

YORK REGION ECONOMIC DEVELOPMENT TARIFF RESPONSE PLAN



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York Region has recalled the Business Recovery Support Partnership (BRSP) – which was formed at the onset of the COVID-19 pandemic – to assist with localized business support. The intent is to assess what is within local control and respond accordingly.

The BRSP is comprised of the following members:

York Region

Jonathan Wheatle

Director, Economic Strategy

Robert Unterman

Manager, Investment & Marketing

Charles Banfield

Manager,
Strategic Economic Initiatives

Meena Hassanali

Program Manager,
Rural & Agri-Food Initiatives

Eman Ali

Communications Advisor

Stephanie Crowley

Corporate Communications Advisor

Local Municipalities

Angela Haynes

Sr. Economic Development Officer,
Town of Aurora

Andrew Poray

Manager, Economic Development,
Town of Aurora

Jack Krubnik

Acting General Manager
Development Services,
Town of East Gwillimbury

Brennan Kenny

Manager, Economic Development,
Town of East Gwillimbury

Brittney Stevenson-Byers

Economic Development Assistant,
Town of East Gwillimbury

Karyn Stone

Manager, Economic
Development and Tourism
Town of Georgina

Katrina Ellis

Investment Attraction
Marketing Specialist
Town of Georgina

Aimee Artinian-Wong

Economic Development Officer,
Township of King

Meghan Ditta

Manager, Strategy and
Transformation Division
Township of King

Huyen Hare

Manager, Economic Development,
City of Markham

Christian Stipetic

Economic Development
Coordinator,
Town of Newmarket

Elizabeth Hawkins

Director, Community and
Economic Innovation,
Town of Newmarket

Anthony Ierullo

Director, Strategy, Innovation
and Engagement,
City of Richmond Hill

Brenda Osler

Coordinator Economic
Development Programs,
City of Richmond Hill

Raphael Costa

Director of Economic Development,
City of Vaughan

Cristina Liu

Economic Development and
Tourism Officer,
Town of Whitchurch-Stouffville

Tom Horsley

Economic Development Officer
Town of Whitchurch-Stouffville

Local Chambers of Commerce and Boards of Trade

Debra Wilson

Interim Executive Director,
Aurora Chamber of Commerce

Chris Emanuel

President and CEO,
Central York Chamber of
Commerce

Jennifer Anderson

Executive Director,
Georgina Chamber of Commerce

Chris Collucci

President and CEO,
Markham Board of Trade

Monique Dennison

Executive Director,
Richmond Hill Board of Trade

Jennifer Coletta-Rashty

President & CEO,
Vaughan Chamber of Commerce

Christian Buhagiar

Executive Director,
Whitchurch-Stouffville
Chamber of Commerce

Michelle Frauley

President,
King Chamber of Commerce

York University

Garth Alleyne

Senior Manager, Partner
Engagement

Seneca Polytechnic

Ben Rogers

Dean, Research

Niagara University

Galina Boiarintseva

Director of External Relations

Workforce Planning Board

Al Wilson

Executive Director

VentureLAB

Sophia Chan-Combrink

VP External Relations



Activities in the Council approved [2024 – 2027 York Region Economic Development Action Plan](#) are being rescoped to incorporate initiatives that help businesses respond to the impact of US trade tariffs.

Actions are being developed with a short, medium and long-term lens. Initiatives are also being grouped into three categories Research, business advisory and communication. Details of the three categories are provided on page 4.



Regional tariff impact research & analysis



Regional business advisory support



Regional business communications

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Short-Term Business Support Actions



Business advisory consultations

Part of our ongoing and regular service delivery, York Region Economic Strategy provides complimentary business advisory consultations jointly with local municipal economic development offices to support on-demand requests from businesses. There has been an increase in outreach for consultations from businesses due to the tariff and trade uncertainty.

DIGITAL INITIATIVES

York Link Trade Support Portal

The York Link Trade Support Portal was launched in January 2025 and provides valuable resources that are categorized by topic including a step-by-step guide to exporting, Canada Tariff Finder Tool, free trade agreements, business support organizations, funding programs, events and more. It is regularly updated as new information is released by the Federal and Provincial governments.

View the portal at yorklink.ca/trade

The Tariff Impact Podcast

A business support initiative to provide businesses with insights into support programs and tariff mitigation strategies. Four podcasts featuring c-suite guests from Export Development Canada (EDC), Canadian Manufacturers & Exporters (CME), Ontario Government's representative in Washington, and York Region-based manufacturer Alps Welding, have been produced and available on York Link's website and social channels.

Watch the podcasts on yorklink.ca/podcasts

#MadeInYR social media campaign

This weekly social media campaign began in February 2025 and highlights companies in the Region that manufacture consumer and business products at scale. There have currently been seven companies profiled and this campaign will continue for the foreseeable future as it is engaging content whether or not the uncertainty around tariffs and trade continues. Every local municipal economic development office was encouraged to provide a list of companies to be considered for inclusion in the campaign. It's purpose is twofold: first to raise consumer awareness of products made locally in the Region and secondly to make businesses aware of potential new local suppliers. This campaign taps into the sentiment of prioritizing local or Canadian purchasing options.

View one of the #MadeInYR posts at yorklink.ca/madeinyr



TRADE DIVERSIFICATION AND ADVOCACY SUPPORT

These activities support businesses with exploring opportunities in markets other than the United States.

Hannover Messe | March 31 - April 4

York Region led a delegation of eight companies, three innovation partners, three local municipalities, and other partners including Toronto Global, Trillium Network for Advanced Manufacturing, York University, ventureLAB, and the German Canadian Chamber to the largest advanced manufacturing conference in the world. The York Region delegation is also part of the broader Canadian delegation led by NGEN Canada, as Canada is considered the Hannover Messe 2025 partner country.

York Region Economic Strategy organized three industry-to-industry panel discussions that included many of our delegation businesses and a regional message delivered by Richmond Hill Mayor David West. These panels were moderated by Brendan Sweeney, Managing Director of The Trillium Network for Advanced Manufacturing and covered a range of topics and sectors including:

- Canada + Europe: A Case Study in Market Diversification for SME Manufacturers featuring panelists Dennis Dussin CEO of Alps Welding
- Robots, Space and the Power of Partnerships: Transforming Industries with Canadian Innovation featuring panelists Derrick Chow - Director of Operations at NordSpace, Yi Li - Executive VP at Maple Advanced Robotics, Robert Mastrotto - VP Projects at NGen Canada
- Collaborating for Precision: Driving Manufacturing Innovation featuring Vivek Burhanpurkar - CEO of Cyberworks Robotics, Michael Lalonde - President & CEO at RoboTape™, and Hari Ramamoorthy - Automation Engineer at Dot Automation.

Additionally, York Region had a presence in three of the eleven trade halls with prominent branding on the main Canadian stage, a kiosk in the Ontario Pavilion with our municipal partners, and a kiosk presence in the SmartTO (York University OVIN Hub) space in the innovation hall. This delegation was in the works for nearly a year prior to the event and its timeliness as businesses look for new markets considering the trade uncertainty with the US cannot be understated.

Agri-Food Buyers Mission and Masterclass | April 1

Providing opportunities for York Region food and beverage companies to expand into the Danish market. This event is a collaboration with the Canadian Trade Commissioner in Denmark and City of Vaughan Economic Development. Local municipalities assisted in securing 11 companies to pitch their products for the Danish market and receive feedback from buyer's representatives.

APMA Canada Automotive Summit | June 10

The Summit takes place in Vaughan and is an opportunity for auto parts manufacturers in York Region to engage with policy makers, advocacy and industry leaders from across Canada. York Region is co-hosting with Vaughan Economic Development and played a role in this major conference taking place in the Region from 2024 – 2026.



York Region Tariff Response Plan Pillars



PILLAR ONE: REGIONAL TARIFF IMPACT RESEARCH & ANALYSIS

Understanding the impact of tariffs on the local business community is paramount to making informed business support decisions. Knowing what challenges and opportunities lay ahead can ensure that decisions are based around facts to ensure support is focused on the right areas and needs.

- York Region staff representation in multiple tariff response forums and workgroups led by industry associations and all three levels of government to gain firsthand knowledge of business impacts and support programs, providing input on York Region specific impacts, industry concerns and support opportunities, and informing business support strategies.
- Sourcing, analyzing, and targeted sharing of economic and industry insight and key updates, government material, impact data, etc. For example a background on the US tariffs impact on York Region's automotive sector and preliminary trade figures circulated to all local municipalities.
- York Region business export/import statistics report containing detailed data and analysis to understand the US tariff impacts on York Region's business community. This identifies the highest risk industry sectors and informs the decision to develop additional targeted strategies to support the business community.
- Conference Board of Canada York Region economic impact forecast data and analysis (sourced in collaboration with York Region Finance) to estimate the impact of the US and counter-tariffs on the key economic and sector fundamentals in York Region



PILLAR TWO: REGIONAL BUSINESS ADVISORY SUPPORT INITIATIVES

As businesses start to feel the impact of tariffs it leads to an increase in requests for business consultations. York Region Economic Strategy delivers consultations regardless of economic crises, but their impact and value increase during times of uncertainty and offer direct on-the-ground insight into challenges and opportunities businesses are facing whether in one-on-one consultations or broader support events.

- Business advisory consultations in collaboration with local municipalities and other partners to assist and connect impacted businesses with navigating tariffs mitigation and trade support programs, resources, and connections.
- Partnered workshops, expert panels, and events to help local businesses tap into professional advice on trade, financial, legal and policy programs, and strategies for tariff response and mitigation. For example the York Region Economic Strategy led podcast series, "The Tariff Impact" in collaboration with Trillium Network for Advanced Manufacturing and featuring special guests from EDC, CME, the Ontario Government, and Alps Welding.
- Develop and deliver a workshop series in collaboration with York Central Chamber of Commerce to enable the sharing of expert guidance on items relevant to the local business community. This workshop series will be delivered over several months starting in Q2-2025 and will cover a variety of topics to be informed by the research and survey responses.
- BRSP alignment and collaboration meetings with local economic development stakeholders to ensure consistent communication and development of support initiatives move forward in a timely manner.

- **Trade diversification support**

- Recent export diversification delegation to Hannover Messe — the world’s largest industrial technology expo in Europe, bringing together local businesses, municipalities, innovation and academic partners as part of the wider Canadian delegation and presence at the event. View more about the [#HM25 York Region Delegation](#).
- Leveraged industry led events to keep food and beverage companies at the forefront of new developments and impacts of tariffs. For example, companies were invited to attend a roundtable with EDC and Food & Beverage Ontario on leveraging trade diversification, held on March 27, 2025.
- Agri-Food Buyers Mission and Masterclass for York Region food & beverage companies provided an opportunity to expand business reach into Danish market. A collaboration with Embassy of Canada to Denmark and Vaughan Economic Development, this event provided insights into export opportunities for food & beverage companies, with individual feedback sessions on their products.
- Collaboration with the City of Vaughan to host and support the Automotive Parts Manufacturing Association (APMA) national ‘Canada Automotive Summit’ in York Region on June 10, 2025. This is an opportunity for local automotive parts manufacturers and stakeholders to engage with industry leaders and officials from all government levels on matters related to advocacy, industry support programs and new business opportunities. This is part of a wider collaboration between the APMA, York Region and the City of Vaughan to host the conference locally in 2024-26.



PILLAR THREE: REGIONAL BUSINESS COMMUNICATIONS

Providing valuable information and resources to the business community is necessary twenty-four hours a day via multiple platforms including the York Link website, social media channels, and e-newsletters. These communications offer a self-serve option for businesses to take in critical information that can support their business and also reinforces the efforts York Region is taking to support the local business community.

- Launched a centralized [trade support portal on yorklink.ca](#) to help York Region businesses stay informed of government support programs, business resources, professional workshops and export diversification initiatives in January 2025 due to the impending tariff threat.
- On-going business support communications and updates via York Link’s website and social media that amplifies content from federal, provincial, and municipal partners, as well as, original content delivered to our business-focused followers.
- #MadeInYR digital media campaign to raise awareness of Canadian consumer and business products manufactured at scale in York Region to help the community understand the impact the local manufacturing sector has here in the Region and the impact it has beyond our borders.
- Regional [tariff communications page on York.ca](#) for residents and businesses.
- Regional “[Support Local](#)” initiative to amplify local municipal Shop Local campaigns. This is complementary to the larger business focused #MadeInYR campaign.

Medium and Long-Term Actions

In collaboration with BRSP members, findings from business outreach, survey responses and insights from industry studies will be leveraged to develop medium and long-term activities for consideration.



York Region Export and Import Data

All values are rounded and in Canadian dollars

EXPORT

Share of Export Destination Country



Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

IMPORT

Share of Import Destination Country



Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025



1 IN 10

local jobs are with
exporting businesses
(nearly 12% or 71,682 jobs)



Source: 2024 York Region Employment Survey

EXPORTS



\$14.5 B Total Exports



2,892 Total Exporting Companies

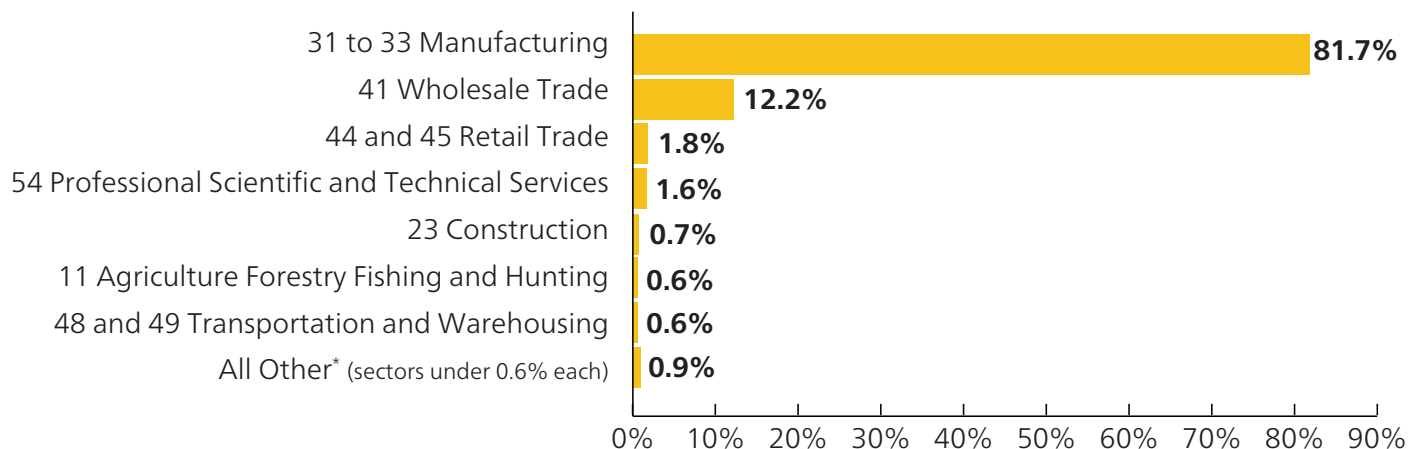
Breakdown of Export Establishments by Primary Sector, 2023

Primary Sector (2-Level NAICS)	Number of Export Establishments	Total Exports Value (x \$1,000)
11 Agriculture Forestry Fishing and Hunting	34	\$ 86,205
23 Construction	129	\$ 100,027
31 to 33 Manufacturing	1,006	\$ 11,920,047
41 Wholesale Trade	888	\$ 1,777,112
44 and 45 Retail Trade	268	\$ 267,135
48 and 49 Transportation and Warehousing	99	\$ 82,761
54 Professional Scientific and Technical Services	209	\$ 229,578
All Other (multiple sectors)*	259	\$ 131,108
Total Exports	2,892	\$ 14,593,972

Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (sectors under \$80 million): 21 Mining and Oil and Gas Extraction; 22 Utilities; 51 Information and Cultural Industries; 52 Finance and Insurance; 53 Real Estate, Rental and Leasing; 55 Management of Companies and Enterprises; 56 Administrative and Support, Waste Management and Remediation Services; 61 Educational Services; 62 Health Care and Social Assistance; 71 Arts, Entertainment and Recreation; 72 Accommodation and Food Services; 81 Other Services (except Public Administration); 91 Public Administration.

Share of York Region's Export Value by Primary Sector, 2023



Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (sectors shares under 0.6% each): 21 Mining and Oil and Gas Extraction; 22 Utilities; 51 Information and Cultural Industries; 52 Finance and Insurance; 53 Real Estate, Rental and Leasing; 55 Management of Companies and Enterprises; 56 Administrative and Support, Waste Management and Remediation Services; 61 Educational Services; 62 Health Care and Social Assistance; 71 Arts, Entertainment and Recreation; 72 Accommodation and Food Services; 81 Other Services (except Public Administration); 91 Public Administration.

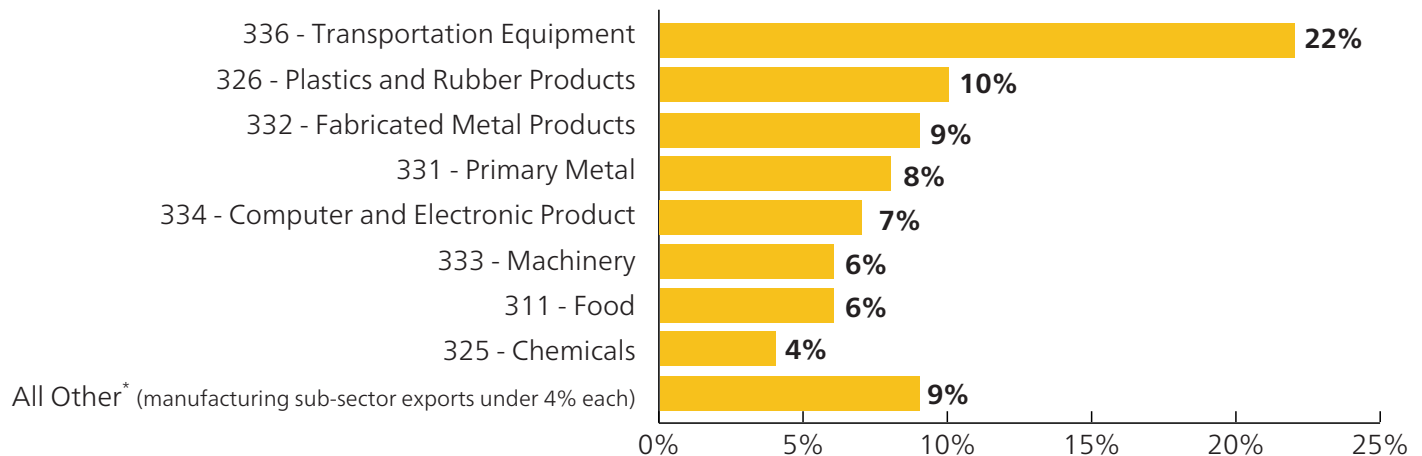
Manufacturing Sub-Sector Exports by Largest Total Value from York Region Companies, 2023

Manufacturing Sub-Sectors (3-Level NAICS)	Number of Exporter Establishments	Total Exports Value (\$ x 1,000)
336 Manufacturing Transportation Equipment	57	\$ 3,257,142
326 Manufacturing Plastic and Rubber Products	90	\$ 1,515,201
332 Manufacturing Fabricated Metal Products	135	\$ 1,305,830
331 Manufacturing Primary Metal	13	\$ 1,152,632
334 Manufacturing Computer and Electronic Products	79	\$ 1,078,828
333 Manufacturing Machinery	121	\$ 848,657
311 Manufacturing Food	75	\$ 835,926
325 Manufacturing Chemicals	44	\$ 611,260
335 Manufacturing Electrical Equipment Appliance and Component	38	\$ 339,433
339 Manufacturing Miscellaneous Manufacturing	96	\$ 318,201
337 Manufacturing Furniture and Related Products	91	\$ 291,728
All Other (multiple manufacturing sectors)*	161	\$ 365,210
Total Manufacturing Exports	1,006	\$ 11,920,047

Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (manufacturing sectors under \$290 million): 312 Beverage and Tobacco Products; 313 Textile Mills; 314 Textile Product Mills; 315 Apparel; 316 Leather and Allied Products; 321 Wood Products; 322 Paper; 323 Printing and Related Support; 324 Petroleum and Coal Products; 327 Non-Metallic Mineral Products

Share of York Region's Manufacturing Sub-Sector Exports by Overall Value, 2023



Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (manufacturing sub-sector exports under 4% each): 312 Beverage and Tobacco Products; 313 Textile Mills; 314 Textile Product Mills; 315 Apparel; 316 Leather and Allied Products; 321 Wood Products; 322 Paper; 323 Printing and Related Support; 324 Petroleum and Coal Products; 327 Non-Metallic Mineral Products; 335 Electrical Equipment Appliance and Component; 337 Furniture and Related Products; 339 Miscellaneous Manufacturing.

IMPORTS



\$45.4 B Total Imports



9,105 Total Importing Companies

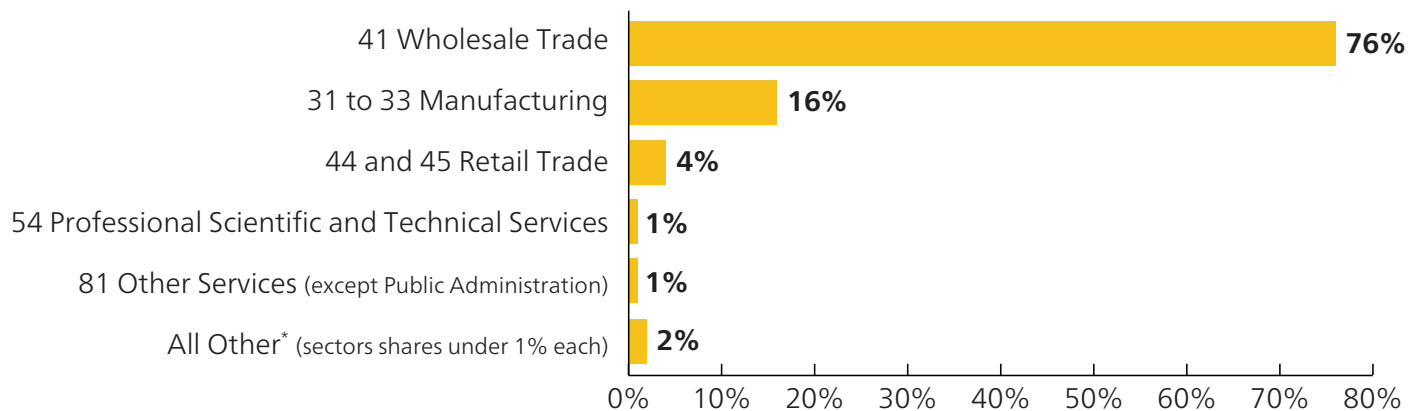
Breakdown of Import Establishments by Primary Sector, 2023

Primary Sector (2-Level NAICS)	Number of Importer Establishments	Total Imports Value (x \$1,000)
11 Agriculture Forestry Fishing and Hunting	84	\$ 92,147
23 Construction	788	\$ 317,860
31 to 33 Manufacturing	1,489	\$ 7,198,194
41 Wholesale Trade	2,472	\$ 34,384,639
44 and 45 Retail Trade	1,660	\$ 1,798,059
48 and 49 Transportation and Warehousing	193	\$ 131,402
51 Information and Cultural Industries	82	\$ 49,378
53 Real Estate Rental and Leasing	225	\$ 121,309
54 Professional Scientific and Technical Services	760	\$ 642,414
56 Administrative and Support Waste Management and Remediation Services	237	\$ 107,484
62 Health Care and Social Assistance	245	\$ 95,263
71 Arts Entertainment and Recreation	99	\$ 24,547
72 Accommodation and Food Services	190	\$ 19,868
81 Other Services (except Public Administration)	404	\$ 433,946
All Other (multiple sectors)*	177	\$ 46,650
Total Imports	9,105	\$ 45,463,161

Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (multiple sectors under 80 establishments each): 21 Mining and Oil and Gas Extraction; 22 Utilities; 52 Finance and Insurance; 55 Management of Companies; 61 Educational Services; 91 Public Administration.

Share of York Region's Import Value by Primary Sector, 2023



Source: Statistics Canada, International Accounts and Trade Division, custom tabulation for York Region Economic Strategy, 2025

*All Other (sector shares under 1% each): 11 Agriculture; 21 Mining and Oil and Gas Extraction; 22 Utilities; 23 Construction; 48 and 49 Transportation and Warehousing; 51 Information and Cultural Industries; 52 Finance and Insurance; 53 Real Estate Rental and Leasing; 55 Management of Companies and Enterprises; 56 Administrative and Support Waste Management and Remediation Services; 61 Educational Services; 62 Health Care and Social Assistance; 71 Arts Entertainment and Recreation; 72 Accommodation and Food Services; 91 Public Administration.