

The **Canadian Asset Management Entrepreneurship Alliance (CAMEA)** was founded in early 2025 to promote growth and entrepreneurship in Canadian asset management; to foster innovation, capital formation and job creation; and to champion Canada's role in the global asset management industry by engaging in regulatory and policy advocacy.

CAMEA's proposed policy solutions are intended to broadly inspire conversation and action across government, regulators, institutional investors, financial sector organisations and economic development organisations, to build and champion Canada as a jurisdiction of choice.

CAMEA represents thousands of individual Canadians working at asset management firms, institutional investors, family offices, wealth dealers and service providers through these four founding partners: AIMA (Alternative Investment Management Association) Canada, CFA Societies Canada, EMB (Emerging Manager Board), PMAC (Portfolio Management Association of Canada)

Delivering on Canada's Economic Growth Agenda with Asset Management in Budget 2025

- **Budget 2025** recognizes the opportunity presented by the next generation of Canadian asset managers to economic growth and strengthen Canada's economic resilience and sovereignty.
- **CAMEA** welcomes this recognition and is ready to partner with Government to translate policy vision into program design that leverages Canadian expertise, crowds in private-sector capital, and delivers measurable increases in productivity, capital formation, job creation and economic growth.

Challenges Facing Entrepreneurs in Canadian Asset Management

- **Scale Imperative:** Global asset management industry consolidation
- **Global Competitive Disadvantage:** Fierce competition from foreign competitors in supportive jurisdictions with policy, economic development, and tax environments that seek to build
- **Capital Access Gap:** Foundational challenge of gathering assets while building track-record
- **Talent Retention:** Weak entrepreneurship incentives relative to other Canadian employment opportunities in sector and opportunities abroad

Canada's Advantages Across the Financial Services and Investment Sector

- **Talent:** Abundant, highly-skilled human capital foundation for world-leading firms
- **Stability:** Stable legal, political and regulatory environments; a haven from destabilization abroad
- **Proven Track Record:** Track-record of building global-champion financial sector businesses (Maple model pension funds, banks, insurance companies) demonstrates Canada's capability and capacity

Turning Budget 2025's Vision Into Reality - CAMEA Proposes Policy Enhancements for Government:

1. Incentivise and Activate Private-Sector Institutional Capital

- Program and incentive design to attract crowded-in institutional capital for identified sectors
- Convening potential investors and surfacing high-potential emerging fund managers
- Maximising impact of government capital deployed

2. Sector Economic Development Strategy & Support

- Support for economic development organisation to tell the Canada story
- Identification of asset management as foundational industry ecosystem in industrial policy

3. Targeted legislative changes and tax incentives to build in Canada for entrepreneur, fund and investment attraction, to invest in people and local economies and through support for regulatory harmonization

Learn more at www.investwithcanada.ca