

AEM Strategic Goals and Objectives 2025 – 2027



Unify, lead and champion the industry to advance its shared priorities

- Advocate for member companies' legislative and regulatory priorities at all levels of government
- Align members on product safety, regulatory compliance, global standards, and sustainability initiatives
- Elevate the profile of the industry and highlight its positive impacts on society



Drive member prosperity through increased engagement with AEM's portfolio of resources

- Strengthen relationships with industry stakeholders and facilitate customer connections
- Advance AEM events, exhibitions and resources by delivering exceptional value and enhancing the member experience



Leverage collective member intelligence to accelerate data-driven solutions that empowers member company growth

- Position AEM as a data-centered thought leader to industry stakeholders
- Leverage business intelligence to inform AEM's innovation, growth, advocacy and strategic decisions
- Support member companies in making informed business decisions, anticipating opportunities and navigating industry challenges

Deliver on AEM 2025 Priorities:

Develop and implement a nationwide outreach and engagement program for AEM's regulatory affairs initiatives

Expand AEM's advocacy presence in Canada to ensure a considered and consistent effort across the provincial and federal levels

Identify, monitor, and engage in all relevant product safety, regulatory, and standards activities to inform AEM member companies

Solidify AEM's role in aligning the industry's positions on sustainability and support in compliance reporting throughout the entire supply chain

Tell our industry story in support of the association's regulatory and legislative efforts and build awareness of AEM as a thought leader

Create new opportunities for AEM member companies to engage and network with each other and industry partners

Ensure the growth and success of AEM's largest financial assets by developing and launching the next vision for AEM exhibitions and events

Establish a new framework to support data collection and refine current data offerings to meet member needs as they prepare for the future

Harness data as a strategic asset to drive growth, innovation, and public policy priorities in support of the association and our member companies