



News Advisory

Ottawa Board of Trade (OBoT) to Launch #OttawaNEXT Online Portal to Support Rebuilding and Recovering Businesses

September 22, as Mayor Jim Watson declares it "Ottawa Board of Trade Day" in an **official City of Ottawa proclamation**, OBoT will unveil a new, easy-to-use online portal that aligns with its #OttawaNEXT advocacy, rebuilding and recovery initiatives in support of local businesses.

OBoT's CEO Sueling Ching says, "The Ottawa Board of Trade is the voice for local businesses and our core focus is to advocate for their needs. Before and since the pandemic struck, OBoT members have collaborated on task forces, business councils and committees to implement action plans in support of every industry sector. We have directly contributed to economic recovery strategies and informed critical policy decisions at every level of government."

Virtual Social Event

Starting 9am September 22, 2020

CEO Sueling Ching to Present #OttawaNEXT in a Social Media Shared Video with Mayor Jim Watson Sharing his Proclamation and Video at that Time

Mayor Watson says, "For more than a century, the Ottawa Board of Trade has been the national capital's leading voice for business. I have been proud to work with such a talented and diverse group of leaders over the years, and particularly during this pandemic to get assistance into the hands of small and medium sized enterprises who are the backbone of our local economy. I believe the #OttawaNEXT portal will be a valuable tool for business owners to recover and rebuild for a stronger tomorrow."

"Launching the #OttawaNEXT portal is the latest in a succession of OBoT initiatives designed to remove barriers for local businesses," Ching adds.

Ching explains that to overcome the massive upsurge of information related to COVID-19, #OttawaNEXT provides a simplified overview of what options exist for those wanting to apply for assistance, save costs, overcome barriers, and "know the facts" about what is available.

"We heard from many business owners who are rebuilding and recovering that they feel overwhelmed by 'information overload.' We designed the #OttawaNEXT online portal to help solve that problem," Ching says.

The launch of #OttawaNEXT will coincide with a social media awareness campaign to direct interested business owners to the online portal. The launch will be completely virtual. The day long social media campaign will feature some of the business leaders who have been actively involved in OBoT's task forces, councils and committees throughout the global pandemic. Business Leaders like David Ross of Ross Video, Ian Sherman of EY, Cyril Leeder of the Myers Group and Julie Taggart of Taggart Realty Management having been working hard with OBoT.

Says Ross in his video of support, “While we’ve been a member of the Ottawa Board of Trade for some time, when COVID-19 hit we wanted to get much more connected to what other businesses were doing and what decisions were being made at the local, provincial and federal level. We also wanted to be part of a group that could communicate our needs and concerns back to governments.”

For More Information and to Book Interviews:

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