



INVESTMENT INDUSTRY ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE DU COMMERCE DES VALEURS MOBILIÈRES

News Release

For immediate release

Canada needs reforms, we need to get them right and need to do them quickly, says Investment Industry Association of Canada

Toronto, November 9, 2009 - In today's speech to the Canadian Club of Toronto, Ian Russell, President and CEO, Investment Industry Association of Canada (IIAC) stressed the need to introduce government reforms.

"We need to put in place a process for reform – regulatory reform, market reform and tax reform. We have to get the reforms right", said Mr. Russell.

The remarks highlighted a four-point checklist to reforms to ensure Canada competes and prospers on the global stage. Canada must:

- Identifying priorities: What should be the focus of regulatory reform in Canada?
- Coordination and cooperation among relevant jurisdictions.
- Restore Canadians' appetite for calculated risk.
- Move quickly in making reforms.

"By reforming our regulatory structure, cooperating as appropriate with other jurisdictions, and improving our tax system to encourage investment and growth, Canada can not only recover lost ground, but we will move forward in providing opportunity and prosperity for all Canadians", Mr. Russell concluded.

For a full copy of Ian Russell's speech, [click here](#).

The Investment Industry Association of Canada (IIAC) advances the position of the Canadian investment industry on regulatory and public policy issues. As the professional association for the industry, IIAC has a mandate to promote efficient, fair and competitive capital markets for Canada while helping its member firms across the country succeed in the industry.

– 30 –

For more information:
Katie O'Dell
Manager, Public Affairs
Tel. (416) 687-5478
Cell (416) 312-7275
kodell@iiac.ca