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November 12, 2024

The Honourable François-Philippe Champagne, P.C., M.P.
Minister of Innovation, Science and Industry
235 Queen St
Ottawa, Ontario K1A 0H5
Canada

By Email: ministerofisi-ministredeisi@ised-isde.gc.ca

Subject: Bi-National Public Policy Clarity on TikTok

Dear Minister,

We are writing you today seeking Canadian government policy clarity in regard to the November 6 decision to order the closure of TikTok Technology Canada, Inc.

The CMA is the voice of marketing in Canada and our purpose is to champion marketing's powerful impact. We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels and technologies.

We fully support all efforts to address specific national security risks to Canadians. We are concerned that your decision to close TikTok Technology Canada while allowing Canadians access and advertising on the TikTok application will not mitigate national security risks and will only serve to export Canadian advertising jobs and talent to the United States.

We are also concerned about how the decision to remove TikTok staff and support will negatively impact the ability of all Canadian companies, especially small and medium-sized businesses in our country, to compete on a level playing field.

Thank you for considering these views and for your continued leadership.

A handwritten signature in black ink, appearing to read "Alison Simpson", is located below the text.

Alison Simpson
President & CEO
Canadian Marketing Association