



New program will help local businesses go digital in response to COVID-19

Recovery Activation Program expands to Chatham-Kent

Chatham-Kent, June 29, 2020 – COVID-19 has changed everything, requiring telecommuting, on-demand delivery and services, supply chain resiliency and virtual collaborations. Even as the province begins to reopen, the pandemic has heightened the urgency for businesses to digitize to survive.

To address this change, Toronto Region Board of Trade and World Trade Centre Toronto created the [Recovery Activation Program](#), or RAP. RAP offers businesses the know-how, blueprint and partners to address the conditions that COVID-19 has created by implementing digital solutions to their front, middle and back-offices. It will not only equip them to come through COVID-19 intact, but to thrive.

With the support of a \$7.7 million investment from the Government of Canada and Government of Ontario, RAP is now expanding to businesses of all sizes throughout the province, including Chatham-Kent. Chatham-Kent Chamber of Commerce has been selected as an important partner to help ensure local businesses benefit from the customized services and mentorship that RAP offers.

“It is important that Chatham-Kent businesses have direct knowledge and ease of access to recovery opportunities. We are pleased to work with the Toronto Board of Trade to highlight and promote the resources of the RAP digital tools, services and mentorships. This no-cost program will provide needed aid to local merchants and proprietors to transform and enhance their opportunities for greater prosperity. Both the partnership and the RAP prospects are invaluable to Chatham-Kent and we are pleased to offer this local and beneficial support.” stated Gail Hundt, President & CEO, Chatham-Kent Chamber of Commerce.

By enabling this partnership between Chatham-Kent Chamber of Commerce and the Toronto Region Board of Trade, the [governments’ investment](#) in RAP will also help make sure at least half of RAP’s participants are based outside of Toronto.

“The Recovery Activation Program is a direct response to what we’re hearing from our members and the business community at large: digital tools and services are crucial to success, but challenging to implement,” said Jan De Silva, President and CEO of the Toronto Region Board of Trade. “Chatham-Kent Chamber of Commerce involvement in this program will result in the digital transformation of businesses outside of Toronto who will now be in a position to shore up their current business offerings, create new businesses opportunities and explore new markets.”

With recruitment currently open, the first RAP cohort will run through July 2020. Interested businesses can apply [here](#).

ABOUT CHATHAM-KENT CHAMBER OF COMMERCE

With the support of 350 members, the Chatham-Kent Chamber of Commerce is the visionary leader and recognized voice to municipal government for local business. While representing our members diverse needs, we work diligently to enhance the economic prosperity for business and quality of life for the Chatham-Kent community. With long standing memberships in the Ontario and Canadian Chambers of Commerce, we deliver a respected voice to federal and provincial matters that affect day to day and continued success of Chatham-Kent business.

ABOUT THE TORONTO REGION BOARD OF TRADE

The Toronto Region Board of Trade is one of the largest and most influential chambers of commerce in North America and is a catalyst for the region’s economic growth agenda. Backed by more than 13,500 members, we pursue policy change to drive the growth and competitiveness of the Toronto region, and facilitate market opportunities with programs, partnerships and connections to help our members succeed – domestically and internationally. We want Toronto to be



recognized as one of the most competitive and sought-after business regions in the world, and believe this reputation starts with our businesses. Learn more at bot.com and follow us at [@TorontoRBOT](https://twitter.com/TorontoRBOT).

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