



Competition Bureau
Canada

Bureau de la concurrence
Canada

Canada

What we heard at Canada's Competition Summit 2025

November 27, 2025

This publication is not a legal document. It is intended to provide general information and is provided for convenience. To learn more, please refer to the full text of the Acts or contact the Competition Bureau.

For information on the Competition Bureau's activities, please contact:

Information Centre
Competition Bureau
50 Victoria Street
Gatineau QC K1A 0C9

Telephone: 819-997-4282
Telephone (toll-free in Canada): 1-800-348-5358
TTY (for hearing impaired): 1-866-694-8389
Fax: 819-997-0324
Website: www.competitionbureau.gc.ca

This publication can be made available in alternative formats upon request. Contact the Competition Bureau's Information Centre at the numbers listed above.

Permission to reproduce

Except as otherwise specifically noted, the information in this publication may be reproduced, in part or in whole and by any means, without charge or further permission from the Competition Bureau, provided that due diligence is exercised in ensuring the accuracy of the information reproduced; that the Competition Bureau is identified as the source institution; and that the reproduction is not represented as an official version of the information reproduced or as having been made in affiliation with, or with the endorsement of, the Competition Bureau.

For permission to reproduce the information in this publication for commercial purposes, please fill out the Application for Crown Copyright Clearance at www.ic.gc.ca/copyright-request or contact the ISED Citizen Services Centre mentioned below.

ISED Citizen Services Centre

Innovation, Science and Economic Development Canada
C.D. Howe Building
235 Queen Street
Ottawa, ON K1A 0H5
Canada

Telephone (toll-free in Canada): 1-800-328-6189
Telephone (international): 613-954-5031
TTY (for hearing impaired): 1-866-694-8389
Business hours: 8:30 a.m. to 5:00 p.m. (Eastern Time)
Email: ised-isde@ISED-ISDE.gc.ca

© His Majesty the King in Right of Canada, as represented by the Minister of Industry, 2025.

Cat. No. Iu54-122/2025E-PDF
ISBN 978-0-662-39317-7

Date: 2025-11-27

Aussi offert en français sous le titre *Ce que nous avons entendu au Sommet canadien de la concurrence 2025*

Table of contents

Introduction	4
Strengthening competition to drive affordability and productivity	4
Unlocking labour mobility and fairness in the workplace	5
Protecting consumers with transparency and choice	5
Breaking down barriers to entrepreneurship and innovation	6
Conclusion	7

Introduction

The Competition Bureau hosted *Canada's Competition Summit 2025: Competition in a new economy* on October 1, 2025. The summit came at a pivotal moment for competition in Canada and around the world. As technology advances, trade patterns shift, and global challenges emerge, Canada faces opportunities to build more competitive markets.

This year's summit explored how competition can help build a more affordable, prosperous, and resilient economy. Focusing on consumers, workers, and entrepreneurs, the event examined practical ways to make markets work better for all Canadians.

Nearly 800 participants from government, academia, business, and the legal community joined in person and online to share ideas, insights, and solutions to chart a path for a more affordable and resilient Canadian economy.

Strengthening competition to drive affordability and productivity

Affordability is the number one issue in the minds of Canadians and our government is rising to the challenge with a clear mandate, to bring costs down and to build one, strong Canadian economy... Competition is another way we're lowering prices, because it keeps prices fair, drives innovation, and it provides Canadians with real choice. Let me be clear, this government will be hawkish on competition.

The Honourable Mélanie Joly,
Minister of Industry and Minister responsible for Canada Economic Development for Quebec Regions

Minister Joly opened the summit by underscoring how stronger competition leads to greater affordability for Canadians. Her message aligned with remarks from Commissioner Matthew Boswell, who emphasized that competition fuels productivity, innovation, and fair prices.

Speakers agreed that competition policy complements — rather than conflicts with — industrial policy and national priorities to improve Canada's economic outlook. Together, these policies help attract dynamic new businesses and strengthen Canada's economic foundations.

Also, participants were treated to a TED-talk-style presentation titled “Permission to Sell Lemonade,” highlighting how regulation can unintentionally hold back competition in Canada. Through anecdotes and concrete examples from across Canada, the presentation demonstrated how excessive red tape and outdated or duplicative regulations can stifle small business growth, pose productivity challenges, increase costs, and reduce business dynamism, emphasizing the need for regulatory reform.

In a conversation with the Commissioner, Bank of Canada Senior Deputy Governor Carolyn Rogers highlighted the role of competition in reducing inflationary pressures and strengthening economic resilience. She emphasized that competitive markets drive firms to stay efficient and innovative, ultimately supporting greater productivity across the economy.

Unlocking labour mobility and fairness in the workplace

Other panelists examined how restrictive employment practices, like non-compete and no-poach agreements, can limit worker opportunities and innovation. Although these clauses are often unenforceable under Canadian labour law, they still deter worker mobility and suppress wages. The discussion also highlighted how competition enforcement in labour markets is becoming more common internationally.

Speakers also raised the need to address occupational licensing and internal trade barriers, with emphasis on Canada’s new mutual recognition framework. This initiative presents an opportunity to promote transparency and allow skilled professionals to move freely across provinces.

Protecting consumers with transparency and choice

The summit also focused on the challenges consumers face in today's complex digital markets – from deceptive design practices (such as dark patterns) and confusing price structures to high switching costs that limit real choice.

Panelists highlighted data portability as a key issue, particularly in sectors such as banking and cloud services. When consumers cannot easily move their data between providers, their ability to switch and choose is restricted.

Speakers also discussed transparency in pricing, as well as algorithmic and differential pricing — for example, when a company might charge different customers different prices for the same product depending on their profile or circumstances. They cited examples such as a ride sharing company allegedly adjusting fares based on a user's battery level and the persistent gender-based pricing such as the so called “pink tax” on women’s products. The consensus: empowering consumers requires clear, accessible information about what they’re paying for and why.

While artificial intelligence (AI) was praised for lowering some barriers to entry and increasing consumer choice, panelists warned that it can also introduce bias in pricing and decision-making. They called for greater accountability through independent audits of the AI, but recognized that effective regulation of AI remains a challenge.

Breaking down barriers to entrepreneurship and innovation

Shielding domestic firms from competition doesn't make them stronger. It makes them complacent.

Matthew Boswell,
Commissioner of Competition

Entrepreneurs and policy experts discussed barriers that prevent new and small businesses from starting and scaling up. They pointed to outdated banking systems, cumbersome regulatory and licensing requirements, and inequities affecting immigrant and underrepresented entrepreneurs.

Panelists emphasized access to financing as a core principle. Many entrepreneurs struggle to secure financing due to limited credit history or lack of collateral, challenges that disproportionately affect newcomers and marginalized groups. They noted that these barriers stem from “archaic” rules and regulations that limit participation in Canada’s economy and called for modern, inclusive policies that enable all entrepreneurs to compete on equal footing.

They noted that maintaining the status quo of today’s rules often benefit large, established firms, leaving smaller businesses unable to compete. Creating a level playing field, they said, means reducing red tape, modernizing procurement, and opening space for new entrants to thrive both at home and abroad.

Panelists reinforced the need for a pro-competitive environment that values inclusion, innovation, and fair access to opportunity.

Conclusion

Despite a wide range of voices and opinions, the summit made one thing clear: competition remains key to building a more dynamic, innovative, and affordable economy for all Canadians.

By modernizing regulatory frameworks, reducing internal trade barriers, and fostering innovation, Canada can unlock new economic opportunities – empowering workers, protecting consumers, and enabling entrepreneurs to compete and succeed.

How to contact the Competition Bureau

Anyone wishing to obtain additional information about the *Competition Act*, the *Consumer Packaging and Labelling Act* (except as it relates to food), the *Textile Labelling Act*, the *Precious Metals Marking Act* or the program of written opinions, or to file a complaint under any of these acts should contact the Competition Bureau's Information Centre:

Web site

www.competitionbureau.gc.ca

Address

Information Centre
Competition Bureau
50 Victoria Street
Gatineau, Quebec
K1A 0C9

Telephone

Toll free: 1-800-348-5358
National Capital Region: 819-997-4282
TTY (for hearing impaired) 1-866-694-8389

Facsimile

819-997-0324