NORTHERN LIGHTS
UASTUEKAPU ᐊᖑᓇᓱᒃᑲᓗᑦ AURORES BORÉALES

FOR IMMEDIATE RELEASE
AUGUST 27, 2024

2025 NORTHERN LIGHTS BUSINESS & CULTURAL SHOWCASE CANCELLED

Baffin Regional Chamber of Commerce
Building 987-C
PO Box 59
Iqaluit, NU
Canada X0A 0H0

Tel. (867) 979-4654
Fax (867) 979-2929
events@baffinchamber.ca

Labrador North Chamber of Commerce
6 Hillcrest Road
PO Box 460, Station B
Happy Valley-Goose Bay, NL
Canada A0P 1E0

Tel. (709) 896-8787
Fax (709) 896-8039
events@chamberlabrador.com

After more than 16 years, the Baffin Regional and Labrador North Chambers of Commerce have made the difficult decision to cancel the Northern Lights Business & Cultural Showcase scheduled for February 2025 in Montreal, QC.

The BRCC and LNCC have worked collaboratively since 2008 to jointly host the Northern Lights Business & Cultural Showcase, an event that attracted 1,700 national and international delegates to Ottawa in 2023. The event quickly became the #1 eastern Arctic and North event in Canada, due to its valuable networking and partnership opportunities. Northern Lights was created to showcase Canada's unique northern arts, culture, and heritage, and strengthen partnerships between Canada's northern and southern key businesses and government stakeholders.

The very premise of Northern Lights was an open invitation for any organization to participate, listen and learn about how to do business in the North – and most importantly – how to do so with a meaningful, sustainable, and collaborative approach with northern communities at the forefront.

From first introductions and shaking of hands to the signing of significant agreements, participation in Northern Lights grew substantially each year. The fusion of arts and culture, young professionals and leaders, first-time delegates, and those with significant knowledge of working in northern environments blended to create a sense of connection and unity. Our arts and culture pavilion celebrated and promoted the best talent across Canada, with many creations and designs now showcased across the world in regions like Paris and Milan.

Northern Lights had a unifying energy across the North, offering significant benefits to economic and resource development. The creation of the event was an ambitious plan and continued for 16 years as an open and inclusive environment to do business. The financial value and the business developed and supported by partnerships can be easily estimated to be in the billions, with friendships and respect for northern communities lasting lifetimes. Together we were united in promoting the eastern Arctic and North regions of Nunavut, Nunavik and Labrador to deliver on Canada's potential.

But we recognize the sociopolitical environment and relationships across the North are changing. With internal resource capacity unclear and matters across the North uncertain, the BRCC and LNCC have decided there is no path forward to continue with Northern Lights 2025. The cancellation of this event will no doubt be a disappointing loss to the advancement and improvement of social and economic conditions in the North, and we can only hope for a resolution to allow relationships to mend and partnerships to thrive once again.

NORTHERN LIGHTS
UASTUEKAPU ᐊᓐᓱᓗᑦᑐᓕᑦ AURORES BORÉALES

Baffin Regional Chamber of Commerce
Building 987-C
PO Box 59
Iqaluit, NU
Canada X0A 0H0

Tel. (867) 979-4654
Fax (867) 979-2929
events@baffinchamber.ca

Labrador North Chamber of Commerce
6 Hillcrest Road
PO Box 460, Station B
Happy Valley-Goose Bay, NL
Canada A0P 1E0

Tel. (709) 896-8787
Fax (709) 896-8039
events@chamberlabrador.com

As two small Chambers of Commerce operating in the rural and remote North, we are very proud of all that has been accomplished throughout the event's history. We appreciate the foundation set by the visionary leaders of our two Chambers to create opportunity for the businesses and communities they serve. And we wholeheartedly acknowledge how fortunate we have been to host this exciting and unique event throughout the past 16 years. It has been a privilege.

The incredible growth and success of this event would not have been possible without the support and trust of our partners and delegates, and we owe all of you a significant debt of gratitude and sincere appreciation. We thank you for choosing to spend your time and expertise with us, and we will not forget the incredible impact of this event on our northern businesses and communities.

Yours sincerely,

Chris West
Executive Director
Baffin Regional Chamber of Commerce
execdir@baffinchamber.ca

Julianne Griffin
Chief Executive Officer
Labrador North Chamber of Commerce
ceo@chamberlabrador.com