



Dear CETFA Members and the Canadian ETF Community,

Serving as the new Chair of the Canadian ETF Association (CETFA) is a privilege. I sincerely thank each of you for your trust and support.

My vision is for CETFA to be the leading voice in the Canadian ETF industry. I'm committed to supporting initiatives that drive growth and promote the sustainability and integrity of Canada's ETF industry.

The ETF market in Canada is thriving, with over \$450 billion in assets under management across nearly 1,200 ETFs. ETFs have become an essential tool for advisors and investors, offering diversification, cost-efficiency, and transparency. We continue to see new ETF providers and products coming to market in Canada. They provide investors access to various asset classes and investment strategies, enabling more informed and flexible investment decisions.

As Chair, I'm dedicated to advocating for our industry and working with regulators, policymakers, and other stakeholders for a favourable environment for ETFs in Canada. A key focus for us moving forward will be to promote the growth, use, education, sustainability and integrity of ETFs in Canada's ETF industry. Our collective efforts will help ensure that the Canadian ETF market remains dynamic, innovative, and responsive to the evolving needs of investors.

Of course, one of CETFA's core pillars is promoting ETF education. We are dedicated to providing valuable resources and insights to help advisors and investors make informed decisions. By enhancing our educational initiatives, we aim to empower our community with the knowledge needed to navigate the evolving financial landscape and maximize the benefits of ETFs.

Together, we are shaping the future of our industry in Canada for the next generation.

Thank you once again for your support.

Best,

Ron Landry
Chair, The Canadian ETF Association