

Impact Recap

Highlights and outcomes from your Chamber events



Event Overview

Chamber members, community partners, and municipal leaders gathered at the Fort McMurray Golf Club for our sold-out Economic Update: Fall Edition Networking Luncheon. Hosted in partnership with ATB Financial, the luncheon featured keynote economist Mark Parsons, VP & Chief Economist at ATB, who delivered a candid, data-rich look at Alberta's economic outlook, trade challenges, and what it means for our region.



Business and community leaders gather for the Chamber's Fall Economic Update, presented by ATB.



Fort McMurray Chamber President & CEO Dianna de Sousa addresses attendees.

Key Highlights

Strong Attendance and Engagement - Dozens of local businesses, leaders, and council candidates in the room, underscoring the appetite for dialogue on economic resilience.

Mark Parsons' Keynote - Insights on U.S. trade policy impacts, Alberta's economic resilience, and Fort McMurray's outsized role in national exports (contributing 13% of Canada's exports with less than 1% of the population).

Community and Collaboration - Conversations focused on workforce challenges, interprovincial migration, and opportunities in energy, housing, and emerging industries.

National Perspective - Parsons called for renewed investment in Canada, emphasizing Alberta's young, skilled workforce and Wood Buffalo's crucial role in feeding global energy demand.

Fort McMurray businesses punch far above their weight, contributing massively to national exports. This region's resilience and innovation are essential to Canada's economic future.

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FORT McMURRAY
Chamber of Commerce

Insights and Opportunities

Tap Into Youth and Talent Pipelines

Alberta has record in-migration but also unusually high youth unemployment. Businesses can recruit young workers into trades and provide training pathways, filling critical vacancies while building long-term workforce strength.

Be Bold About Growth and Markets

Parsons urged local businesses to market themselves more aggressively. Whether through exports, trade missions, or simply telling their story with confidence, members were encouraged to showcase their innovation on a broader stage.

Advocate for Business-Friendly Policies

With municipal elections underway, members were reminded to ask tough questions of candidates and vote for policies that reduce red tape, improve connectivity, and support investment. This is a concrete way for business voices to shape the future.



Keynote speaker Mark Parsons, VP & Chief Economist at ATB Financial, shares insights on Alberta's economic outlook.

Keep the conversation going! Join us at our next Networking Luncheon on Wednesday, November 26, featuring Shawn Kanungo, where we'll explore the future of business and technology. Reserve your spot today!