

CANADA DAY

L O N D O N 2 0 2 3

We Are Back!

With the ringing endorsement of the High Commission, Canada will once again resume its rightful place at centre stage on Trafalgar Square, one of the world's most iconic business, cultural, and tourist landmarks.

Vision

We are bringing Canada Day to the world!

Throughout the week of June 25, 2023, Canada Day in London will deliver a series of business- to-business events focused on innovation, trade, investment, tourism, education, and culture between the United Kingdom and Canada. The week will culminate in a day-long festival that promotes the Canadian brand and celebrates the culture of Canada, in the heart of London at Trafalgar Square.

The Past

Canada Day in London 2013 was a significant event welcoming over 100,000 people. Local brands like Tim Hortons and Molson Canadian provided food and beverages throughout the day. There was appearances made by VIP Canadian guests such as Mike Myers and Olympians. The festival finished with Canadian headliners, The Sheepdogs, the Arkells, Jann Arden, and The Tragically Hip! Widespread media coverage from CBC and eTalk within Canada and the USA, expanded the virtual participation to well over one million viewers. Wayne Gretzky is still talking about it [here](#) (36:00)! View the [2013 CBC Coverage here](#)

The Future

Canada Day in London 2023 will once again include a street hockey tournament, pancake breakfast, Indigenous cultural events, food and beverage tents, and on site activations by Canadian businesses and universities. We will be bringing back Canadian musical artists to close the event in the evening for a special concert. The event will be family friendly, welcoming Canadian expats, local Londoners, and travelers from around the world.



Innovation | Trade | Investment | Tourism | Education | Culture

CANADA DAY

LONDON 2023

Be a part of the celebration!



*When you
market to
London,
you market to
the world!*



Endless Possibilities

London is a highly visible city, opening opportunities for any business wanting to expand its global clientele. As a foundation Canada and the UK share a robust economic relationship:

- Two-way merchandise trade with the UK was \$29 billion in 2019, making it Canada's fifth largest trading partner in the world. ([Source](#))
- The UK is Canada's third largest destination for merchandise exports, the fourth-largest source of foreign direct investment (FDI), and is Canada's second-largest services trading partner in the world. ([Source](#))
- And finally, the UK is Canada's top source of long-haul tourists. ([Source](#))

Sponsorship Opportunities

Sponsorship of Canada Day in London includes recognition in a global city with endless business opportunities, including:

- Meetings hosted at the High Commission of Canada (Canada House) on London's Trafalgar Square.
- Participate in the Business Conference to meet new professional connections.
- Opportunity to shape your participation in the event to suit your business goals.
- Involvement in Canadian cultural programming.

Unique branding experiences are available leading up to and throughout the event, including but not limited to, marketing within the London Tube stations, at Canada House on Trafalgar Square, and during business and VIP events throughout the week.

There will also be ongoing social media marketing through channels such as Instagram, Facebook, Twitter, LinkedIn, and TikTok. As well there are opportunities for branded banners and tents throughout the celebration in the most visited square in London, Trafalgar Square.

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About Us

Canada Day International is a not-for-profit organization based in Canada with a Board of Directors that includes past Lieutenant Governor, The Honourable Lois Mitchell, recent Ambassador of Canada, Marcy Grossman, and CEO of Rainmaker Global Market Access, Clark Grue.

Canada Day in London is a partnership between Rainmaker Global Market Access, the High Commission of Canada, and the Canadian business community.



Contact us today for more details on how you can be a part of this iconic event.

[John Baldwin](#) | [Marcy Grossman](#) | [Clark Grue](#)

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