



Canadian Council for  
**ABORIGINAL  
BUSINESS**



**Media Release**

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## **CCAB Kicks Off Aboriginal Procurement Campaign to “Supply Change”**

**TORONTO, ON, Thursday May 10, 2018** - The Canadian Council for Aboriginal Business (CCAB) is kicking off a major multi-year national campaign to harness the power of supply chains to add momentum to economic reconciliation between Aboriginal and non-Aboriginal Canadians.

*“There is a growing Aboriginal economy across Canada, a network of 43,000 Aboriginal businesses keen to play a bigger role in the national economy” says JP Gladu, President and CEO of the Canadian Council for Aboriginal Business. “Supply chains are one of the best ways to supply change.”*

*“The diversity and capability of Aboriginal businesses is outstanding and continues to grow,” says Mark Little, chief operating officer, Suncor and co-chair of CCAB’s Aboriginal Procurement Strategy. “CCAB has worked to bring together Aboriginal and non-Aboriginal businesses. This campaign builds on that work with a view to encourage broader business interest and engagement from every sector in Canada.”*

For over 30 years, CCAB has worked towards building bridges between Aboriginal and non-Aboriginal peoples, business and communities. CCAB does this through diverse programming, training programs, formal certification, research, national and regional events and leadership awards.

CCAB has developed a new Aboriginal Procurement Strategy, focused on highlighting the opportunities and value of practical entrepreneurial procurement relationships. With the goal of connecting Aboriginal businesses and Corporate Canada, the multi-year strategy includes these key pillars:

**Aboriginal Procurement Champions:** A high-profile group of corporations committing to increasing opportunities for Aboriginal businesses to participate in their supply chains, including a growing number of Canada’s leading and most progressive businesses. CCAB has already confirmed the support of two

dozen leading corporations who have agreed to become Aboriginal Procurement Champions, including Suncor Energy and RBC who were announced earlier this week. Mark Little, COO of Suncor Energy Inc, has agreed to co-chair the campaign.

**Certified Aboriginal Businesses (CAB):** Growing the CCAB's already-existing directory of Certified Aboriginal Businesses. The number of CAB businesses has doubled in size over the past year and is the largest, fastest growing directory of certified Aboriginal businesses in Canada.

**Aboriginal Procurement Marketplace:** A two-way directory consisting of CABs that can be readily engaged by corporations, and of procurement opportunities posted by corporations to connect Aboriginal businesses to opportunities.

*"Through building positive relationships between Aboriginal and non-Aboriginal business and communities, CCAB helps foster an equitable and sustainable economy across Canada," says CCAB CEO JP Gladu. "This is key to strengthening the foundations for economic reconciliation and Aboriginal self-sufficiency."*

Stay tuned for further announcements in the coming weeks regarding CCAB's Aboriginal Procurement Champions.

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**About CCAB:** The Canadian Council for Aboriginal Business (CCAB) was founded in 1984 by a small group of visionary business and community leaders led by Murray Koffler. CCAB is committed to the full participation of Aboriginal people in Canada's economy. A national non-profit organization, CCAB offers knowledge, resources, and programs to both mainstream and Aboriginal-owned companies that foster economic opportunities for Aboriginal people and businesses across Canada.

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