



August 7, 2018

For more than two decades NAFTA has helped to drive the economic growth and prosperity of Canada, the U.S. and Mexico. Businesses in all three countries have benefited from the free flow of goods and services across our borders. Unfortunately, new U.S. tariffs are hurting both businesses and Canada's relationship with our most important trading partner and ally. Uncertainty around the future of NAFTA is already having an impact on investment and trade across the continent.

Now, more than ever before, we need a consistent, strong voice making the case for freer trade. The Canadian Chamber of Commerce is stepping up to rally the business community through our [Coalition to Keep Trade Free](#) and we are inviting you to participate.

Our objectives are simple:

- Advocating for freer trade within North America and around the world; and
- Building the case for a modernized NAFTA that will grow our economies and make us globally competitive.

To achieve these goals, the Chamber is taking the first step of creating a platform to bring together like-minded businesses, chambers of commerce and associations. But achieving the objective of freer trade and a modernized NAFTA requires your help.

The first thing we are asking is that you show your support by joining the Coalition to add your logo to the Keep Trade Free website, and to help spread the messages you will find there by sharing them on your social media platforms, using [#KeepTradeFree](#).

To share your logo with us please email it, along with the name of someone we can contact within your organization, to [keeptradefree@chamber.ca](mailto:keeptradefree@chamber.ca). Please submit it by August 17.

You can also help make the case for freer trade by encouraging your business counterparts and contacts in the U.S. to speak up in support of NAFTA. To assist you with that, we will provide you with a toolkit on the Coalition to Keep Trade Free [website](#), which contains key messaging, social media content, an infographic and template letters that you can use to advocate with your stakeholders.



We also need your ideas. Please share your thoughts on what else we can be doing to [#KeepTradeFree](#) by emailing us your ideas and suggestions at [keeptradefree@chamber.ca](mailto:keeptradefree@chamber.ca). Feel free to share any relevant news articles, speeches, blog posts or op-eds that make the case for freer trade and a modernized NAFTA. The more ideas and voices contributing to this effort, the more powerful it will be.

I hope you will join us in addressing the unprecedented threats facing Canadian businesses. Thank you for your consideration.

Kind regards,

Perrin Beatty, P.C., O.C.  
President and Chief Executive Officer  
Canadian Chamber of Commerce

