

Toronto Finance International Overview and Challenges



Overview

Toronto Finance International is a public-private partnership between Canada's largest financial services institutions and the government. TFI is the lead voice for the international promotion of the Toronto Financial Centre and the global prominence of the financial services sector. TFI also acts as a hub for Toronto's financial sector and works with our stakeholders on initiatives which drive the growth and competitiveness of the industry. Their work spans from helping global financial services firms expand their operations in the Toronto Financial Centre, to working with the financial community, government and academia to foster a globally competitive sector which drives the economic growth of Canada.

Challenges

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▼ Challenge 1

SMEs (small- and medium-sized enterprises) have faced some challenges during the pandemic, and will be an important part of the economic recovery. Currently, Canadian financial institutions, governments, alternative lenders, crown corporations, and industry associations offer a variety of programs to assist SMEs.

Can you design and develop a tool or platform to help SMEs navigate all the various programs that are available?

▼ Challenge 2

The pandemic has accelerated the move away from in-person financial services, to digital solutions. However, older customers are slower to make the transition.

What is the most effective strategy to provide training/education on online banking/investing services to this client demographic?

▼ Challenge 3

Canada is a resource intensive economy and it will be a big challenge to reduce our carbon footprint. Many Canadians are not aware that they can invest their savings in companies that are striving to lower Canada's carbon footprint.

What can we do to help educate Canadians on the options and the power of directing their investment dollars towards this critical goal?

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