

Brampton's 10-Point **U.S. Tariff and Economic Resilience Plan**

PROTECTING JOBS, DIVERSIFYING TRADE AND BUILDING A STRONGER, MORE RESILIENT BRAMPTON ECONOMY

U.S. tariffs continue to disrupt cross-border trade and place pressure on Brampton's manufacturing sector, a cornerstone of the local economy. Building on the work of the Mayor's Tariff Task Force and the City's Tariff Action Plan, Brampton is advancing a 10-point plan focused on protecting local jobs and businesses, strengthening competitiveness, diversifying trade and investment, and building greater long-term economic resilience.



PROTECT

1. Canadian First Procurement

Implement City of Brampton's Made-in-Canada procurement policies, and given the current situation, look to strengthen this approach even further — giving Canadian businesses greater opportunity to compete for municipal contracts wherever possible. The City welcomes the recent action taken by local utility companies, who have followed Brampton's lead in pivoting to Canadian vendors, including cancelling contracts with U.S. vendors in areas like smart meters. As part of this approach, the City will review its existing contracts to identify exit or termination clauses, cancelling agreements where feasible and replacing them with Canadian alternatives for major public-sector purchases — while encouraging Peel Region and other public-sector entities to do the same, strengthening the domestic supply chains that support Canadian businesses and manufacturers.

2. Protect Brampton Manufacturing

Advocate to federal and provincial partners to leverage Canadian procurement opportunities, including defence and government vehicle fleets, to support domestic manufacturing, Canadian workers and local supply chains. With Brampton's growing aerospace, defence and space sectors, advocate for new federal defence investments and procurement opportunities that recognize the capabilities of Brampton businesses and support continued sector growth.

3. Advance Brampton Businesses Adaptation

Establish a dedicated concierge service through the Brampton Economic Development Office and the new Brampton Business Growth Accelerator, supported by a \$2.5 million investment through the federal Regional Tariff Response Initiative. The program will help tariff-affected businesses navigate government supports, identify funding opportunities, develop new products and markets, enter emerging sectors and connect with business-support organizations and industry expertise.



COMPETE

4. Accelerate Technology Adoption and Productivity

Help Brampton businesses adopt advanced technologies, automation and artificial intelligence to manage rising costs, boost productivity and develop higher-value products and services. Through a \$2.7 million investment under the Regional Artificial Intelligence Initiative, the City will partner with the BHive Innovation & Training Hub to deliver the new BNext AI Program. The program will support businesses across key sectors and supply chains in implementing practical AI solutions that strengthen productivity, innovation and Brampton's global competitiveness.

5. Diversify Beyond the U.S. Market

Expand GO GLOBAL Brampton, the City's export-diversification initiative, to connect local manufacturers and exporters with new opportunities in international and domestic markets. Building on the 310 businesses already engaged in export-readiness training, the Economic Development Office will continue helping Brampton businesses expand their reach into Europe, Asia, Mexico and markets across Canada through trade missions, delegations and targeted market opportunities. By diversifying markets and reducing reliance on any single trading partner, Brampton businesses will be better positioned to strengthen their competitiveness and succeed in the global economy.

6. Attract New Investment to Brampton

Launch the Invest Brampton campaign in alignment with the Canada Investment Summit to position Brampton as a leading destination for companies seeking to invest, expand and create jobs in Canada. As one of Canada's fastest-growing big cities, Brampton offers competitive strengths in advanced manufacturing, innovation, practical AI, life sciences, logistics and global trade. The campaign will showcase these advantages to prospective investors and reinforce Brampton's role as a destination for business growth, innovation and job creation.

7. Invest in Brampton's Talent Advantage

Build on one of Brampton's greatest competitive advantages: its people. The city is home to entrepreneurs, innovators, skilled workers and emerging talent with the experience and ambition to compete on the global stage. Continue investing in entrepreneurship, workforce development, skills and pathways to opportunity that connect Brampton talent with growing industries and help local companies build the workforce they need to expand and compete globally.



BUILD

8. Unlock Incentives and Maximize Investment

Help businesses and development projects maximize available incentives, funding and financial supports across municipal, provincial and federal programs. By identifying and combining eligible programs, Brampton can help reduce project costs, unlock greater investment and accelerate business growth, expansion and development in the city.

9. Accelerate Infrastructure Investment

Advance approved infrastructure projects to support jobs, stimulate economic activity and strengthen Brampton's long-term competitiveness. Continue working with government partners to advance strategic infrastructure investments that support population growth, goods movement, business expansion and access to employment.

10. Mobilize Cross-Border Support for Free Trade

Strengthen Brampton's advocacy in the U.S. by engaging directly with U.S. elected officials, business and industry leaders, and communities to build support for open and mutually beneficial trade. Make the case that tariffs put jobs, businesses and investment at risk on both sides of the border, while highlighting the deeply integrated economic ties between Canada and the United States. Through coordinated and diplomatic outreach, amplify Brampton's voice, strengthen alliances and build broader support for removing trade barriers and protecting our shared economic prosperity.