

## FOR IMMEDIATE RELEASE

### **EFC Conference Returns to Halifax with Focus on Industry Disruption and Growth**

*Keynote program to address economic outlook, leadership, and AI as industry faces accelerating change*

**Toronto, ON — May 19, 2026** — Electro-Federation Canada (EFC) will bring together the electrical industry for its **2026 Annual Industry Conference**, taking place **June 2-4** at the **Halifax Convention Centre**.

Under the theme **“WaveMakers: Where Disruption Meets Direction,”** the event will focus on the forces reshaping Canada’s electrical supply chain, including electrification, infrastructure investment, digital transformation, and evolving customer expectations.

### **Keynote Program to Address Leadership, Economy, and AI**

EFC has confirmed a keynote lineup spanning business, policy, and technology, including:

- **The Hon. Bob Rae**, former Canadian Ambassador to the United Nations and Premier of Ontario, who will share insights on global economics, geopolitics, and leadership in a period of international uncertainty
- **Ron Tite**, founder and chief creative officer of Church+State, who will address purpose-driven leadership, creativity, and navigating disruption in a crowded marketplace
- **Rudyard Griffiths**, senior fellow at the Munk School of Global Affairs and moderator of the Munk Debates, bringing perspective on Canadian policy, economic trends, and national competitiveness
- **Ramy Nassar**, former Head of Innovation at Mattel and AI strategist, who will explore how artificial intelligence and emerging technologies are reshaping business models and decision-making

Together, the keynote program is designed to provide industry leaders with a broader view of the economic, technological, and geopolitical forces influencing demand and growth.

### **Built for the Electrical Industry**

The three-day conference combines strategic insight with structured business engagement, including:

- **Market intelligence sessions** addressing demand trends, pricing pressures, and supply chain dynamics
- **Strategic presentations** on electrification, energy transition, and automation
- **Structured Head Office meetings** between manufacturers, distributors and reps
- Networking through the **Electro-Lounge and social program**

EFC’s annual conference continues to serve as a key national forum for alignment across the electrical channel, bringing together decision-makers from distribution, manufacturing, and agency partners.

“EFC’s conference and this year’s WaveMakers theme are about helping the industry move from reacting to disruption to setting direction,” said Carol McGlogan, President & CEO. “By bringing together diverse perspectives on the economy, leadership, and technology, the event is designed to give attendees the insight and connections needed to lead with confidence.”

Registration is open.

For more information, visit:

<https://www.electrofed.com/conference/>

**About Electro-Federation Canada (EFC)**

Electro-Federation Canada (EFC) represents more than 230 member companies that manufacture, distribute, market, sell, and maintain a range of electrical and automation products. Members contribute over \$15.1B to the Canadian economy annually and support over 109,000 jobs across the country. EFC, a national not-for-profit association, empowers the industry with business intelligence, research, development, networking and promotes a collective voice for advocacy and standards.

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