

Impact Recap

Highlights and outcomes from your Chamber events



Canadian Chamber of Commerce Hill Day

The 2025 Canadian Chamber of Commerce Hill Day brought together national business leaders, federal decision-makers, senior policymakers, and chambers from across the country for two days of high-level dialogue on Canada's economic future.

Representing Fort McMurray and the Wood Buffalo region, the Chamber participated in the Energy & Natural Resources Stream, engaging directly with ministers' offices, deputy ministers, the Canada Infrastructure Bank, national strategists, and Canada's Ambassador to the United States.

The result was clear: ***Canada is unified in its recognition of Alberta's critical role in the national economy, its importance to global energy security, and the need to collaborate on the projects and policies that move the country forward.***

Event Overview

Hill Day took place over two days at the Fairmont Château Laurier in Ottawa and featured a comprehensive program of keynote discussions, policy meetings, and sector-focused conversations.

Key agenda sessions included:

- Fireside Chat with Dominic LeBlanc, Minister of Internal Trade, Intergovernmental Affairs, Canada-U.S. Trade, and the One Canadian Economy
- Pundits Panel featuring leading national strategists offering political and economic forecasting
- Fireside Chat with Ambassador Kirsten Hillman, Canada's Ambassador to the United States
- Keynote Address by Jason Kenney, former Premier of Alberta
- Hill Day Reception with national industry and government leaders

Across all sessions, a consistent and unified message emerged:

Alberta is central to Canada's economic strength, energy future, and global competitiveness, and collaboration is the path forward.

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Key Highlights

1. Strong National Recognition of Alberta's Economic Role

Across ministers, deputy ministers, political staff, strategists, and industry representatives, Alberta's contribution to Canada's economy was clearly acknowledged. Speakers emphasized:

- Alberta's outsized role in national GDP and export strength
- Fort McMurray's position as a backbone of Canada's energy supply
- The importance of stable, long-term energy policy to attract investment

This recognition represents a meaningful shift toward a more constructive, pro-business national approach.

2. Broad Alignment Around the Canada-Alberta Pipelines MOU

Hill Day reinforced growing federal willingness to:

- Support increased pipeline capacity
- Advance energy-transport corridors
- Create regulatory conditions that enable responsible resource development
- Move beyond past tensions toward cooperation

Speakers noted that commitments within the MOU, including emissions cap removal and the benefits tied to TMX expansion, signal renewed opportunity for Alberta and for Fort McMurray.

3. A More Competitive, Pro-Business Policy Direction

Discussions with senior officials highlighted encouraging developments:

- Federal openness to regulatory streamlining and major project approval acceleration
- Interest in strengthening Canada's global competitiveness
- Recognition that certainty is essential for capital investment in energy, infrastructure, and clean technology

This marked the first time in several years that the federal tone on competitiveness felt aligned with business priorities.



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4. Critical Minerals Strategy & Supply Chains

Canadian competitiveness in the global energy transition depends on secure, strategically managed critical mineral supply chains.

- Meetings and discussions emphasized:
- Deployment of the Critical Minerals Sovereign Fund
- Supply chain development to support EVs, batteries, and grid technologies
- Indigenous participation and co-ownership
- Opportunities for Alberta to play a larger national role

This priority aligns strongly with Fort McMurray's potential to support emerging industrial and technology corridors.

5. National Economic Outlook & Political Forecasting

The pundits panel and keynote addresses underscored key trends shaping Canada's economic environment:

- A national desire for stability and economic growth
- Growing acceptance of the need for collaborative policymaking
- A shift away from tension and toward partnership between levels of government
- Recognition that energy security remains essential to Canada's prosperity

Taken together, Hill Day demonstrated that Canada's economic and political climate is moving into a more constructive era.

National Perspectives

Federal Cabinet Ministers & Senior Officials

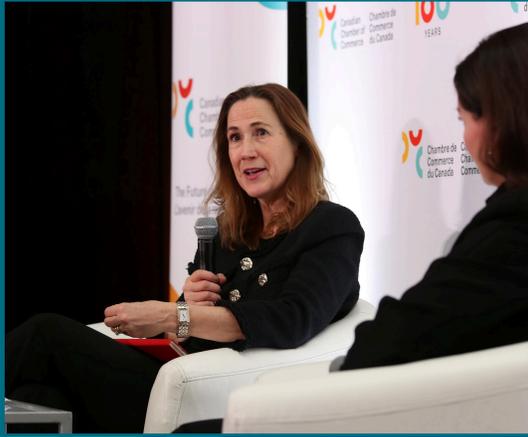
Meetings with NRCan, ECCC, and the Canada Infrastructure Bank revealed strong alignment on:

- Major project acceleration
- Clean energy investment
- Critical minerals
- CCUS and clean power corridors
- Cross-government coordination

For the first time in several years, the path forward sounded cohesive across departments.

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Ambassador Kirsten Hillman

The Ambassador reinforced the importance of:

- North American supply chain integration
- Continental energy security
- Canada–U.S. alignment on competitiveness

Her remarks underscored that Canada cannot succeed on the global stage without a strong Alberta.



Jason Kenney

Kenney's keynote provided a frank assessment of the economic outlook and the national impact of recent policy decisions, emphasizing that:

- Removing the emissions cap
 - Advancing TMX
 - Supporting new pipeline infrastructure
- *Together will create meaningful opportunities for Alberta*

His perspective echoed the broader message of Hill Day:
Collaboration over conflict is the way forward.

Local Perspective

"What stood out at Hill Day was the consistency of the message across every level of government and industry. There is a clear recognition of Alberta's importance and a renewed willingness to collaborate on the projects that matter, pipelines, competitiveness, CCUS, and supply chains. For Fort McMurray, this alignment creates real opportunity, and it reinforces why our advocacy must stay strong and focused on what comes next."

– Dianna de Sousa, President & CEO, Fort McMurray Chamber of Commerce

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What This Means for Fort McMurray & Wood Buffalo

1. Pipeline certainty and CCUS progress will be foundational

To realize long-term economic benefit, Fort McMurray requires both:

- new or expanded pipeline capacity, and
- timely development of CCUS infrastructure.

2. Critical minerals and supply chain development could unlock new industries

Alberta's resource base positions the region well to participate in emerging sectors supporting clean energy and advanced manufacturing.

3. Regulatory clarity will strengthen investment and competitiveness

Faster approvals and coordinated policy direction will improve investor confidence across the resource, construction, transportation, and technology sectors.

4. Diversification remains essential

Even with renewed project activity, the region must continue advancing economic diversification to ensure long-term resilience beyond the next project cycle.

Next Steps for Chamber Advocacy

- Continue advocating strongly for pipeline certainty, including timelines, regulatory clarity, and economic rationale.
- Support progress on CCUS, ensuring federal and provincial commitments translate into real project movement.
- Engage with federal partners on critical minerals strategy and industrial supply chain development.
- Maintain active participation in national policy forums to represent Fort McMurray's interests as energy and economic files evolve.
- Advance efforts to support regional diversification, ensuring the community is positioned to benefit from today's opportunities and tomorrow's innovations.

Hill Day 2025 marked a meaningful shift in Canada's economic dialogue. The message was unified, the tone constructive, and the opportunities significant.

With strong national alignment, a supportive policy environment, and renewed commitment to collaboration, Fort McMurray is well-positioned to influence, and benefit from, Canada's next era of growth.