

A RESOURCE FOR BUSINESSES



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October 2025



OCTOBER EDITION

***Canada's Innovation Season:  
Health, Housing & The Power of Collaboration***



**Business Link**  
Media Group

# PUBLISHER'S NOTE

Dear Business Link Readers,

Welcome to this month's edition of Business Link Monthly. In this issue, we have curated a distinctive collection of thought-provoking articles from across a range of reputable media sources. Our aim is to offer you a comprehensive view of the dynamic business world by presenting diverse perspectives and insights.

Notably, amidst these carefully selected pieces, we are proud to feature an original article by the youth journalist Ryan Li. His fresh perspective and incisive approach exemplify the innovative voices shaping the future of business journalism. As you read through this month's selection, we hope that you'll find the blend of established viewpoints and new, vibrant voices both inspiring and informative.

Our commitment to delivering content that matters continues to be our guiding principle. We trust that these articles will provide you with the insights and inspiration to navigate the evolving business landscape with confidence and clarity.

Thank you for being a valued reader of Business Link Monthly.

Yours in Business  
Marilyn Tian, M.B.A  
President & Co-Publisher  
Business Link Media Group



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# NIAGARA FALLS ENSURES CONTINUED ACCESS TO CITY SERVICES AMID CANADA POST STRIKE



## NIAGARA FALLS

As postal workers across the country walk off the job, residents of Niagara Falls can rest assured that essential city services remain accessible and uninterrupted. The City has announced measures to ensure that the ongoing Canada Post strike, which began September 25, 2025, does not prevent residents or businesses from staying on top of their payments or accessing municipal resources.

While the strike has temporarily halted mail delivery, the City reminds residents that bills, notices, and payment deadlines remain in effect. To make this easier, Niagara Falls is expanding online and in-person options to bridge the gap left by Canada Post disruptions.

### **Keeping Payments on Track**

Residents can access their water and property tax accounts anytime through the MyCity Dashboard, where they can view balances, due dates, and payment histories. E-billing is also available for those who wish to eliminate paper mail entirely.

Those enrolled in pre-authorized payment plans for water or property taxes will see no interruption in service. For others, payments can be made through online banking, via the City's Paymentus portal (a small fee applies), or by visiting City Hall in person. Drop-boxes for cheques are available outside both City Hall on Erie Avenue and the MacBain Community Centre.

### **Adapting City Operations**

Several departments have also adjusted their procedures to minimize disruption. The Accounts Payable and Receivable teams are encouraging vendors to send invoices by email and to receive payments through Electronic Funds Transfer (EFT). The Clerk's Office will use private courier services for important documents, such as marriage licences and FOI requests.

Meanwhile, the Planning, Building and Development department will continue to communicate notices for public meetings through the City's website, local newspapers, and signage on affected properties. Procurement and bidding opportunities will remain fully available online.

### **Staying Informed**

Residents are encouraged to take advantage of the City's digital platforms and to reach out directly for support if they experience delays or confusion due to the strike. For any account-related inquiries, citizens can contact the City at 905-356-7521 or visit [niagarafalls.ca/santa](http://niagarafalls.ca/santa) for department-specific details.

Through a mix of online tools, in-person support, and digital communication, Niagara Falls is ensuring that essential services remain steady despite the postal disruption—showing once again that modern accessibility and community resilience go hand in hand.

# ONTARIO STEPS UP RESPIRATORY ILLNESS PROTECTION WITH EXPANDED VACCINATION PROGRAMS



## NEWS ONTARIO

As the fall and winter respiratory virus season approaches, the Ontario government is ramping up efforts to protect residents, especially those most vulnerable. The province's new public health initiative expands access to immunizations against influenza, COVID-19, and RSV (respiratory syncytial virus), aiming to reduce severe illness, ease pressure on healthcare systems, and keep communities healthy.

### A Broader Vaccine Strategy

Ontario's plan will roll out in stages: first COVID-19 vaccines, followed by flu shots, then RSV immunizations for eligible populations.

The program prioritizes older adults, residents and staff of long-term care facilities, individuals with underlying conditions, and infants or pregnant women in certain cases. For RSV, Ontario continues its publicly funded infant prevention program using monoclonal antibodies or vaccines like Beyfortus, while expanding adult RSV vaccination through Arexvy and Abrysvo.

### Why This Matters

When flu, COVID-19, and RSV circulate together, risks rise sharply for seniors, infants, and people with chronic illnesses. Expanding immunization aims to reduce hospitalizations and severe outcomes, preserving hospital capacity during peak infection periods. Equally key is accessibility—offering vaccines free to eligible residents removes cost barriers and promotes equitable protection.

### Challenges & Considerations

Coordinating a multi-disease rollout is complex. Supply management, subgroup prioritization, clear communication, and public confidence all demand attention. Past seasons show RSV uptake among adults can lag due to low awareness or hesitancy.

Still, Ontario's strategy signals a smarter, more integrated approach—using immunization not just seasonally, but as a year-round public health tool. With effective execution, the province could both reduce healthcare strain and better protect its most vulnerable citizens.

More information at: <https://news.ontario.ca/en/release/1006482/ontario-protecting-communities-from-respiratory-illnesses>



# Niagara Falls Santa Claus Parade Calls for Entries and Volunteers

## NIAGARA FALLS

Niagara Falls, ON – The spirit of the holidays is set to shine bright once again as the City of Niagara Falls announces its call for participants and volunteers for the 2025 Niagara Falls Santa Claus Parade, happening Saturday, November 15, beginning at 4:00 p.m.

The parade, one of Niagara's most beloved annual traditions, will fill the streets with festive cheer, dazzling floats, and joyful performances. The route will begin on Victoria Avenue at Armoury Street, continue northbound to Valley Way, and then turn onto Queen Street, finishing at Centennial Square in front of City Hall – where the magic continues.

Following the parade, at approximately 5:15 p.m., residents and visitors are invited to gather at Centennial Square for the Tree Lighting Ceremony. The celebration will include live entertainment, holiday music, and a meet-and-greet with Santa and Mrs. Claus, offering families the perfect way to kick off the festive season.

To make this year's event another unforgettable success, the City is inviting community members, organizations, and local businesses to get involved – whether by joining the parade or volunteering behind the scenes.

### **Parade Entries**

Local groups, schools, clubs, and businesses are encouraged to showcase their creativity and holiday spirit by entering a float, walking group, or live performance.

Entries must be submitted by Thursday, October 17, through the official Parade Entry Application Form.

### **Volunteer Opportunities**

Volunteers play a vital role in bringing the event to life. A range of positions are available, including mascot handlers, costumed characters, banner carriers, and more.

Those interested in volunteering can apply by completing the Volunteer Application Form available on the City's website.

For full details and application links, visit [niagarafalls.ca/santa](http://niagarafalls.ca/santa).

# **YOU'RE INVITED TO THE 2025 40U40 ALUMNI SUMMIT**

## **Introducing the Niagara 40 Under Forty Alumni Summit**

A day of reconnection, insight, and impact for our 40u40 Community and Niagara's business leadership circle.

**Join fellow alumni and community leaders for meaningful discussions, networking, and opportunities to share ideas that shape Niagara's future.**

**February 26, 2026, 1:00 PM – 5:00 PM**

Americana Conference Resort Spa, 8444 Lundy's Ln, Niagara Falls



Reserve your ticket at or scan the QR code:

[www.businesslinkmedia.com/event-details-registration/reconnect-  
rise-the-2025-40u40-alumni-summit](http://www.businesslinkmedia.com/event-details-registration/reconnect-rise-the-2025-40u40-alumni-summit)

OCTOBER 15 - NOVEMBER 15

# EVENTS

## PROTOTYPE

**Saturday, October 25 and Sunday, October 26**  
**The Exchange**

Event: <https://www.prototypenow.ca/>

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## **Hamilton 12th 40U40 Business Achievement Awards Gala**

**Thursday, October 30, 2025**  
**Carmen's Event Centre**

Event: [www.businesslinkmedia.com/event-details-registration/hamilton-12th-40u40-business-achievement-awards-gala](http://www.businesslinkmedia.com/event-details-registration/hamilton-12th-40u40-business-achievement-awards-gala)

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## **Halloween Night- Halloween Fright Night**

**Friday, October 31**  
**The Moose & Goose**

Event: <https://www.eventbrite.ca/e/halloween-night-halloween-fright-night-tickets>

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## **The Bridge Fundraising Gala**

**Saturday, November 1, 2025**  
**Niagara Falls Convention Centre**

Event: <https://thebridgenf.ca/>

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## **Behind-the-Scenes Museum Tour**

**Thursday, November 13, 2025**  
**Niagara Falls History Museum**

Tickets: [https://nfexchange.ca/events/3080\\_1530](https://nfexchange.ca/events/3080_1530)

# ONTARIO'S MINIMUM WAGE HIKE: RELIEF FOR WORKERS OR RISK TO JOBS?

CBC

Ontario's government has moved forward with another increase to the provincial minimum wage, a step welcomed by many workers but met with caution by some economists and business owners. While intended to bolster incomes for low-paid employees, the change reignites debate over how wage floors affect businesses, hiring, and inflation.

The announced increase raises the minimum wage in Ontario to a new level (details per CBC's reporting). Supporters argue it will help families keep up with rising costs, reduce poverty, and narrow income inequality. For workers in retail, hospitality, caregiving, and other low-wage sectors, even a modest bump can make a meaningful difference – especially in regions struggling with high housing and food costs.

However, opponents warn that the timing is imperfect. Many small and medium-sized businesses are still recovering from pandemic disruptions, supply chain pressures, and high inflation. A higher wage floor, they argue, could strain margins further, push some enterprises to reduce staff, cut hours, or increase automation. In sectors with thin profit margins, the transition may be particularly difficult.



Economists also emphasize the broader interplay between wages and inflation. If higher labor costs are passed down to consumers, we could see upward pressure on prices, eroding wage gains. Furthermore, unless productivity increases in tandem, sustained wage increases risk triggering a wage-price spiral.

Another key factor is regional variation. While downtown Toronto may tolerate higher wage rates, rural or smaller communities in Ontario may have less capacity to absorb increased labor costs. Policymakers must weigh whether blanket provincial increases make sense across diverse local economies.

The details of the new wage policy likely include scheduled adjustments (for example, tied to inflation or periodic reviews) and exemptions or different thresholds for youth, students, or specific sectors. Such nuances determine how far the increase helps – and who benefits most.

In sum, Ontario's minimum wage increase is a politically popular move that reflects growing concerns about cost of living. But its real test lies ahead: whether workers will see sustained improvement, or whether businesses will bear unintended consequences. The balance will depend on careful monitoring, adjustments, and support for vulnerable sectors.





## REPORT FORECASTS \$760 BILLION IN ECONOMIC GROWTH BUT ONLY IF CANADA PLAYS ITS CARDS RIGHT

BY RYAN LI

According to a new PwC report, Canada could unlock more than \$760 billion in additional economic growth by 2035, but only if it acts wisely. While these potential gains are extremely appealing they depend on the creation of enough political will and technical know-how to bring these plans to fruition.

In the report, which details three different projections for Canada's economic development until 2035, the most optimistic projection suggests that the country's GDP could reach \$3.65 billion, up from \$2.89 billion in 2023, if industries move quickly to embrace AI and governments coordinate effectively on innovation, climate, and defence policy.

However, PwC also noted that this optimistic projection was not the most realistic, as Canada's AI adoption and technical capabilities have always lagged behind other Western countries, such as the United States. Currently, Canadian companies are adopting AI at about three-quarters the pace of U.S. firms, and the \$760 billion increase in GDP would hinge on Canadian businesses closing that gap.

On paper, Canada has everything it needs to develop: some of the world's top minds, strong political institutions that protect property rights, and large deposits of natural resources to support the material needs of AI investment. However, its economic history suggests that the country often struggles to put these assets to its advantage, waiting for American or European partners to first test the waters before jumping in.

The structure of Canada's economy, which relies heavily on mid-sized firms that often avoid risk and move slowly to adopt new technologies, supports the view that the AI gap may persist. Experts say progress will remain uncertain without stronger government incentives such as targeted tax credits, public investment in AI, or clearer data governance rules. Yet even those measures may not be enough to reach PwC's most optimistic forecast. Under that scenario, Canada would still lag behind the United States, which is projected to increase its GDP by about 14 percent above baseline levels through faster and broader AI adoption.

The report also highlights two key sectors where AI could accelerate growth: defence and mining. Under new NATO defence spending requirements asking member states to spend five percent of their GDP on defence by 2035, there will be an increasing demand for cybersecurity, data systems, and precision manufacturing—all sectors that AI could leverage and make more efficient. However, strong competition from American and European corporations might make this opportunity more challenging to realize.

Mining also represents a significant opportunity. PwC noted that artificial intelligence and quantum computing could accelerate exploration and permitting, allowing Canada to better develop its reserves of critical minerals such as nickel, cobalt, lithium, and rare earth elements. These resources are essential for electric vehicles, clean energy systems, defense technologies, and AI hardware itself. With thoughtful investment and regulatory reform, the mining sector could become a major engine of growth in the coming decade.

The report's most sobering warning is that economic growth depends as much on public trust as it does on technology itself. Without clear cybersecurity standards and widespread confidence in AI systems, adoption will likely stall, especially given Canada's track record of keeping it safe.

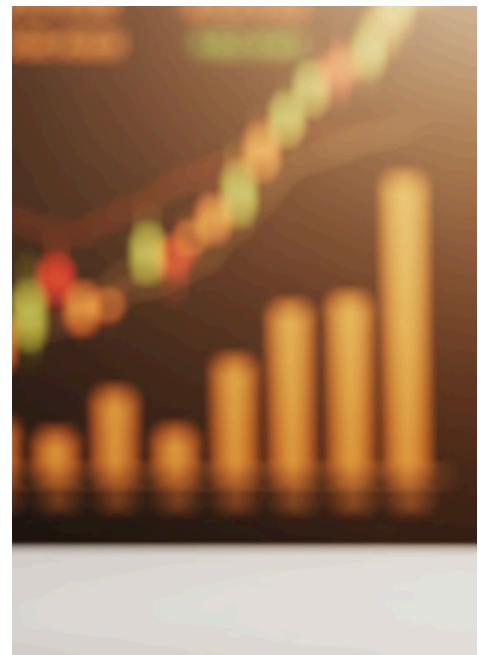
PwC's report makes one point clear: the next decade will determine whether Canada can turn its potential into reality. The country has the talent, resources, and institutional stability to lead in AI, but leadership will require risk-taking and coordination. In the past, Canada hasn't been able to turn these advantages into success, and if it hesitates, it could once again watch other nations capture the rewards of a technological revolution that it helped to inspire.

#### About the Author:

*Ryan Li is a dedicated Youth Journalist from Vancouver. He is known for his insightful reporting and passion for journalism. Currently, Ryan is a public policy and economics double major at Georgetown University.*

Sources:

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<https://www150.statcan.gc.ca/n1/pub/11-621-m/11-621-m2024008-eng.htm>  
[https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/12/oecd-economic-outlook-volume-2024-issue-2\\_67bb8fac/d8814e8b-en.pdf](https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/12/oecd-economic-outlook-volume-2024-issue-2_67bb8fac/d8814e8b-en.pdf)





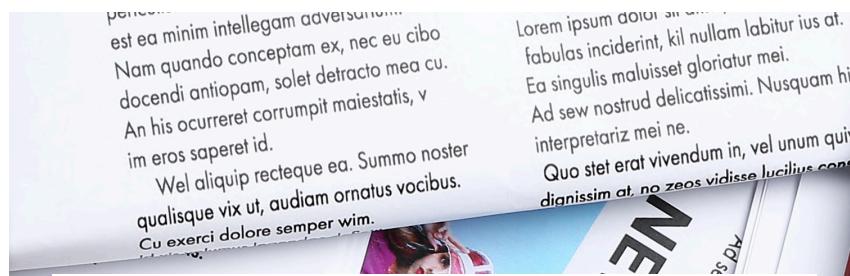
## Google's Millions for Canadian Media: Lifeline or Power Play

REUTER INSTITUTE

The evolving relationship between Big Tech and traditional media is drawing renewed scrutiny – particularly in Canada, where Google's funding of news publishers has revealed the fissures in an already fragile journalism ecosystem. As governments around the world push to regulate or subsidize news production, Canada's approach offers both opportunities and cautionary tales.

At its core, Google's funding initiative in Canada was designed to prop up domestic journalism by redirecting digital ad revenue or grants to struggling news outlets. But the allocation of funds has raised questions: who truly benefits – the large legacy media houses, or the smaller community and independent publishers? Critics argue that Google's model risks amplifying existing inequalities by favoring better-resourced organizations that already command higher traffic and stronger negotiation power.

The outcomes so far suggest that the winners tend to be the incumbents. Major publishers with robust online infrastructures and deep advertising relationships have secured larger shares of the funding. Meanwhile, local and niche publishers – which arguably need support the most – often lack the technical infrastructure or bargaining clout to compete on equal footing. This has the effect of concentrating more resources in fewer hands, diminishing diversity in the media ecosystem.

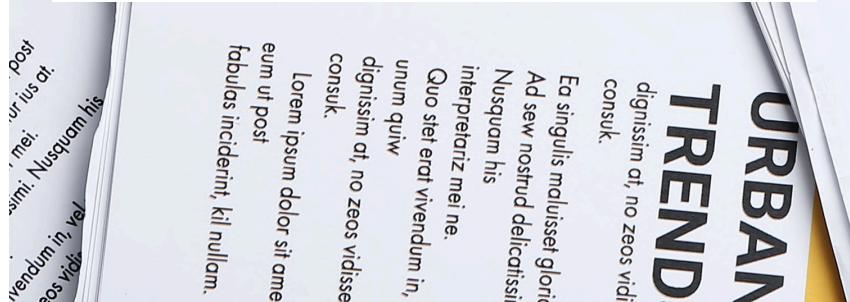


Proponents of Google's approach counter that any funding is better than none – and that these measures at least acknowledge the value of journalism in the digital age. They also emphasize that Google is not acting alone: the broader public policy environment, including government subsidies, tax incentives, and regulations, plays a critical role in shaping outcomes.

Yet the Canada case carries broader lessons for democratic societies grappling with the collapse of traditional news revenue models. Without careful design, tech-led funding can exacerbate concentration rather than mitigate it. Policymakers must consider structural supports – such as minimum payments to small publishers, transparency in funding allocation, and safeguards to prevent capture by large players. Otherwise, the well-intentioned flow of capital may deepen existing inequalities.

In the end, Google's experiment in supporting Canadian news outlets is a test case for the 21st-century relationship between platforms and press. It underscores the need for balance: fostering innovation and scale without sacrificing plurality and local voices.

Read more here:  
<https://reutersinstitute.politics.ox.ac.uk/news/how-googles-funding-canadian-news-publishers-split-and-who-benefits-most>



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# Canada's Housing Crisis: How Far Off the Rails Is Affordability?

CBC

Canada's housing affordability is unraveling faster than many expected, and the latest analysis from the Parliamentary Budget Officer (PBO) underscores just how deep the problem runs. What once might have been dismissed as a regional issue has become a national emergency — and many Canadians are now confronting a harsh reality: the dream of homeownership is slipping further out of reach.

The PBO report paints a stark picture. Housing costs have surged across the country — not only in Toronto and Vancouver, but in mid-sized cities and even in formerly affordable regions. The problem isn't restricted to home purchase prices; rental markets are also tightening, pushing many into difficult choices about where to live, how much to spend on housing, or whether to rent at all. For households without high incomes or significant savings, these pressures are acute.

Several structural factors are to blame. Insufficient housing supply — especially in the segments that middle-income households aim for — means competition drives up costs. Regulatory and zoning constraints (such as restrictions on density or slow permitting processes) further constrain new development. On the demand side, low interest rates over the past decade, strong immigration, and investment in real estate as an asset class have all added fuel to the fire.

The consequences are significant. Young adults and first-time buyers find themselves locked out. Many renters face housing costs that absorb an outsized share of their income, squeezing budgets for health, education, and savings. Spatial inequities grow: people are pushed farther from employment centres, raising commuting costs and time burdens. Socioeconomic inequalities deepen.

So what can be done? The PBO's analysis points toward a mix of policy tools: more aggressive housing construction (especially targeted at middle and lower tiers), reforms to zoning to allow more density, streamlining of development approvals, and incentives to promote affordable rental development. There's also a role for demand-side measures — such as subsidies or tax support — but these must be carefully designed so they don't further heat the market.

In short, Canada's housing problem is not one that will fix itself. Without bold, coordinated action — federal, provincial, and municipal — the affordability crisis will only worsen. The PBO's data should serve as a wake-up call: the time to act is now.

Learn more here: <https://www.cbc.ca/news/politics/housing-affordability-canada-pbo-1.7649453>

**Coming soon:  
40U40 Awards Ceremony & Gala Night**

12<sup>TH</sup> ANNUAL



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# AI in the Classroom: Will We Repeat the Same Mistakes?

THE CONVERSATION

For more than a century, educators have been captivated by the promise of technology to revolutionize learning—from film projectors to personal computers, tablets, and now artificial intelligence. Yet, history shows that these promises often fall short of transforming education in meaningful or lasting ways. As AI begins to reshape classrooms worldwide, looking back at past educational technology (EdTech) failures offers crucial lessons about how to harness innovation without repeating old mistakes.

MIT's Justin Reich, in a recent analysis, highlights how enthusiasm for new technologies has repeatedly outpaced their real-world impact. He draws on historical examples such as mobile phones in classrooms, early initiatives to connect every school to the internet, and even early digital literacy programs. Each started with optimism but often failed to deliver sustained improvements in teaching or learning outcomes. The issue, Reich notes, isn't necessarily the technology itself, but the way it was introduced—without sufficient testing, adaptation, or understanding of how teachers and students actually use it.



One illustrative example is how schools once taught students to evaluate online sources using structured checklists like the CRAAP test, which emphasized factors like domain names, authorship, and citations. While logical in theory, later research revealed that novices relying solely on such checklists often struggled to identify misinformation. A more effective approach, called *lateral reading*, involves leaving the webpage to see how other credible sources describe the same information. This shift underscores a broader truth: effective educational practices depend not just on new tools, but on how educators use them.

As AI takes center stage in schools, Reich suggests three guiding principles for educators and policymakers: humility, experimentation, and assessment.

Humility means acknowledging that even the most advanced tools are, at best, educated guesses about what might work. Just as earlier technologies promised to democratize access or improve literacy but didn't always deliver, today's AI systems could bring unintended consequences. Teachers and administrators must stay open to the possibility that what seems transformative today might be flawed or even counterproductive tomorrow.

Experimentation encourages schools to start small. Instead of adopting AI tools system-wide, local pilot projects can help educators understand what works in specific contexts—different grade levels, subjects, and student populations. AI might enhance creativity in one classroom and create distraction in another. Understanding these nuances before scaling up is essential for responsible innovation.

Assessment ensures that decisions are based on evidence, not hype. Schools should collect data from their own students to measure outcomes before and after introducing AI tools. Do students write better essays? Are they thinking more critically? These tangible indicators matter more than promotional claims or theoretical models.

Learn more here: <https://theconversation.com/what-past-education-technology-failures-can-teach-us-about-the-future-of-ai-in-schools-265172>

Reich also emphasizes that AI differs from previous technologies in one critical way—it doesn't quietly integrate; it disrupts. The rapid introduction of tools like ChatGPT has left many teachers feeling unprepared and anxious, as expectations shift overnight. Unlike a new app or digital whiteboard, AI forces educators to rethink fundamental questions about authorship, creativity, and assessment.

Still, there's hope in this disruption. If schools can combine the reflective mindset of educators with the analytical power of AI, the result could be a more adaptive, equitable, and engaging learning environment. But for that to happen, the rollout of AI must prioritize pedagogy over novelty.

Ultimately, the history of EdTech serves as a cautionary tale: good intentions, big budgets, and advanced tools don't automatically improve education. Success depends on thoughtful design, careful testing, and ongoing evaluation. The goal isn't to chase the latest trend but to ensure that technology genuinely supports how students learn and how teachers teach. If AI is to fulfill its promise in education, it must be implemented with patience, evidence, and a deep respect for the complex realities of the classroom.



# BITGET & UNICEF TEAM UP: GAMING THE FUTURE WITH BLOCKCHAIN SKILLS

## CRYPTO NEWS

Bitget has taken a bold step in youth empowerment by announcing its support for UNICEF's first-ever Global Game Jam, a 40-day virtual hackathon where participants under the age of 21 across eight countries will develop original video games.

In addition to the competition, Bitget Academy will create UNICEF's first interactive blockchain training module tailored to video game production. This program will introduce learners to smart contract integration, tokenization, and decentralized game mechanics — essential skills as gaming and Web3 technologies continue to intersect.

The initiative will be rolled out in Armenia, Brazil, Cambodia, India, Kazakhstan, Malaysia, Morocco, and South Africa, with a target of reaching 300,000 learners. This group includes adolescent girls, parents, mentors, and teachers, with an emphasis on closing gender gaps in access to digital skills.

The project also builds on Bitget's ongoing commitment to inclusion, highlighted by its Blockchain4Her and Lady Forward initiatives. These programs have supported women-led startups, built partnerships with universities, and provided mentorship opportunities in the blockchain space.

Beyond the immediate goal of creating games, the broader objective is to equip young people with practical digital competencies and open new pathways to careers in emerging technologies. For underrepresented groups in particular, this initiative could provide vital access to fields often dominated by limited demographics.

Bitget's collaboration with UNICEF represents more than a sponsorship; it is an investment in human capital. With UNICEF's global credibility and Bitget's technical expertise, the partnership has the potential to become a model for how technology companies can contribute to education and social impact initiatives.

This development signals a shift in the role of blockchain: moving beyond cryptocurrency trading into areas of creativity, learning, and empowerment. By combining the reach of a global institution with the innovation of a tech company, the initiative may set a precedent for future partnerships between the private and non-profit sectors.

Read Full Article Here:

<https://crypto.news/bitget-backs-unicefs-global-game-jam-and-blockchain-training-initiative/>

# SPOTIFY ADS JUST GOT A MAJOR UPGRADE: AMAZON & YAHOO DSPS OPEN THE FLOODGATES



MARKETING NEWS CANADA

Spotify has taken another step forward in the digital advertising space, strengthening its reach and performance with new partnerships that are set to reshape how brands connect with audiences. By integrating with Amazon DSP on a global scale and Yahoo DSP in Canada, Spotify is broadening the scope of its advertising solutions, giving marketers more powerful tools to reach targeted listeners.

These collaborations come at a time when audio streaming continues to rise as a dominant force in digital media. For advertisers, Spotify has already been a unique platform—offering not just music, but also podcasts, audiobooks, and an increasingly engaged global audience. With the addition of Amazon DSP, advertisers worldwide can now leverage Amazon's rich first-party data to target campaigns more precisely and effectively. This means brands can access deeper insights into consumer behavior, ultimately improving audience segmentation and driving stronger results.

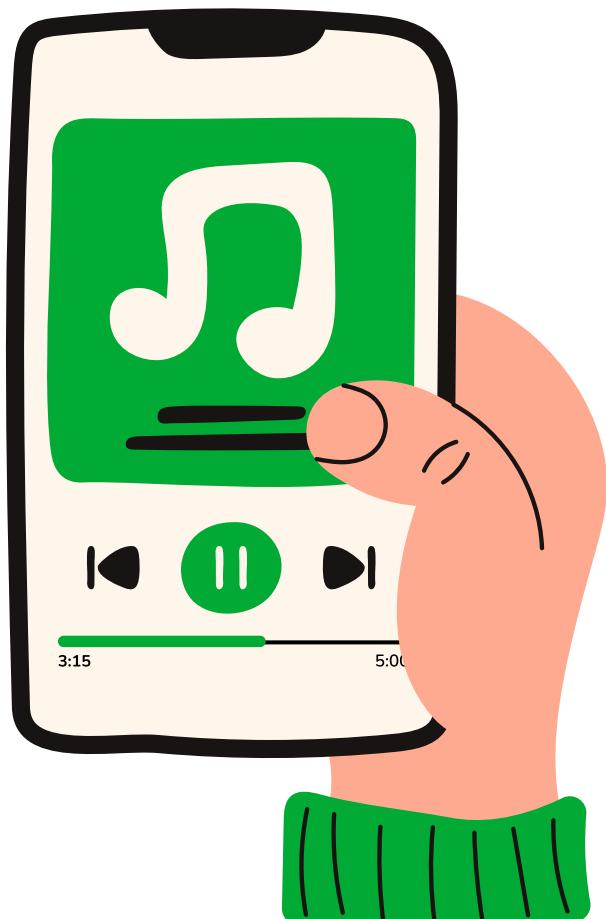
In Canada, the integration with Yahoo DSP further strengthens Spotify's ad offering by expanding programmatic buying options. Canadian advertisers will benefit from seamless access to Spotify's inventory through a familiar platform, simplifying the buying process while unlocking more strategic campaign opportunities. This marks an important move in enhancing the accessibility of Spotify ads to a broader range of brands and agencies within the Canadian market.

For marketers, these developments mean more than just convenience—they reflect the growing convergence between streaming platforms and advanced programmatic advertising. By enabling advertisers to combine Spotify's immersive audio experiences with data-driven targeting, brands can deliver more relevant and engaging messages to consumers.

The timing of these partnerships is also critical. With consumers spending more time on streaming platforms and advertisers looking for measurable ROI, the ability to combine scale, precision, and creativity offers a compelling value proposition. Spotify is not only positioning itself as a leader in audio advertising but also as a partner that empowers brands to stay competitive in a fast-evolving digital landscape.

These integrations signal the next phase of advertising innovation on Spotify: a space where brands can reach the right audiences at the right moment, with messages that resonate. For both global players and local advertisers in Canada, this expansion opens new doors to connect with audiences in a way that is more impactful than ever before.

Read the full article here: <https://marketingnewscanada.com/news/spotify-ads-just-got-a-big-boost-amazon-dsp-global-yahoo-dsp-canada>



# FROM TYPE A TO UNIVERSAL: ENZYME BREAKTHROUGH TRANSFORMS KIDNEY TRANSPLANTATION

NEWS MEDICAL

A landmark advance in transplantation science may soon rewrite the rules for organ matching. Researchers at the University of British Columbia (UBC) have successfully carried out the first human kidney transplant using an organ chemically converted from blood type A to the universal donor type O.

Using specially engineered enzymes, the team removed the key sugar antigens that distinguish type A blood. In essence, the organ was “stripped” of its A-type markers, revealing a surface more like that of type O. In a controlled first-in-human experiment, the converted kidney was transplanted into a brain-dead recipient (with family consent), allowing close observation of immune response without endangering a patient.

For the first two days, the kidney functioned without signs of hyperacute rejection — the immediate, catastrophic immune response that normally torpedoes mismatched transplants. By the third day, however, some blood-type markers began to reappear, triggering a mild immune response. Still, the damage was far less severe than in a typical mismatch scenario, and researchers saw indications the body might be beginning to tolerate the graft.

This breakthrough is built on years of prior work. In 2019, the UBC team identified two highly efficient enzymes capable of cleaving the sugar antigens that define blood type A — essentially converting cells to behave like type O. UBC Science+2GeneOnline+2 The method had already been proven *ex vivo* (outside the body) and in organ perfusion models, including lungs.

The implications are profound. More than half of patients on kidney transplant waitlists are type O — a group that often waits two to four years longer than others due to the scarcity of matching organs. By converting organs rather than altering recipients, this technique could dramatically expand compatibility, speed up transplantation, and reduce reliance on living donors.

Challenges remain. The regeneration of antigen markers and the onset of a mild immune response after day three highlight that long-term immune control is still a question. Regulatory approval, rigorous clinical trials, and further refining of enzyme stability and durability will be key steps ahead.

If this approach can be made durable and safe for living recipients, it would mark a transformative shift in transplantation medicine — making “universal donor” organs a real possibility.

Read full article here:

[www.news-medical.net/news/20251003/Enzyme-technology-enables-first-successful-blood-type-conversion-in-kidney-transplant.aspx](http://www.news-medical.net/news/20251003/Enzyme-technology-enables-first-successful-blood-type-conversion-in-kidney-transplant.aspx)



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## TOGETHER WE RISE: WHY COLLABORATION IS THE SECRET ENGINE OF TRANSFORMATION

IFR

In a world grappling with economic volatility, geopolitical flux, and accelerating change, the organizations best equipped to thrive won't be those going it alone—but those who build, share, and co-innovate. As automation, AI, and shifting global pressures test the limits of traditional business models, one theme keeps rising to the surface: collaboration as the linchpin of meaningful transformation.

This is the core message of a recent article by the International Federation of Robotics: amid intensifying challenges, companies—especially small and medium-sized enterprises (SMEs)—must lean into partnerships, open ecosystems, and shared platforms to survive and grow.

### Automation Alone Isn't Enough

Over the past years, many organizations have treated robotics and automation as efficiency tools: ways to eliminate repetitive tasks or shave off costs. But increasingly, automation is seen as a strategic lever—one that supports resilience, flexibility, and new modes of value creation.

Yet, even the most cutting-edge automation tools mean little if they exist in siloes. That's where collaboration matters. The article points to "cobots"—robots that work safely alongside humans—as one example of technology that's democratized access to robotics, especially for SMEs. Their relatively low barrier to deployment allows smaller operators to begin their automation journey without complete overhaul.

## From Closed Systems to Open Ecosystems

In the past, many automation technologies were proprietary, locked down, and rigid. That model is now giving way. The article highlights how leading robotics suppliers are embracing open interfaces, industry standards, and interconnectivity. One example: FANUC's upcoming **R-50iA controller** will support platforms like ROS2, allow Python scripting, and promote easier integration across tools.

This shift opens the door for systems integrators, startups, software firms, and manufacturers to collaborate in new ways—each bringing a piece of expertise or specialization. As these relationships take shape, the resulting solutions are more adaptable, scalable, and aligned with real on-the-ground needs.

## Real Transformation Is Collective

Several trends underscore why transformation must be collective:

- **Skill gaps & training:** Robotics adoption isn't just about machines. It's about people. Collaborative efforts with universities, training programs, and industry consortia help close talent gaps.
- **Domain expertise:** A robotics company might excel at hardware; a startup might innovate in algorithms; an industrial firm understands exactly what its lines need. Neither can do it all—but together, the sum is greater.
- **Shared risk & investment:** R&D is expensive and risky. Consortia and partnerships allow the costs (and potential failures) to be shared, encouraging bolder experimentation.
- **Market access:** Partnerships can unlock pathways into new geographies, sectors, or customer groups that would otherwise remain closed.

## Toward a More Resilient Future

Technology breakthroughs matter—but ecosystems, collaboration, and collective vision are what make lasting transformation possible. The message is clear: no single company, however powerful, can master every dimension of change. Facing talent constraints, regulatory complexity, and rapidly evolving market demands, the safer bet is partnership. If the future of robotics lies not just in new gear, but in how we connect, share, and build together, then transformation isn't a tech project—it's a people project. The firms that succeed will be those that embed collaboration into their core strategy, not as an afterthought but as the foundation.

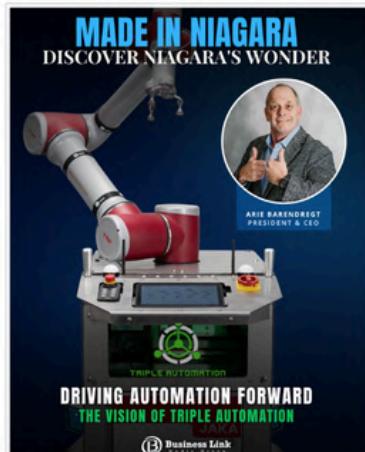
Read full article here:

<https://ifr.org/post/collaboration-as-the-key-to-navigating-transformation>



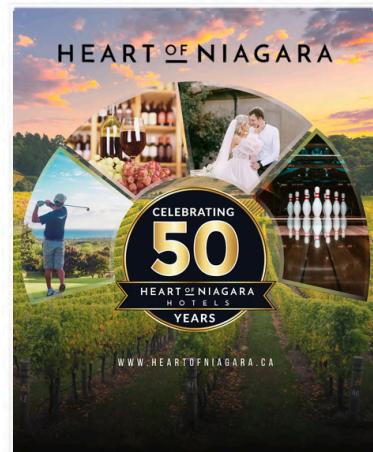
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