorer country that was hostile

to their traditions and culture. The “head” economic argument has long been sidelined because the Irish economy is now clearly much stronger than the Northern Ireland economy but the “heart” argument remains existential to many because they believe that joining with the Republic would mean abandoning their history and identity. However, and probably before a united Ireland referendum, Northern Ireland can choose to remain or leave the customs union with the EU. Despite decades of bloodshed in the cause of a united Ireland, it may be Brussels and not the Republican movement that finally delivers a united Ireland!



Photo: Paul Dunne

SCOTLAND

Scotland also finds itself in an awkward position following the December election. The devolved government is currently under the control of the separatist Scottish National Party (SNP) led by the charismatic Nicola Sturgeon. Scotland voted decisively to remain in the EU in 2016 (62 per cent to 38) and the seats they also held in Westminster allowed them to act as an effective spoiler during the withdrawal agreement negotiations up to the December elections. Since then, their voice in Westminster is no longer relevant. However, Brexit may have boosted support for independence and buoyed by positive noises from Brussels, most recently by the outgoing European Council president, Donald Tusk, Ms. Sturgeon is pushing for a new independence referendum which she would sell as a way for the Scots to return to European Union membership. However, she faces two major obstacles: The first is that Scotland’s principal trading partner is the rest of the United Kingdom so a “Joxit” from the UK would probably damage rather than improve their economy in the short term. But more importantly, Scotland needs Westminster approval to hold an independence referendum and Mr. Johnston has made it clear that this will not be granted by the current government.

Quebeckers and e-commerce: the CEFRIO report

According to a study released by Quebec's CEFRIO think tank in March 2020, adult Quebeckers spent an estimated 12.45 billion dollars on online purchases in 2019, averaging \$319 per purchase. This represents an increase of 19% over 2018. In the wake of social distancing restrictions brought on by the COVID-19 pandemic, figures for 2020 promise to be record-breaking. Are you ready?

Never have we so keenly felt the need for online shopping platforms as we have since Premier Legault announced the closure of all non-essential businesses effective midnight on March 24th. Yet, statistics show that Quebec-based e-commerce sites account for only 27% of the population's online purchases.

Quebec's highly respected Centre facilitating research and innovation in organizations (CEFRIO) has been analyzing Internet, social media and mobile device trends since 1999, aiming to track and understand digital technology and its social implications over time. On the heels of the release of its NETendances report in March, the CEFRIO has noted a distinct jump in online shopping following the outbreak of the COVID-19 pandemic and implementation of the federal and provincial governments' social distancing measures. In light of the adoption of stay-at-home policies, 28% of Quebeckers surveyed indicated a change in their online shopping habits, while 60% of Quebeckers surveyed confirmed their intention to increase their online purchasing should the crisis continue. This figure jumps to 74% among Quebeckers between the ages of 18 and 34. Of those surveyed, 79% stated their preference for local stores and businesses.

Statistics from the March 2020 NETendances report:

- 71% of Quebeckers conduct research online before purchasing. This represents a 5% increase over 2017
- 60% of Quebeckers use mobile phones in store to comparison shop, get advice from friends and family or check for availability elsewhere
- 38% of Quebeckers purchased personal apparel, such as shoes, clothing, jewellery and accessories online
- 30% of Quebeckers purchased tickets online
- 29% of Quebeckers purchased music, films and video games online
- 35% of Quebeckers purchase from Amazon on a monthly basis, and 94% of these purchase between one and five items from the e-commerce giant monthly
- When it comes to delivery, fast is less important than free (29% vs 80%)

CEFRIO publishes a yearly series of reports on topics including e-commerce, online banking and mobile and social media use. These are available for download at cefrio.qc.ca.



(continued from page 4)

CANADA

Canada which activated the CETA trade agreement with the EU in 2017 will see that agreement diminish considerably in importance after December 31 because the UK is by far Canada's largest European trading partner. Unless something is cobbled together before then, Canada will have no trade agreement with the UK. I have no idea of the Canadian government's intentions, but it is reasonable to suppose that an agreement to simply continue under CETA terms and conditions would be the fastest and most desirable outcome from a Canadian perspective. However, there have been no moves yet to open discussions and these don't seem likely before EU and US relationships have been dealt with.

So the possibility of Canada having no formal trading relationship with the UK by year end looms very large indeed.

UNITED STATES

While a few trade agreements are in place, the UK can boast of nothing significant taking effect after December 31. For that reason, much has been made of a free-trade agreement with the US. However, regulatory alignment may prove difficult to achieve. This would cover issues like the infamous prospect of selling chlorinated chicken in the UK or the thorny political issue of granting US pharmaceutical companies access to the National Health Service. As of now, the UK regulations are aligned with the EU, something Mr. Johnston has promised to delink. This raises the prospect of more flexible negotiations with the US but is likely to complicate the much more important trade relationship with the EU. It is also unlikely that the UK will be able to ratify a trade agreement with the US in an election year even if a less nationalist congress and administration were returned to power. Democrats have a long tradition of free-trade skepticism.

COVID-19

Brexit negotiations are continuing by videoconference while all of Europe is in some form of lockdown. As of April 24th, the parties do not appear to be close to agreement on any of the major outstanding issues and while an extension of the leaving date for one or two years might seem necessary, the UK has already enshrined the December 31 date in law and is showing no interest in any extension proposal which itself would have to be agreed before June 30. So while the world is consumed by Covid-19 issues, the clock ticks on Brexit and there remain only seven months to finalize a comprehensive trade agreement of infinitely greater complexity than the CETA agreement which took Canada and the EU seven years to complete.

The only conclusion to be drawn from any of this is that a protracted period of uncertainty lies ahead for the UK and anyone economically reliant on it. In short, the only thing we can be sure of is that we can't be sure of anything.



Facing the business challenge of COVID-19 is both a sprint and a marathon

Northern Ireland has had to pivot from business-as-usual in response to the COVID-19 pandemic. Invest Northern Ireland CEO Kevin Holland provides an overview of the supports the Northern Ireland Executive and Invest NI have put into place for Northern Ireland companies and international investors.

In the face of the business challenge that is COVID-19, there is no doubt in my mind international trade and investment will play a more important role than ever, helping to create a successful, post-pandemic economic recovery for many countries. Northern Ireland is no exception. The Northern Ireland government and Invest NI continue to build relationships with overseas stakeholders while at the same time helping indigenous companies address immediate and future business challenges. We are taking all the steps we can to help our customers, and the wider Northern Ireland business base, taking into account the following realities:

Many Northern Ireland businesses are responding powerfully to challenges of the last few weeks

It is important to acknowledge those essential businesses, whether in the food processing sector, vital manufacturers, their supply chains or the many local businesses, and importantly their staff, which have responded inventively and imaginatively to repurpose their operations or change their business models to support our health service and wider society at this crucial time. We have also been working hard to match NI companies with government calls for support to design and manufacture much needed medical and personal protective equipment for the NHS and frontline support agencies. To date over 200 NI businesses have expressed interest in supporting the fight against COVID-19.

Invest Northern Ireland is rapidly adapting its own support to meet changing requirements

We have been talking to companies to understand the immediate issues, which is helping us shape our response.

We have reviewed our current arrangements with customers to allow us to release grant payments quicker and ensure much needed cash flows into businesses and the wider economy.

We are adapting some of our existing support schemes to assist viable businesses who are experiencing difficulties and facing liquidity challenges. We hope to introduce new approaches to our customers soon to help improve their short-term survival and long-term growth.

Clearly the impact on businesses has been dramatic. Since the introduction of the Job Retention Scheme, we have been notified of some 500 client businesses furloughing close to 30,000 employees.

For some of these companies, the next few months may be an opportunity to strategically review their business and consider how they intend to respond and recover when the time is right.

This may include understanding how their supply chains or markets may change, their very business model, or what investments they may need to make in skills, R&D etc. The knowledge, expertise and support from Invest NI is there to support them in whatever way possible, including feedback from our overseas teams on the latest market developments in our main export markets.

Rising to the COVID-19 challenge

Northern Ireland boasts some of the world's most innovative companies and many of these companies are innovating their normal business looking for ingenious ways to help. Invest NI has received over 100 expressions of interest from companies who want to support the manufacturing of vital PPE.

Magherafelt based blind manufacturer, Bloc Blinds has designed and prototyped a faceshield, and collaborated with Mid Ulster District Council to use Meadowbank Sports Arena in Magherafelt as a production facility. Within weeks, the company had produced over 200,000 Bloc Face Shields. The company has since modified the design so it can be produced by high-speed packaging equipment and has partnered with West Belfast based printing firm Huhtamaki. As a partnership, they hope to manufacture an estimated 13 million faceshields for frontline health workers.

To read the full article by Grainne McVeigh, Invest NI's Director of Life Sciences, visit the Invest Northern Ireland website at [lickst.at/RisingCOVID19](https://www.investni.co.uk/RisingCOVID19)

Clarity of information helps businesses make the right decisions

We have launched a series of free webinars specifically focussed on issues arising as a result of COVID-19, with a total of over 1,500 registered. We are partnering with consultants to deliver these, and future webinars on key topics.

Our Business Support Team continues to respond to high volumes of calls providing advice and guidance, responding to some 3,600 calls in the past few weeks.

Our free business information website, nibusinessinfo.co.uk is supporting the NI Executive's current communications campaign and providing the best, one-stop source of up-to-date business information and guidance in dealing with COVID-19.

As businesses continue to adjust to a "new normal," the response of the Northern Ireland business community over the next few months will help shape the future of the Northern Ireland economy in the longer term.

Strength of response from NI business demonstrates the resilience and capabilities that will enhance Northern Ireland's position in a global recovery

I cannot thank the Northern Ireland business community enough for their speed of response and willingness to collaborate or diversify in the fight against COVID-19. The demonstrated resourcefulness and determination to succeed from many employers and employees across the region give confidence in our ability to navigate this crisis and look to the future.



A message from Minister of State Ciarán Cannon T.D.

At this time of grave concern around the world, the Government is taking decisive actions to do everything possible to protect its citizens from the spread of the Covid-19 virus. The actions will require sacrifices and courage by our citizens, acting in solidarity for the common good.

I am also deeply aware of the solidarity we owe to our many citizens who live around the world, who may face similar challenges. I want to set out a number of actions which Irish citizens and Irish community organisations can undertake to play their part in supporting our Diaspora and the societies around the world where they live.

Firstly, I would urge you to read the health advice which the Health Service Executive has published <https://www2.hse.ie/coronavirus/> as part of your efforts to protect your own health and the health of those close to you. Clearly, this advice should be read in conjunction with the local health protection measures in place by the authorities in your host country.

Ensuring the safety of our citizens around the world is a fundamental duty for my Department. We are working intensively right now to help many Irish citizens affected by the global spread of this disease. We are updating continuously our advice and guidance to Irish citizens, with specific reference to the threat posed to our citizens by the Covid-19 virus. If you are thinking of travelling or are concerned about the situation in your host community, please consult this advice as a matter of urgency: <https://www.dfa.ie/travel/travel-advice/coronavirus>.

While many of our diplomatic missions are also affected by changes necessary to protect the safety and the health of their staff, our network of missions remains available to our citizens in need <https://www.dfa.ie/embassies/irish-embassies-abroad>.

I applaud the efforts which many Irish community organisations around the world are making to support the most vulnerable members of their communities. The spread of the Covid-19 virus is understandably very worrying for people, and the need for greater social distancing to protect public health



may increase stress for many people, in particular those who are alone or feeling isolated. Advice on dealing with such worries is available, including from Irish community groups who support our Diaspora, such as <https://www.irishinbritain.org/what-we-do/health-and-wellbeing/coronavirus/mental-health-and-wellbeing-during>.

Finally, I urge you to make contact with family and friends in Ireland. This is a global challenge. Across Ireland, many families will be worried about their loved ones who live abroad. This is a time for strengthening our connections. In his recent speech, the Taoiseach gave advice to the Irish people on both the threat we face, but also the need for solidarity across society and around the world. We are all in this together, no matter where we are and by working together, we will overcome this.

Ciarán Cannon T.D.

Minister of State for the Diaspora and International Development

Sent to you by the Irish Abroad Unit of the the Department of Foreign Affairs and Trade, Ireland

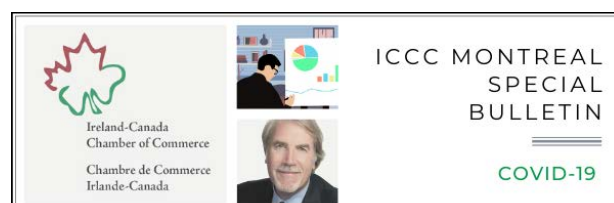
ICCC MONTREAL - SPECIAL E-BULLETINS

COVID-19 MEASURES FOR ICCC MEMBERS

In response to the COVID-19 pandemic, ICCC Montreal has launched a series of special e-bulletins which endeavours to present and break down measures implemented by the federal and provincial governments. This series is made possible thanks to ICCC Montreal board member and treasurer, Paul Dunne, CPA, CA, (FCA, Ireland), Principal, director of operations and founder of JPDO, an independent accounting firm providing cloud-based support to small businesses.

Check your inbox for the latest updates.

Do you need assistance to help you weather the COVID-19 pandemic?
Contact us at office@icccmtl.com

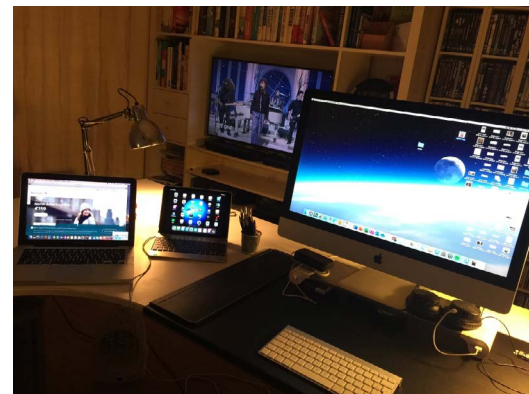


Surviving the LOCKDOWN

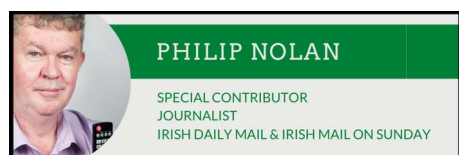
Journalist Philip Nolan is an award-winning columnist with the Irish Daily Mail and Irish Mail On Sunday. He has been working from his home in Co. Wexford for 14 years and knows the pitfalls and possibilities associated with the working isolation many of us are feeling. Here he provides some practical tips on how to survive and, indeed, flourish in this new reality.

Over the past 14 years that I've been working from home, I've learned a few things along the way on how to do it and how to stay sane and productive.

1. Shower before you do anything else. It kickstarts your day and makes you feel fresh instantly.
2. Men, if you usually shave for work, continue to do so. It puts discipline on your day.
3. Get dressed. That might sound obvious, but it's very easy to slouch around in tracksuit bottoms or pyjamas all day. If it's really warm, though, just wear shorts and a T-shirt, unless you have Zoom or Teams meetings to attend!
4. If you have space, make one room an office. The psychological distance between workspace and domestic space is important.
5. Buy a second coffeemaker and a beer fridge - for milk! If you have to go to the kitchen, you'll empty and stack the dishwasher and the washing machine, or tidy up. The trick is to avoid distraction.
6. One thing you can't do in the office, but it works: set aside 15-20 minutes for a post-lunch nap. You'll be much more productive afterwards.
7. Phone someone. You can't live or work productively in the absence of physical conversation. Email is a chore, conversation is a joy.
8. Get outdoors whenever possible. Go for a walk, or even just eat at the garden table. Spending all day inside will increase the feeling of being cooped up.
9. Use social media. The way I see it, when I worked in an office, I used to have multiple conversations at the watercooler or in the canteen. This is no different except for the method of delivery.
10. I have to work to deadlines but even if you don't, impose them on yourself. Work your hours and no more.
11. Set a cut-off time. I know some homeworkers have bosses who think nothing of emailing them at 10 p.m. Unless it's an emergency, ignore it. You have a life, and you have families. The work day should be just that. If it can wait until tomorrow, make sure it does.
12. Remember, though, that you're still being paid for your hours. It's not a holiday.
13. If you live alone, have dinner a few nights a week with a family member or friend on Zoom or Houseparty. If it helps, work alongside someone too, virtually.



"This is my workspace. It's set up to keep me productive, and informed when I need to be. Keep all your chargers, and so on, in here. It's your tech hub. Your living space is just that and should be kept separate." Philip Nolan



PHILIP NOLAN

SPECIAL CONTRIBUTOR
JOURNALIST
IRISH DAILY MAIL & IRISH MAIL ON SUNDAY

I genuinely think coronavirus offers opportunities. There is a chance to demonstrate that home-working benefits all, and it might mean less dependence on paid childcare, and the reintroduction of many lost to the workforce. Family-friendly work is good for all.

Have you registered your business to the Le Panier Bleu online portal?

Le panier bleu is the Quebec government's latest effort to encourage its citizens to shop locally, at a time when many independent brick and mortar stores and businesses still lack an e-commerce platform. This not-for-profit initiative supported by the provincial government provides an inventory of Quebec-based companies that provide locally-made products and services. At the time this newsletter went to print, 17132 local businesses had registered.

lepanierbleu.ca

What has your experience been? We'd love to hear from you.

Send us your thoughts by email at office@icccmtl.com.

CORONAVIRUS (COVID-19)

PROMOTE BUYING LOCALLY WITH LE PANIER BLEU

Launching of the LePanierBleu.ca initiative

The Québec government is supporting the establishment of a digital platform that groups together Québec merchants and local initiatives.

The platform seeks to:

- support Québec merchants by stimulating their sales
- heighten public awareness of the importance of the local economy
- share the best health practices with merchants
- assemble under one banner buying locally initiatives in Québec

For additional information on Québec government support measures:
Quebec.ca/coronavirus

Votre gouvernement

Québec

Céad míle fáilte:

New member Marlene Doyle-Kelly

Marlene Doyle-Kelly has spent her career in various marketing roles across a broad range of industries including floorcoverings, a national health charity, a wireless music player, business aircraft and a tech start-up specializing in document automation. She is a regular participant in ICCC pub quiz events, where she makes winning contributions to food-related questions. Small surprise then that, last year, she and husband Vivian Doyle-Kelly, Past President of the ICCC, embarked on their latest adventure – Épices & Tout, a small gourmet food shop in the historic riding of Old Longueuil. Of Lebanese parentage, and having grown up in Jamaica (the “other” island she reminds husband Vivian), she has enjoyed the benefits of two distinct and renowned food cultures. She brings her knowledge of, and passion for, food to their new enterprise, Épices & Tout, where she hopes to continue to delight clients with new discoveries, long-lost favorites and beautiful gift baskets that leave a lasting impression.



Épices & Tout

Gourmet food boutique specializing in fine European imports, small-batch artisanal products made in Quebec, quality ciders and healthy, ready-to eat meals. Spices, mustards, oils, vinegars, honeys, jams, confections, terrines and other delicacies hand-selected by the proprietor. Elegant gift boxes and baskets, pre-assembled or made to order.

Épices & Tout delivers! Marlene offers same-day delivery of all items available in store, including healthy, balanced meals, within a 20 km radius of her Longueuil shop.



Épices & Tout Inc.

97 rue St-Charles Ouest,
Longueuil,
Quebec J4H 1C7
450-332-5008

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Epicesettout.ca

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Communications Corner

We'd like to thank those who contributed time, content and insight to the Spring 2020 edition of ICCC News Montréal: Ambassador Jim Kelly, Ciarán Cannon TD, Conor Barry, Stephen Fogarty, Paul Dunne, Kevin Holland, Grainne McVeigh, Caroline Hendrix, Michael Barton, Philip Nolan, Dave Delaney, Laura Finlay, Marlene Doyle-Kelly, Vivian Doyle-Kelly, Martina Branagan, Ruth Hanna and Peter Kirby. We also thank The McCord Museum and the CEFRIQ for access to their archives and research.

Do you have news? All members and friends are invited to share updates and submit articles of interest to the business community here in Montréal: office@icccmtl.com

FOGARTY, Andrew Wilfred

May 1, 1919 - February 14, 2020

We mourn the passing of ICCM Montreal member and friend, Andrew Fogarty. A dedicated and founding board member of the Ireland Canada Chamber of Commerce, Andrew served as its director until 2000. His contributions to the Irish Montreal community were manifold, and he will be deeply missed.

Andrew Fogarty was born in Ottawa, the fourth of five children of the late William and Theresa Fogarty. His mother, née Chartrand, admired Sir Wilfred Laurier, who died earlier in 1919, thus his middle name, Wilfred.

Andrew's great-grandfather Daniel Fogarty emigrated from Liscrea, near Thurles, Tipperary, Ireland, in 1822 along with several of his siblings. They settled in Fallowfield, west of Bytown, Upper Canada, following their maternal uncle Capt. G. Thew Burke, then on the staff of the Duke of Richmond. Eventually, Andrew's father William moved to Ottawa in the early 20th century.

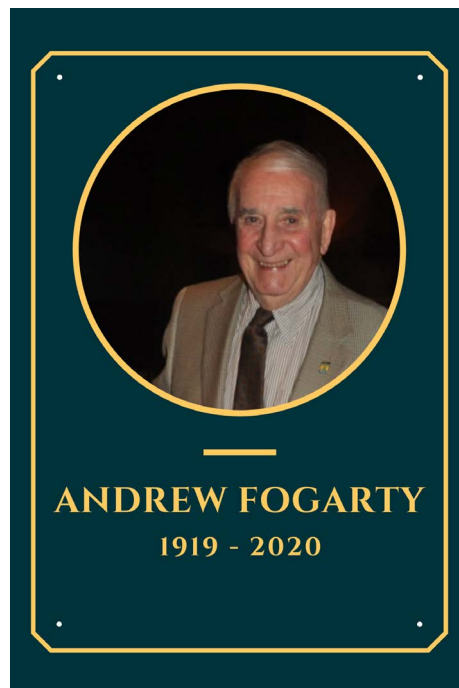
Andrew studied at St. Patrick School, was an altar server at St. Patrick's Church and member of the Catholic Youth Organization. He graduated from the University of Ottawa, where he was also an active member of the Debating and Dramatic Society.

In the Ottawa University contingent C.O.T.C., Andrew graduated with the rank of 2nd Lieut. Infantry, and was seconded to the R.C.A.F. in equipment accounting and administration. In 1944 he was dispatched to Newfoundland and Labrador as Manager/Foreign representative of the Canadian Government's War Assets Corporation.

Shortly after arriving in St. John's, Andrew witnessed the funeral procession for P.J. O'Neill, Chief of the Royal Nfld. Constabulary. Two years later, a member of Andrew's own staff and son of the late Chief, introduced Andrew to his sister Mary, whom he married in June, 1948. Mary had studied and worked in the USA, including as secretary to Archbishop Fulton J. Sheen. Mary was Andrew's true companion and love of his life until her death in September, 2011.

Upon completion of operations in Nfld., Andrew was transferred to War Assets Corp's HQ in Montreal, where the newlyweds moved in late 1948. Always interested in the private sector, Andrew later joined the business world and held top executive positions in both the industrial and consumer fields, and for many years headed his own company importing specialized products from Ireland and the UK.

Andrew was recognized for his wit, insight, public speaking and mastery of proper meeting procedure through his numerous community activities. He was involved in several Montreal business organizations including as President of the Industrial Advertisers Association, and Board member of the Ad and Sales Club, the Ireland-Canada Chamber of Commerce, of the Eastern and National Boards of the British-Canadian Chamber of Commerce, and conducting numerous business seminars.



Involved in the English Catholic Community for over 60 years, Andrew was President or Board Member of nearly every organization. Among those, he was a founding Director of English-Speaking Catholic Council, Director of St. Patrick Square, with his wife Mary Co-chair of St. Mary's Ball, and served on both the Foundation and Centre Boards of Lindsay Hospital and Father Dowd Home. Andrew was President of Catholic Community Services, and of the Foster Home Recruiting Centre, and was until very recently an active Trustee of Montreal St. Patrick's Foundation. As President of St. Patrick's Society in 1983-1985, Andrew opened membership to include women, and was granted its Community Award in 2016. He was a Warden of St. Brendan's and of St. Edmund of Canterbury Parishes, where he long served as a lector as well.

Andrew enjoyed building bridges between organizations and was honoured when the United Irish Societies named him parade Chief Reviewing Officer in 1987, and Grand Marshall in 2013. The Erin Sports Association named him Montreal Irishman of the Year in 2017.

A Beaconsfield resident for years, Andrew was a founding Director of the Beacon Hill Swimming Pool Club. Active in junior hockey in his Ottawa days, he was also an avid tennis enthusiast there and in Montreal was President of the Mount Royal Tennis Club, which hosted the Davis Cup during his tenure.

Andrew was predeceased by his siblings Fr. Gerald (Msgr.), Hon. Kenneth (judge), Anna (teacher) and Beatrice (homemaker).

Andrew is survived by his sons Neill (late Barbara) and Stephen (Christine), daughter Loretta (Patrick), grandchildren Nicolas, Thomas, Andrew and Clare, great-grandchildren Henry and Milly, sister-in-law Colleen, and many nieces and nephews.

Charles Gurd

Irish Montrealer and Entrepreneur

This is the first of a new series of articles profiling Irish Montreal's entrepreneurs, past and present. We'll start with a look back at the career of Edgeworthstown-born Charles Gurd, a fervent teetotaler who made his fortune manufacturing the kind of carbonated beverages popularly mixed with hard liquor in pubs and private clubs across Canada in the nineteenth century.

Born in Ireland in 1842, Charles Gurd emigrated from County Longford to Montreal with his parents, Joseph Gurd and Marianne Cowers, two brothers and an infant sister in the summer of 1847, at the height of the typhus epidemic. Their ship, *The Highland Mary*, left Cork with a cargo of coal and 100 passengers in July, docking in September. Two thousand Irish immigrants arrived in Montreal every day during that period, the Gurd's among them. All three of Charles' siblings died in the fever sheds at Point St. Charles within four months. The family of three settled in Griffintown, and more children followed. After a few years working in manufacturing, Joseph co-founded the short-lived "Gurd and Tarlton" a soap, candle and oil manufacturer.

"The typhus epidemic struck Montreal just as a cluster of interconnected social, cultural, and economic transitions were already fuelling an atmosphere of instability, uncertainty and conflict. The city had long been the commercial hub of British North America, but the consequences of changing economic patterns in the global economy were beginning to be felt by labourers and merchants, as the scale of global commerce was growing on the eve of industrialization. Social relations were increasingly marked by the strains of economic polarization."

- Dan Horner

Whether it was his father's entrepreneurial spirit that inspired Charles Gurd, or if he was rather motivated by his new obligations as head of the household, we know that the McGill-educated chemist and pharmacist founded a soft drink company, Charles Gurd and Company, also known as Gurd's Belfast Ginger Ale and Soda Water Works, in 1868. The ginger beer he produced using his "skill in the handling of essences and flavourings"

was "The Best" according to the manufacturer's printed trademark, as registered with the Canadian Trade Index in 1901. This boastful tag line continued to be used even after Charles Gurd and Company was sold to Crush International Limited in 1943.

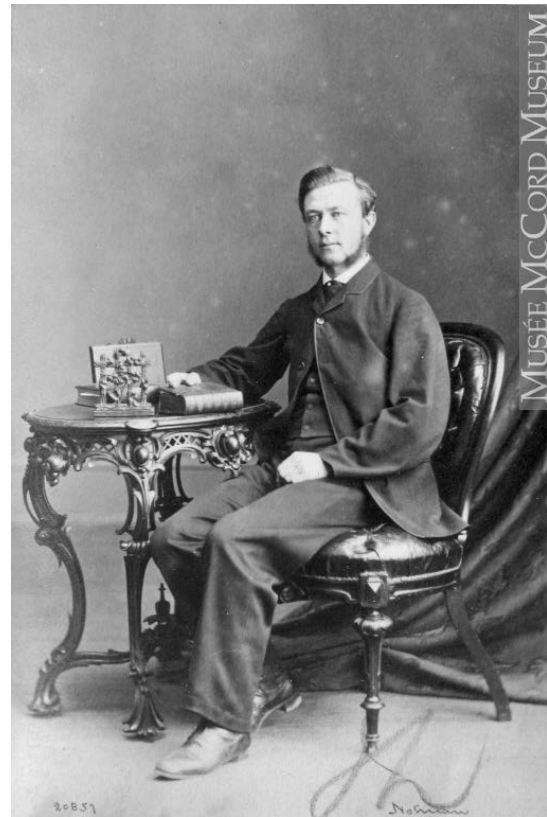
Belfast Ginger Ale and Soda Water Works

CHAS. GURD & CO.
MONTREAL.

2 Gold, 2 Silver, 3 Bronze Medals, and 9 Diplomas, have been awarded this firm for superior excellence.
Wholesale orders promptly attended to and quality guaranteed.

Gurd's Belfast Ginger Ale Works were established in April, 1868. Under the management of Mr. Charles Gurd, they have grown steadily, until they are now the leading works in the Dominion. The factory is a model one. The beverages are quite equal to the best imported. Only distilled and filtered water is used in the manufacture of soda, seltzer, vichy, potash, and kissinger waters, ginger ale, etc., etc.

From: *A Chronology of Montreal and of Canada*
from A.D. 1752 to A.D. 1893
by Frederick Wm. Terrill,
published by John Lovell & Son,
Montreal 1893



Charles Gurd, Montreal, QC, 1866
William Notman (1826-1891)
1866, 19th century
Silver salts on paper mounted
on paper - Albumen process
I-20857.1
© McCord Museum

While Gurd's Aromatic Ginger Ale made his reputation, it was his soda water which made his fortune. When friends teased the strict abstainer for profiting from the sale of the carbonated drink most often mixed with whiskey, he retorted "Well, it's a very good drink by itself!"

Indeed, Charles Gurd and Company entered 21 different products into the Montreal exhibition of 1893.

Gurd's manufacturing facilities were known to be among the most modern, boasting cutting-edge equipment. The original factory was located on Jurors Street, now Viger. Production demands quickly necessitated a move to a building on Bleury Street which would later see expansion, as well as the addition of a new plant on De la Gauchetière. Local distribution was initially assured by a single horse-drawn cart, but that delivery service soon grew to forty horses before eventually being converted into a motorized fleet.

"Montrealers of Irish origin made a huge contribution to the industrial and economic development of their city. The infrastructure, businesses and industries they helped establish turned Montreal into one of the hubs of the North American economy for close to a century."

- McCord Museum

(continued from page 11)

Gurd was a big believer in supporting the local economy. "If it can be bought in Canada we'll buy it here," he was known to have said. Charles Gurd and Company launched Gurd's Natural Caledonia Water Springs in Caledonia township, Ontario, and bought the historic Varennes Springs, becoming well owners and bottlers in both instances. The Gurd wells in Montreal, Caledonia and Varennes contained sodium chloride, calcium and magnesium bicarbonates, rich sources for the production of Charles Gurd and Company's award-winning line of carbonated beverages. Indeed, a print ad in the 1911 edition of F.E. Grafton & Sons' "Sights and Shrines of Montreal: a Complete Guide to the City" claimed that "Gurd's Caledonia leads all natural waters" and that Gurd's itself was "A National Pride".

"The Yankees have the name of being very knowing and great rogues. The Canadians are really nice people in their dealing, unsuspicious, and a quiet people. It's a great loss not to know French dealing with them, though many speak broken English, and the British any time here pick up as much as they can. There's an interesting mixture of French, Scotch, English and Irish. Our neighbour is English, his wife north of Ireland."

- Marianne Gurd, May 3 1850, in a letter to her sister Fanny Cowen Payne back home in Ireland.

The authors of A History of Quebec: Its Resources and People wrote of Charles Gurd in 1908 that, "His business career as a clerk, manager, proprietor and president, has been one of continuous activity and consecutive development. The present firm at whose helm he has officiated for over 40 years, has been markedly successful, growing from a small beginning to one of the leading concerns of the country."

Charles Gurd moved the family business into a closed corporation structure in 1906, and into public proprietorship in 1927, when Charles Gurd and Company was bought by a financial syndicate. Gurd remained president until his death two years later. Charles Gurd and Company continued to be a growing concern in the beverage production industry until restrictions brought on by the Second World War caused it to pivot into food packaging, including hot chocolate drink, for shipment to troops overseas. It was purchased by Crush in 1943.

As a philanthropist, Charles Gurd was a life governor of the Montreal General Hospital, the Western Hospital, the Protestant Hospital for the Insane and the Mutual Association for the Blind. He was also one of the founding members of the Mendelssohn choir, one of the original members of the Victoria Rifles of Canada and Chairman of the Board of Trustees and Building Committee of Emmanuel Congregational Church.

He was a member of the Board of Trade and Canadian Manufacturers' Association, an officer of the Dominion Commercial Travellers' Association, and Treasurer of the Dominion Commercial Travellers' Mutual Benefit Society.

Charles Gurd died on May 4th 1929. He is buried in the family plot at Mount Royal cemetery alongside his wife, Georgina Ann Leslie and several children.

To view the sources used for this article, as well as additional images of Charles Gurd and his family, please consult our online version at icccmtl.com/media



Useful Web Sites



ICCC Toronto
iccccto.com

ICCC Ottawa
icccott.ca

ICCC Calgary
iccccal.com

Vancouver Irish Business Enterprise
vibevancouver.com

Ireland Canada Business Association
irelandcanada.com

Embassy of Ireland
dfa.ie

Connect Ireland
connectireland.com

Enterprise Ireland
enterprise-ireland.com

Tourism Ireland
tourismireland.com

Invest Northern Ireland
investni.com

Northern Ireland Connections
niconnections.com

Connected Northern Ireland
connected.ni.org

Investissement Québec
investquebec.com

Government of Québec
Quebec.ca

Global Affairs Canada
international.gc.ca

Mission of Canada to the EU
canadainternational.gc.ca/eu-ue

Innovation, Science and Economic Development Canada (ISED)
ic.gc.ca

The Canadian Trade Commissioner Service
tradecommissioner.gc.ca

Travel advisory
travel.gc.ca/destinations/ireland

icccmtl.com/media/newsletters

(continued from page 1)

has been keeping ministers, civil servants and business leaders awake since the referendum in 2016. Most commentators agree that Irish negotiators up to now have done a first-rate job in relation to Brexit and have been afforded reassuringly steadfast support from the rest of the EU, especially as it relates to upholding the terms of the Good Friday Agreement.

Commentators also seem to agree that Ireland's economic dependence on the UK is a risk factor and much change over time. Perhaps that's where Canada comes in.

Mr Kelly said: "Brexit presented significant political and economic challenges for Ireland, and continues to do so. The EU-UK Withdrawal Agreement meets our primary concern to safeguard peace and prosperity by avoiding any return to a hard border on the island of Ireland, while maintaining the Common Travel Area between Ireland and Britain, and protecting continuing North-South co-operation. In the upcoming negotiations, we will work with partners for the closest possible EU-UK relationship based on a balance of rights and responsibilities, including level playing field provisions for fair competition.

"However, we know that in all scenarios Brexit will mean considerable change for our businesses trading with a UK outside the EU Single Market and Customs Union. We are preparing extensively for Brexit and have put measures in place over several budgets to support key sectors exposed to the British market, and to incentivize diversification."

It is vital that Irish and Canadian businesses see the pending upheaval as an opportunity as well as a risk. While the EU's relationship with the UK will, by definition, become more distant once Britain leaves, it could perhaps be a catalyst for Canada to become an even more important partner and experience what Mr Kelly says could be rapid advances in bilateral trade, investment and tourism.

Mr Kelly said: "The EU-Canada Comprehensive Economic and Trade Agreement (CETA) has set that scene already. By virtually eliminating trade tariffs and reducing regulatory barriers, CETA has created improved, more predictable trading conditions for business. The response has been dramatic. In the first year after the provisional implementation of CETA, the value of bilateral merchandise trade between our countries grew by close to 30 per cent."

Adding Brexit into that mix, is only going to strengthen ties as the EU – and particularly Ireland – is forced to diversify its options.

The ambassador added: "Even as Brexit presents ongoing challenges at home, however, it offers significant opportunities for the Ireland-Canada relationship. With CETA making it easier for companies to establish presences and invest in our respective jurisdictions, and Brexit driving diversification of our trade, Canada is a key target market for Irish business. Already, Canada is the 10th-largest market globally for Irish exports, while our companies are employing increasing numbers here in Canada in financial services, life sciences, business-to-business software and construction products."

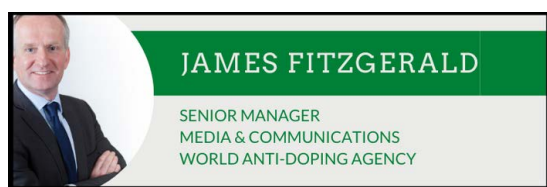
Always quick to point out how Ireland provides opportunity and value for investment, he said: "Many Canadian companies and investors in financial services, technology and other sectors now look to Ireland's unique offering as a culturally compatible, English-speaking, common-law country with barrier-free access to the 450 million consumers of the EU Single Market. With a business-friendly environment, a highly educated workforce and an economy averaging growth of four to five per cent per annum, Ireland provides the perfect gateway to the EU for Canadian business."

And on an official level, Irish-Canadian relations have possibly never been strong than they are today.

"In 2019, our government published its strategy to double our impact in Canada by 2025. To deliver this strategy, new resources have been provided to Enterprise Ireland and IDA Ireland, our export and investment promotion agencies, as well as Tourism Ireland, whose efforts have seen Canada rise to become the No. 6 market globally for tourism into Ireland. Just over a year ago, we opened a new diplomatic consulate in Vancouver – our first new diplomatic office in Canada in 80 years. A second such consulate is due to be opened in Toronto in the next few years.

"These are exciting developments at a moment of unique opportunity in our relations and demonstrate Ireland's commitment to seize that moment. In these testing times, Ireland-Canada relations provide a welcome good news story."

These days, we will take all the good news stories we can find.



JAMES FITZGERALD

SENIOR MANAGER
MEDIA & COMMUNICATIONS
WORLD ANTI-DOPING AGENCY

Read for New Business

Welcome to the ICCCMontreal Book Club, where members and special contributors recommend business books which may be of interest to ICCCMontreal members. Our first guest contributor is Dave Delaney a speaker, author, and communication consultant based in Nashville, Tennessee. This Irish-Canadian was born and raised in Toronto and met the girl of his dreams in Galway, where he lived for a few years. Of course to honour all that is Irish, they are proud parents of Irish twins! Dave is the author of two books: "New Business Networking" and "Improve with Improv". You'll find him online at DaveDelaney.ca

One of the biggest challenges for any consultant is business development. I would be lying if I said my business was booming - always. I've written about the big business lie we tell one another before. Business isn't always great; sometimes it's actually terrible.

I recently picked up a copy of "How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services" by Tom McMakin and Doug Fletcher. I literally found the book on the shelf at the airport and purchased a copy. I usually buy books or get sent books that come recommended to me but the title resonated with me, so I coughed up some cash and dug right in.

The following are my key takeaways directly from "How Clients Buy":

It's crucial that we recognize the seven elements of how clients buy. They have to be aware of your existence. They come to understand what you do and how you're unique. They develop an interest. They respect your work and are filled with confidence that you can help them. They trust you. They have the ability to pull the trigger. They are ready to do something. In professional services, we are the product. The biggest challenge in our path to become rainmakers is to unlearn what we think we already know.

If you want to be remembered, you must find a category where you can be number one. You have to know who you want to serve. Identify the type of company but also the role inside the company who you help. When selling consulting or professional services, the goal is not to identify prospects and process them like corn flakes; it is to identify a community and position ourselves to serve it over time. Prospective clients cannot engage with us unless they know us. Niche yourself and then re-niche yourself over time.

Create a point of differentiation. When there's a really clear association in your mind between a person that you trust and the problem that they can solve, it makes it easier to refer you. Great client relationships are built over time on foundations of trust and are not, by definition, transactional. Respect trumps charm when it comes to most buying decisions for consulting and professional services. Instead of focusing on like in "know, like and trust" focus on respect. They have to know, respect and trust you.

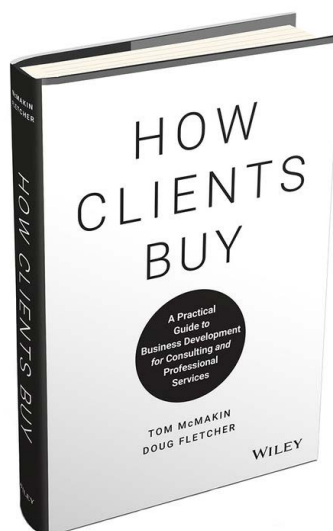
Clients have to conclude that: What you do is relevant to them and their goals. You have to solve a problem, support a strategic initiative, or promote an organizational agenda that is on their plate. The goal is to be a problem solver. If you can tell them a solution before they recognize they have a problem they need, you are best positioned to win the business.

New business comes from three places: repeat, recommendations, new clients with no relationship. Always start with your current or past clients.

A high-return opportunity with very low risk will attract attention. Dedicate time every day to building genuine relationships with clients and prospective clients. Never underestimate the value of networking and the value of your network.

The secret to business development is to ask lots of questions. Start from a place of empathy. No one ever needs a consultant until they do.

There are many actionable ideas you will learn in "How Clients Buy". I highly recommend you pick up a copy now and dig right in.



Note from the editors

We'd love to hear about your favourite business books, so reach out if you'd like to contribute to this series of articles.

office@icccmtl.com

Aer Lingus 

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