

The banner features a sunset over a beach with waves and birds in the sky. A large blue circle with the text 'RIEP' is centered. To its right is 'Forum.ca' in green and orange. Below this is an orange bar with the text 'Adaptation - Innovation - Resilience'.

2025

RIEP

Virtual
Forum.ca

March 6 & 7

Adaptation - Innovation - Resilience

SPEAKER SPOTLIGHT

Exclusive Insights: Tariff Economic Impact & Strategies for Rural Coastal and Indigenous Communities

As various levels of Canadian governments, business chambers and economic organizations grapple with looming US tariffs, RIEP is responding to this new reality in this year's virtual Forum.

Join us for an exclusive session with **Aaron Cruikshank, President of CTRS Market Intelligence**, our trusted partner behind the 2023 Rural Islands Workforce Snapshot. Aaron is now playing a key role in delivering the Railyard Market Business Planning Training in Campbell River, and he'll be sharing valuable insights on the economic outlook for Canadian industries.

Learn what rural coastal and Indigenous communities can do to protect and strengthen their local economies in an evolving economic climate. Don't miss this opportunity to gain actionable strategies and expert perspectives!

Meet Aaron Cruikshank

Aaron Cruikshank, [Futurist and President of CTRS - Market Intelligence](#) is a market intelligence and research professional with over 20 years of experience across private, public, and nonprofit sectors. He has consulted with over 800 clients such as Bosch, BDC, BC Hydro, FortisBC, Vancity, and the Government of Canada. He also held roles as Associate Vice President at Ipsos and Executive Director before founding CTRS in 2014.

Aaron specializes in market intelligence, competitive intelligence, qualitative research, public policy analysis, and business strategy in regulated industries. He holds a Bachelor's in Communication and a Master of Public Policy from Simon Fraser University and is currently pursuing an Executive MBA at the University of Fredericton.

2025



Virtual
RIEPForum.ca
March 6 & 7

**SPEAKER
SPOTLIGHT**

DAY 1: US TARIFFS & Solutions for Local Livelihoods



Aaron Cruikshank, President
CTRS, Market Intelligence

Register now!
www.RIEPForum.ca

EARLY BIRD PRICING ENDS TOMORROW
February 28: \$35.00

Standard Pricing: March 1 – March 6: \$40.00

Purchase Tickets Here

FREE WORKSHOPS FOR NAVIGATING US TARIFF IMPACTS

THE WORLD TRADE CENTRE VANCOUVER IS OFFERING THESE UPCOMING WEBINARS

[Market Diversification – Expanding Beyond USA by Utilizing Canada's FTAs](#)

Date: Thursday, March 13, 2025

Time: 11:00 AM - 12:30 PM (PST)

Overview: This session will help businesses identify new export markets, understand Free Trade Agreements (FTAs), and build resilience beyond the U.S.

Registration Link: [Market Diversification – Expanding Beyond the U.S. by Utilizing](#)

[Domestic Trade & Interprovincial Expansion](#)

Date: Thursday, March 27, 2025

Time: 11:00 AM – 12:30 PM PST

Overview: For businesses looking to reduce reliance on U.S. trade, this session explores interprovincial trade opportunities, overcoming regulatory barriers, and expanding within Canada.

Registration Link: [Domestic Trade & Interprovincial Expansion](#)

[VISIT OUR LATEST PROGRAM HIGHLIGHTS](#)



WIN A FREE Chat GPT Workshop

FORUM attendees will also be eligible to **WIN a FREE Chat GPT Workshop** led by **Jennifer Hufnagel Consulting**.

Jennifer has been working with hundreds of organizations across our region to help folks gain confidence in using this cutting-edge technology.



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RIEP serves to empower British Columbia's rural islands and remote coastal communities by honouring reconciliation and by collaborating and convening to share information, resources, and



**RURAL
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PARTNERSHIPS

opportunities. We network, advocate, support and activate communities towards achieving enduring socio-economic well-being together.

We respectfully acknowledge that this correspondence has been sent from the traditional unceded territory of the Coast Salish Peoples, including the WSÁNEĆ First Nations and Hul'quimi'num Treaty Group, whose historical relationship with the land continues to this day.

RURAL ISLANDS ECONOMIC PARTNERSHIP | c/o McKimm & Lott Unit 201-118 Fulford-Ganges Road |
Salt Spring Island, BC V8K 2S4 CA

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