

# Global Economy in 2015

Volume 7 Issue 10

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Pontiac Chamber of Commerce

## 5 Minutes for Business

### A Look Ahead at the Global Economy in 2015

What an exciting year for business! The Canadian Chamber of Commerce just published its Crystal Ball – Outlook 2015 Report, and big changes are coming to the global economy. Canada performed well last year, but there are vulnerabilities just over the horizon, from highly indebted consumers to worries about our housing market and now weaker oil prices. But, there are also big opportunities as the U.S. economy is accelerating into a booming recovery while the weak loonie is boosting our exports.

Around the world, we've been seeing signs of weakness even after last year's dismal results. Emerging markets, which used to be the engines of global growth, have slowed and are much more vulnerable than in the past. Brazil is struggling with stagnation, Russia is in a deep recession and even mighty China was forced to lower interest rates to prop up its bubbly housing market and reduce financing costs for business.

Across the Atlantic, the euro crisis is back, as disappointing growth combined with mild deflation. The 18 countries of the euro zone will see growth of around 1% in 2015. And, there are risks to even this gloomy scenario as a radical leftist Syriza party is leading the polls in Greece and could form the next government on

## Chamber Events

### Chamber General Meeting

Tuesday, February 24, 2015

Norway Golf Club, Bristol

*Panel Discussion:*

Local Business Funding Restructuring

Entreprises Québec (one-stop shop)

Regulatory Streamlining

A light meal will be served. Cost \$10.

RSVP by February 16, 2015



If you have a business or Pontiac event you would like advertised, please contact the Chamber.

January 25. European governments may find themselves in a showdown with a Greek prime minister demanding debt relief and an end to austerity. Markets will be troubled by renewed fears of a euro break-up, even though that remains unlikely.

There is really only one major economy that is picking up strength. Fortunately, it's the world's largest, the United States of America, with 20% of global GDP. The U.S. economy grew a staggering 5% in the third quarter of 2014 thanks to a resurgent consumer and astonishing strength in the corporate sector.

Unemployment in the U.S. is down to just 5.8% and wages are rising.

The big question for 2015 is whether the U.S. economic resurgence can pull other

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## Chamber Funding Partnerships



MOVING FORWARD  
WITH MY CLD!



## Chamber General Meeting

**Tuesday, February 24, 2015**  
**Networking Time – 6:00 pm**  
**Meeting – 7:00 pm**

Norway Bay Golf Club — 3 Second Line Road, Bristol (Norway Bay)

**Panel Discussion: Local Business Funding Restructuring  
Entreprises Québec (one-stop shop)  
Regulatory Streamlining**

*A chance to provide input, ask questions and voice your concerns  
to local funding organizations and government representatives.*

A light meal will be provided during the networking time  
for a fee of \$10 per person.

This is a perfect chance to network with other businesses.

RSVP by February 16, 2015

Contact: Lynda Wegner, Secretary, Pontiac Chamber of Commerce  
819-647-3467 or via email at: [info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

**All Pontiac businesses welcome!**

## Member Business Profiles on the Chamber Web Site

The Chamber would like to spotlight your business on the web site. If you would like to have the 'spotlight' on your business, please send a write-up of 250 to 500 words with a photo of you and/or your business.

You can submit it in either English or French, we will provide the translation required.

The chamber would like to have a different member business profiled each month. **We need your assistance to complete this goal.**

Send your profile to [info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

## A Look Ahead ... (continued from page 1)

markets along with it, like a huge locomotive dragging the global economy forward. We think it can, and that's why we're optimistic that global growth can accelerate to 4.1% in 2015 from 3.3% in 2014. The second big question for 2015: Is Canada ready?

Exports to the U.S. rose 12% last year in spite of weak energy prices. Some of the fastest growing sectors were auto parts, lumber, aircraft, plastics, medicines and machinery. With a rip-roaring U.S. economy and a weaker loonie, the growth could be even better this year. That's why many Canadian companies may have to scramble to build the capacity, in terms of investment and human capital, to keep growing.

The main challenge for our economy is that, in order to maintain a healthy rate of

growth, we have to shift away from domestic consumption, as consumers put their credit cards away, and focus more on exports and business investment. Oil prices are likely to remain weak through 2015, and the Bank of Canada warned that this could subtract 0.3% from GDP growth.

This means Canada's manufacturing, technology and service sectors will need to shift into high gear. Risks abound, but there are so many opportunities, and 2015 will be an exciting year for Canadian business. Are you ready?

*See the Canadian Chamber of Commerce website – [chamber.ca](http://chamber.ca)  
–for the full report: *Looking into the Crystal Ball: Economic, Political and Technology Outlook 2015**

## Advertising in the Online Business Directory

All businesses try to find the best, most cost effective way to advertise their products and services to the public or other business owners. The Pontiac Business Directory is one way to do this. The directory ranks very high on search engines when anyone is looking for products and services in the Pontiac region.

This directory was created to be updated by the businesses themselves so new information can be added to your listings at any time as your business changes and you offer new products or services.

If you would like information about the directory, please contact [lynda@freshimage.ca](mailto:lynda@freshimage.ca). The online Help File is there to step you through the process. If you have not already claimed your business' listing, we can step you through the process.

**Visit the directory at:  
[www.commercepontiac.ca](http://www.commercepontiac.ca)**

### Exposure for your Business

Support the Chamber through an enhanced membership and receive benefits for your business.

Members approved two additional tiers of membership.

**2nd Tier** – \$250: small size advertisement on chamber web site; logo at the bottom of the monthly newsletter; logo on Sponsor board displayed at all General Meetings of the Chamber.

**3rd Tier** – \$500: larger size advertisement on chamber web site; logo at the bottom of the monthly newsletter; prominent logo on Sponsor board displayed at all Quarterly General Meetings of the Chamber; chance of have a display/booth at all General Meetings of the Chamber.

If you are interested in taking advantage of these enhanced memberships, please contact the Chamber for more information.

### Business to Business Discounts

The purpose of this program is to encourage businesses to shop locally. Shopping locally promotes employment in the Pontiac region and helps with the advancement of our local business community. It is an excellent opportunity for you to grow your business as others learn more about your business by taking advantage of the discounts offered.

Discounts can be introductory offers, percentage discounts or upgrades on services and/or products. The more Chamber businesses who sign up to the program, the more benefits all Chamber member businesses will receive by shopping locally. Think about how your business could offer a discount to other Pontiac businesses.

### Welcome to the Chamber!

Check the chamber web site for links to all Chamber businesses.

**Support your local businesses!**

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.

### Would Like to Join the Chamber?

Membership fee of \$125 (plus taxes) entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:  
Pontiac Chamber of Commerce  
131A, Victoria Street  
Shawville, Quebec, J0X 2Y0  
1-855-647-2312 or 819-647-2312  
www.pontiacchamberofcommerce.ca  
info@pontiacchamberofcommerce.ca

**Think Global ... Buy Local  
Support Those Who Support You**

### Electronic Version of Newsletter

Due to increased costs through Canada Post, the Chamber would like to encourage members to receive monthly newsletters and notices via email. It is a quicker and more cost efficient method.

If you are presently receiving newsletters and notices via Canada Post and would like to switch to email notices, please go to the following link:

<http://eepurl.com/bJbZ1>

Thank you for helping keep our costs down.

### Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — www.chamber.ca and the Quebec Chamber of Commerce (FCCQ) — www.fccq.ca. You and your business can take advantage of benefits listed on their web sites.



member of the canadian chamber of commerce network  
membres du réseau de la chambre de commerce du canada



Fédération des chambres de commerce du Québec



fccq

### Group Insurance Benefits

Visit the new web site / view the video!

<http://www.chambers.ca>

### Exposure for your Business

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.



**Langford's**  
**Grocery**  
**819-647-2933**  
**104 Victoria Street, Shawville, QC**




**Via Capitale Outaouais**  
**Mark James Ryan**  
**613-614-7150**

## Chamber Business Partnerships

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une soumission  
Ask for a quote**

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424 chemin Outaouas  
Grand Calumet Island, QC JOX 1J0

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**Pontiac Chiropractic Clinic**  
Dr. Isabelle Gagnon,  
Chiropractor  
[www.chiropontiac.ca](http://www.chiropontiac.ca)  
[chiropontiac@gmail.com](mailto:chiropontiac@gmail.com)



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 1100 place du Technoparc,  
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Trois-Rivières, QC G9A 0A9

 **SADC** Société d'aide au développement de la collectivité  
**PONTIAC** Community Futures Development Corporation

**Shawville Taxi & Courier Service**  
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