

A RESOURCE FOR BUSINESSES



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SEPTEMBER EDITION

***Niagara Wineries, Ontario Policy,
Carbon Innovation & Global Robotics***

PUBLISHER'S NOTE

Dear Business Leader Readers,

As we step into the vibrant month of September, we are delighted to present our latest digital publication, brimming with insights and stories that reflect the dynamic pulse of business, innovation, and leadership.

This month, we are honored to shine a spotlight on the 2025 Hamilton 40u40 Business Achievement Awards Recipients. These exceptional individuals represent the next generation of leaders, whose vision, resilience, and entrepreneurial spirit are driving transformative change across industries. Their achievements are a testament to the power of innovation and the enduring impact of bold leadership.

Beyond this exclusive feature, we have curated a selection of thought-provoking stories from leading media outlets, each offering a unique perspective on the challenges and opportunities shaping our world today. From the optimism surrounding Niagara's 2025 grape harvest to Ontario's groundbreaking efforts to reduce interprovincial barriers for regulated professions, these stories highlight the interconnectedness of local and global economies. We also delve into the AI Workforce Summit in Windsor-Essex, the global demand for Canada's maple syrup, and the \$5.8 million investment in carbon tech innovation in British Columbia. Additionally, we explore the crisis of consumer trust in AI-driven marketing, the European Green Deal's impact on the auto industry, and the intersection of technology and cognitive health in older adults.

At Business Leader, our mission is to provide you with content that not only informs but also inspires action and fosters meaningful dialogue. We believe that these stories, whether local or global, offer valuable insights that can empower you to navigate the complexities of today's business landscape.

Thank you for being a part of our community. Your continued engagement and feedback drive us to deliver content that matters. We hope this edition sparks new ideas, fosters connections, and encourages you to embrace the opportunities ahead.

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



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NIAGARA FALLS HOSTS 14TH ANNUAL NIGHT OF ART

NIAGARA FALLS, ON – The City of Niagara Falls will host the 14th Annual Night of Art on Thursday, September 18, from 6–10 pm at the Niagara Falls Exchange (5943 Sylvia Place), the city’s arts and culture hub.

The free community event will feature live music, art installations, artisanal vendors, food, licensed beverages, and interactive activities, celebrating Niagara’s creative spirit. Over the years, Night of Art has become a cherished tradition, drawing visitors from across the region.

Event Highlights

Art & Activities: Installations, interactive works, and activations across the Exchange and Niagara Falls History Museum campus.

Vendors: Unique items from local artists, makers, and businesses. (Full list at nfexchange.ca)

Food & Drinks: Food trucks including Shriners Popcorn, 905 Hot Dog Pound, Marble Slab, Karma Kameleon, and Soups & Things.

LIVE PERFORMANCES

Main Stage

6 pm – Soft Animals

7 pm – Joe Lapinski

8 pm – The Friendly Frogs Freak Show

9 pm – Golden Feather

Second Stage

Cat Thagard & Steve Wilson

Malina Xu (Belly dancing)

Gibby Ring (Fiddler)

Errunhrd (Musician)

This is a licensed event, and attendees are encouraged to plan ahead and arrange safe transportation. For full details, visit nfexchange.ca or follow @nfxniagarafalls on social media.



MEDIA RELEASE

MacBain Community Centre Celebrates 20 Years of Community Spirit

NIAGARA FALLS, ON – The MacBain Community Centre is marking a major milestone this month: 20 years of serving as a hub for recreation, connection, and family fun in Niagara Falls. To celebrate, the community is invited to join a 20th Birthday Celebration on Friday, September 19, starting at 1:00 p.m.

The afternoon will be filled with free, family-friendly activities designed to bring residents of all ages together. From pool time to play zones, the event promises plenty of ways to celebrate.

Celebration Highlights

1:00 p.m. – Birthday Party kicks off

Children's bouncy castle & creative activities (until 4:00 p.m.)

Open Swim with slide (until 3:30 p.m. and again from 7:00–8:30 p.m.)

Indoor Play Structure (until 8:30 p.m.)

Drop-in gym activities (until 8:30 p.m.)

1:30 p.m. – Greetings from Mayor Jim Diodati and birthday cake

2:30 p.m. – Special guest appearances by Lilo & Stitch, the Evil Queen, and Aurora

Guests are encouraged to bring refillable water bottles to stay hydrated while enjoying the fun.

Centre Built on Community

Since its official opening on September 30, 2005, the MacBain Community Centre has been more than just a facility—it has been a gathering place where health, inclusion, and growth take root. The Centre was made possible through the support of the City of Niagara Falls, the Federal and Provincial Governments via the Canada-Ontario Infrastructure Program, the YMCA of Niagara, and generous donors, including John H. McCall-MacBain, who named the facility in honour of his parents, Viola and Al MacBain.

Over the past two decades, the Centre has welcomed thousands of residents, offering programs and services that foster well-being, learning, and connection. Today, its reach continues to expand thanks to partnerships with organizations like the Niagara Falls Public Library, Autism Ontario—South Region, Big Brothers Big Sisters, and Pathstone.

As it turns 20, the MacBain Community Centre is celebrating not only its past but also its future, reaffirming its mission to remain a vibrant and inclusive space for all.

For more details on the celebration, visit niagarafalls.ca.



Niagara Wineries See Hope as 2025 Grape Harvest Kicks Off

NIAGARA FALLS REVIEW

After a challenging growing season, Niagara's wine industry is breathing a collective sigh of relief. The 2025 grape harvest is now underway, and early signs suggest a promising vintage for many wineries across the Niagara Peninsula.

Harvest officially began this season at Henry of Pelham Family Estate Winery on the Short Hills Bench, where workers hand-picked the first Pinot Noir grapes for sparkling wines. This follows a growing season that started cool, but ramped up with warm, dry weather punctuated by well-timed rainfall—conditions that bode well for flavor development.



What's Looking Good

- **Balanced Conditions:** After a slow start in spring, a hot and dry summer helped grapevines build strength, while cooler nights helped preserve freshness and acidity.
- **Quality Expectations:** Winemakers are expecting small clusters, good sugar levels, and “strong varietal character”—especially in Pinot Noir, Chardonnay, and other vinifera varieties.
- **Harvest Timing:** The harvest this year began about five days later than in 2024, due in part to the cooler spring, but many vineyards say fruit ripening is now on track.

Challenges, but Optimism

2024's harvest saw a grape surplus that pushed prices down and inventory up. Growers remember it well. This time around, conditions are more favorable, and many in the industry feel the pieces are falling into place for a harvest that can restore some stability.

Another factor driving optimism: strong demand. Local wine consumers continue to support VQA wines (made from 100% Ontario-grown grapes), and the "buy local" trend remains strong. Producers are hopeful that higher quality this year, paired with sustained demand, will lead to a more profitable season.

Looking Ahead

While final yields won't be known for weeks, early reports paint a picture of a vintage that may combine both quality and consistency—attributes winemakers eagerly seek. Sparkling wine producers are especially watching those early Pinot Noir picks closely, hoping the fruit will lend brightness and finesse to their wines. In short, Niagara's vineyards are finding a glimmer of relief. What began as a tentative season has unfurled into one with potential—offering hope for growers, winemakers, and wine lovers alike that a brighter harvest is just ahead.



Read more here: www.niagarafallsreview.ca/news/niagara-region/niagara-wineries-see-bright-light-at-the-end-of-the-tunnel-as-grape-harvest-begins/article_a2b6b83a-edb6-5019-8055-a0fa9ad28019.html

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SEPTEMBER 15- OCTOBER 15

EVENTS

Family Tree Maker event with the Niagara branch of OGS

Wednesday, September 17, 2025 1:00 PM to 4:00 PM

Meridian Community Centre, 100 Meridian Way Fonthill, ON L0S 1E6

Event: www.eventbrite.ca/e/family-tree-maker-event-with-the-niagara-branch-of-ogs-tickets

Oktoberfest 2025

September 19th and 20th, 2025

Blackburn Brew House, 8001 Blackburn Parkway, Niagara
Falls, Ontario

Event: www.niagarafallstourism.com/events/blackburn-oktoberfest-2025/

1st Annual Niagara Beauty, Health & Wellness Expo

Saturday, September 20, 2025 10:00 AM to 3:00 PM

Meridian Community Centre, 100 Meridian Way Pelham, ON L0S 1E6

Event: www.eventbrite.com/e/1st-annual-niagara-beauty-health-wellness-expo-tickets-

SIP Niagara Food and Drink Festival

October 4th and 5th, 2025

Charles Daley Park, 1969 North Service Road Lincoln, ON L0R 1S0

Tickets: www.eventbrite.ca/e/sip-niagara-food-and-drink-festival-oct-4-5-2025-tickets-

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.

Program Highlights

- Panel on Political Leadership
- Panel on Higher Education, Higher Returns
- Panel on Navigating Financial Change

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



Ontario's New Move to Reduce Interprovincial Barriers for Regulated Professions

CBC NEWS

Ontario is advancing a significant policy shift aimed at streamlining labour mobility across Canada. The province is set to remove interprovincial barriers for workers in regulated professions, making it easier for qualified professionals to transfer and begin practicing in Ontario without lengthy delays.

Starting January 1, 2026, individuals with valid credentials from other Canadian provinces will be allowed to begin working in Ontario within 10 days of their qualifications being confirmed. This ambitious timeline represents a major step toward harmonizing standards across Canada and reducing bureaucratic obstacles for skilled workers.

This policy builds on broader national frameworks such as the Canadian Free Trade Agreement (CFTA), which mandates labour mobility and mutual recognition of professional certifications across provinces and territories. However, Ontario's move goes further by committing to a firm 10-day turnaround, adding a layer of provincial enforcement to these federal guidelines.



The effort is part of Ontario's broader legislative push this year, embodied in the *Protect Ontario Through Free Trade Within Canada Act, 2025*. Passed by the Legislative Assembly and assented to in June 2025, this act includes provisions that enhance labour mobility, allowing skilled workers and doctors certified in other provinces to practice in Ontario with minimal delay.

Together, these initiatives signal a clear commitment by Ontario's government to reduce internal trade and labour mobility friction. The measures aim not only to attract talent but also to address workforce shortages, particularly in high-demand regulated professions.

This development has the potential to benefit professionals such as doctors, engineers, and tradespeople by significantly shortening the delay typically associated with credential recognition. It also promises to create a more dynamic job market and improve access to essential services across the province.

However, some observers caution that while the intent is positive, successful implementation will depend on robust administrative systems and interprovincial cooperation to ensure consistency and fairness in how credentials are verified.

In summary, Ontario's bold move toward enabling professionals to work across provincial lines within 10 days marks an important milestone in internal labour reform—one that could pave the way for similar actions across Canada.

Read more here: <https://www.cbc.ca/news/canada/toronto/ontario-deal-interprovincial-barriers-regulated-professions-1.7622470>

AI Workforce Summit Brings Future-of-Work Tools to Windsor-Essex

WORKFORCE WINDSOR-ESSEX

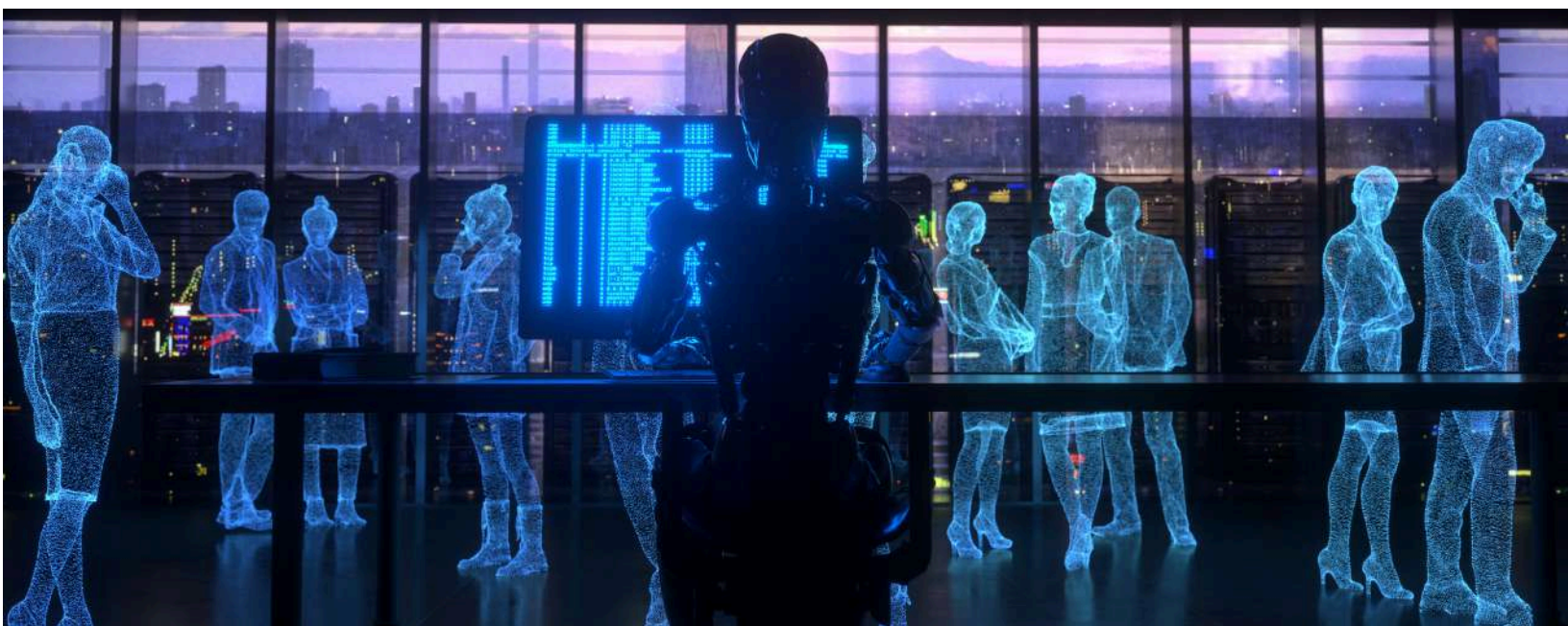
Windsor-Essex is gearing up for the AI Workforce Summit on Thursday, September 18, 2025, at Caesar's Windsor (Augustus Ballroom). Hosted by Workforce WindsorEssex, WEtech Alliance, and Tourism Windsor Essex Pelee Island, this full-day event runs from 9:00 a.m. to 4:30 p.m. and aims to help local employers, small business owners, workforce professionals, and service providers leverage artificial intelligence in more ethical, equitable, and strategic ways.

Participants will dive into a robust lineup of keynotes, panels, breakout tracks, and workshops covering everything from getting started with AI tools to no-code automation, operations, recruitment, retention, and the ethical and privacy issues that accompany AI deployment. Niche sessions will focus on local innovators under "Community Voices," while beginners will find value in foundational demonstrations of AI tools.

One highlight: futurist Dwayne Matthews will deliver the opening keynote, "AI in the Real World," sharing insights on how AI is already influencing industries, workforce planning, and workplace culture. In the afternoon, another keynote will explore privacy, ethics, and responsible AI deployment.

Registration is open now with tickets available through the official event website. Attendees can expect plenty of networking breaks, opportunities to connect with exhibitors, and real-world case studies designed to leave attendees with action items—not just theory.

For anyone in Windsor-Essex interested in how AI will shape jobs, business operations, and skills in the near future, this summit offers a chance to get ahead.



Learn more here: <https://www.workforcewindsoressex.com/ai-summit/>

Coming soon: 40U40 Awards Ceremony & Gala Night

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THE WORLD'S UNSTOPPABLE CRAVING FOR CANADA'S MAPLE SYRUP

ECONOMIST

Maple syrup, often dubbed “liquid gold,” holds a revered place in Canadian culture and identity—so much so that the iconic maple leaf adorns the nation’s flag. More than just a breakfast staple, it has become a symbol of national pride, rural tradition, and global fascination. Yet behind this sweet indulgence lies a complex industry shaped by climate patterns, strategic stockpiling, and international trade dynamics.

Canada remains the undisputed powerhouse in maple syrup production, supplying roughly three-quarters of the world’s output, most of it flowing from Quebec’s sugar shacks. This dominance is safeguarded by the Quebec Maple Syrup Producers (QMSP), a powerful federation that regulates marketing, sets production quotas, and maintains the world’s only Global Strategic Maple Syrup Reserve.

The reserve is no small feat of planning. Designed to smooth out the highs and lows of annual harvests, it acts as a buffer against volatile weather and market shocks. Its capacity is immense—enough to fill 53 Olympic-sized swimming pools. While not currently full, it continues to play a pivotal role in stabilizing prices and supply. In 2023, for example, an unusually warm spring and erratic weather reduced production to its lowest point since 2018, forcing a heavy draw on the reserve to keep markets steady.





By contrast, 2024 saw a dramatic rebound. Canadian producers harvested nearly double the previous year's volume—an astounding **91% increase**, totaling about 19.9 million gallons. Quebec once again led the surge, with thousands of producers working tirelessly through a strong sap season. Yet, despite this abundance, prices remained relatively steady, a testament to the market's carefully managed balance and the enduring strength of global demand.

That demand, however, now faces fresh headwinds. On August 1, 2025, the United States—Canada's largest export destination—will introduce tariffs of up to 35% on Canadian imports, including maple syrup. Industry experts warn this could disrupt trade flows, increase costs for U.S. consumers, and pressure Canadian producers to diversify into markets across Europe and Asia.

Beyond economics, maple syrup carries deep cultural and ecological weight. It sustains rural economies, attracts tourism through annual sugaring-off festivals, and reflects centuries-old Indigenous practices of harvesting sap. For many Canadians, it is more than a product—it is heritage poured onto pancakes and woven into the national story.

Still, its future is not without uncertainty. Climate change threatens the delicate balance of freeze-thaw cycles essential for sap flow, while shifting trade policies add unpredictability to cross-border commerce. For Canada, the challenge will be protecting this sweet legacy while ensuring it adapts to new realities.

What is certain is that the world's appetite for maple syrup shows no sign of slowing—and Canada remains at the heart of the flow.

Read Full Article Here:

www.economist.com/the-americas/2024/04/18/the-worlds-insatiable-appetite-for-canadas-maple-syrup

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CANADA BETS \$5.8 MILLION ON CARBON TECH INNOVATION IN BRITISH COLUMBIA

CARBON HERALD

Canada has announced a new infusion of C\$5.8 million in federal funding to accelerate carbon capture, utilization, and storage (CCUS) technologies in British Columbia, marking a significant step in the country's low-carbon innovation drive.

The funding will be distributed across three BC-based cleantech pioneers:

- Svante Technologies (Vancouver) – Awarded C\$1.3 million to expand testing infrastructure for its high-performance carbon capture systems.
- Anodyne Chemistries (Burnaby) – Receives C\$2 million to scale its process that converts CO₂ into formate, a valuable industrial chemical.
- Agora Energy Technologies (Vancouver) – Granted C\$2.4 million to further develop carbon utilization systems capable of processing lower-purity flue gases.

These allocations are part of the broader Energy Innovation Program, a C\$319 million initiative launched under Budget 2021 to boost R&D in carbon capture technologies, and include tax credits and incentives aimed at helping Canada reach its net-zero goals by 2050.

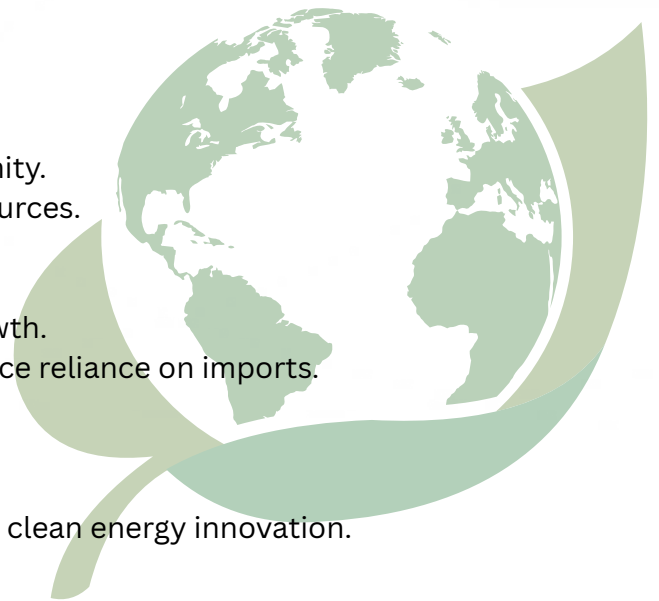
This investment is well-aligned with Canada's larger strategic push for clean energy, illustrated by its C\$93-billion incentive suite unveiled in Budget 2024.





Why It Matters

1. Strategic Innovation Across the CCUS Chain
 - a. Svante is strengthening carbon capture infrastructure.
 - b. Anodyne is turning a pollutant into economic opportunity.
 - c. Agora is broadening utilization to less pure emission sources.
2. Decarbonization Meets Economic Growth
 - a. Support for BC clean-tech creates jobs and export growth.
 - b. Helps Canada scale homegrown technologies and reduce reliance on imports.
3. Building Toward Net-Zero
 - a. Enhances national capabilities in carbon management.
 - b. Reinforces Canada's broader ambition to be a leader in clean energy innovation.



This move fits within a growing trend of federal support for CCUS across the country. For instance, in 2024, the Canada Growth Fund (CGF) forged partnerships, including a multibillion-dollar project with Strathcona Resources to develop CCUS infrastructure in Alberta and Saskatchewan.

Moreover, Canadian startups like Deep Sky recently received a C\$40 million grant from Bill Gates' Breakthrough Energy to launch a direct air capture testbed in Alberta, further illustrating the acceleration in carbon removal efforts.

Canada's latest C\$5.8 million investment in carbon tech is more than a funding shift—it's a signal that the nation is mobilizing its innovation ecosystem toward greener, economically vibrant solutions. With homegrown companies at the forefront, Canada is building not just technologies, but the clean energy future.

Read Full Article Here:

<https://carbonherald.com/canada-bets-on-carbon-tech-in-british-columbia-with-5-8m-in-new-funding/>

CHINA'S ROBOT REVOLUTION HITS THE FACTORY FLOOR

Affordable homegrown machines are transforming everyday manufacturing and giving small businesses access to automation.

DIGITIMES ASIA

China's factories are undergoing a rapid transformation as affordable, domestically built robots reshape the nation's approach to manufacturing. Long dependent on low-cost labor, industries are now turning to automation to stay competitive in global trade. Unlike the expensive, high-precision robots from Japan, Germany, or the U.S., this new generation of Chinese robots is designed for repetitive, labor-intensive tasks in sectors like textiles, consumer electronics, plastics, and packaging.

What makes this shift notable is accessibility. These lower-cost machines are within reach not only for large corporations but also for small and mid-sized enterprises. By democratizing automation, they are enabling a wider swath of manufacturers to boost productivity, reduce costs, and address workforce shortages. Analysts have dubbed this the "robot dividend." With wages rising and China's population aging, affordable robots offer a timely solution. They can handle repetitive or hazardous jobs that are increasingly difficult to staff, while allowing human workers to focus on higher-value tasks. Reliability and cost-effectiveness are improving quickly, making adoption more attractive.

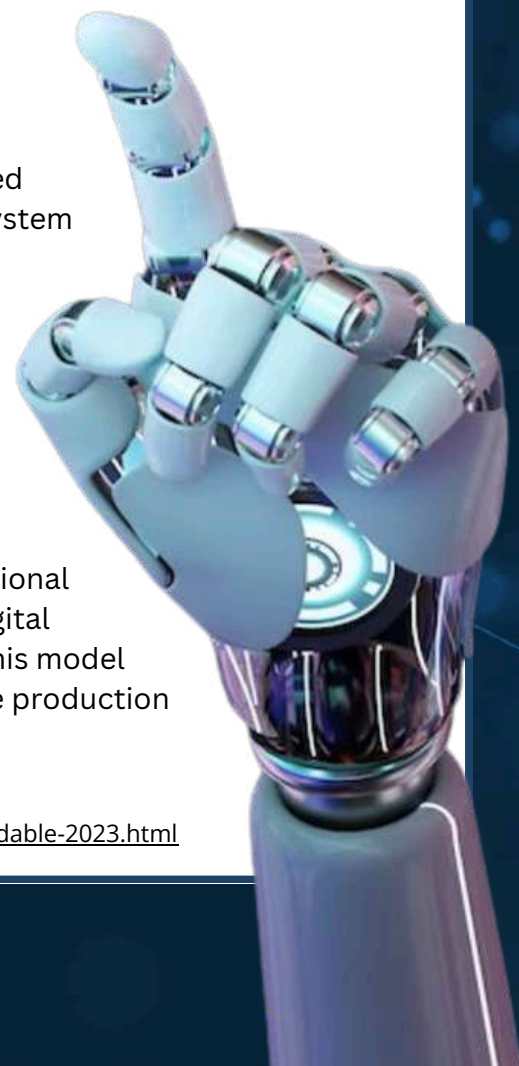
This movement also aligns with Beijing's strategic priorities. By fostering homegrown robotics innovation, China reduces its reliance on foreign technology and builds competitive domestic industries. Government subsidies and policy support have spurred the rise of dozens of robotics firms, creating a fast-growing ecosystem that continues to lower barriers to automation.

The global trade implications are significant. Automation allows Chinese exporters to keep prices low while maintaining scale, reinforcing their competitive edge in price-sensitive sectors. More efficient factories also strengthen supply chain resilience, ensuring China's position as the world's largest exporter.

Challenges remain: many low-cost robots still lag behind international models in precision, durability, and integration with advanced digital systems. Yet innovation is advancing rapidly. If China can scale this model effectively, it could redefine how emerging economies modernize production and compete in global markets.

Read Full Article Here:

www.digitimes.com/news/a20250903PD234/manufacturing-automation-robot-affordable-2023.html



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MARKETING'S AI BOOM FACES A CRISIS OF CONSUMER TRUST

AI NEWS

Artificial intelligence is reshaping marketing with speed and scale. From personalized campaigns to AI-generated ads, brands are leaning heavily on automation to reach audiences. But the more AI enters the spotlight, the more consumers question whether they can trust it.

Recent studies show a widening gap between innovation and perception. A survey by Lippincott revealed that only 7% of consumers are willing to pay more for AI-powered services, while over half expect no price change. Generational divides are striking: just 24% of Gen Z and 18% of seniors trust brands using AI. Nearly half said their trust would drop if they discovered a service they assumed was human was actually AI-driven.

The disappointment is real. Research from MarTech found only 29% of consumers felt AI experiences met expectations, while 40% expressed outright skepticism. SOCi's 2025 Consumer Behavior Index pushed this further—95% said they don't trust AI to make purchase decisions, relying instead on people or social proof. Privacy concerns add fuel to the fire. Scalebytech's 2025 report noted that 63% of consumers now distrust AI with their data, up sharply from 44% a year earlier. In the UK, distrust runs even higher, reaching 76%. Salesforce also observed declining openness to AI since 2022, tied to ethical use and transparency worries.

This distrust isn't just a branding issue—it carries legal and financial risk. "AI washing," or exaggerating AI capabilities, has already drawn scrutiny from regulators. Companies face potential penalties for misleading claims, reinforcing that credibility is as critical as innovation.

So, what can marketers do? Analysts point toward transparency and human oversight. Clear communication about when and how AI is used helps close the trust gap. Gartner predicts that by 2026, 60% of CMOs will adopt authenticity tools and lean more on user-generated content to prove credibility in an era of synthetic messaging.

AI in marketing is here to stay, but its future depends on trust. If brands fail to bridge the gap between technological promise and consumer expectation, they risk undermining the very relationships they're trying to build.

Read Full Article Here:

www.artificialintelligence-news.com/news/marketing-ai-boom-faces-crisis-of-consumer-trust/



THE EUROPEAN GREEN DEAL AND THE AUTO INDUSTRY: A FIGHT TO THE FINISH

EURO NEWS

Europe's automotive sector stands at a crossroads as the EU's Green Deal pushes toward a zero-emission future. The planned phase-out of petrol and diesel vehicles by 2035 has ignited fierce debate, raising questions over whether the continent can balance environmental ambition with industrial survival.

At the heart of the clash is a widening divide between policymakers and automakers. Industry leaders warn the transition is too rigid and too fast, risking job losses, fines, and weakened competitiveness. Ola Källenius, president of the European Automobile Manufacturers' Association (ACEA), urged the EU to "make [the Green Deal] less rigid... and turn decarbonisation... into a green and profitable business model."

Policymakers, however, are holding firm. The EU has reaffirmed its 2035 zero-emission deadline, but has introduced limited flexibilities — such as averaging emissions reductions across 2025–2027 — to ease immediate compliance pressure.

Several challenges compound the tension:

- Infrastructure gaps: Charging networks remain uneven across member states, slowing EV adoption.
- Global competition: Chinese EVs undercut European models, while U.S. tariffs loom.
- Weak demand: EV sales are plateauing in parts of Europe, sparking concern over consumer readiness.
- Hybrid debate: Automakers are pressing for a technology-neutral policy, including hybrids, mirroring China's strategy.

What's next? Discussions between automakers and EU leaders, including Commission President Ursula von der Leyen, are underway to explore support measures and compliance flexibility. Still, Brussels continues to stress its long-term climate commitment.

The road ahead is uncertain. Europe's auto industry must adapt quickly to survive, while policymakers must balance climate ambition with economic and social realities. The outcome will define whether Europe leads the global EV transition — or risks stalling on the way.

Read Full Article Here:

www.euronews.com/my-europe/2025/09/10/the-european-green-deal-and-the-car-industry-a-fight-to-the-death

TECHNOLOGY AND COGNITIVE HEALTH IN OLDER ADULTS

NY Times

For years, many have worried that too much screen time is harmful to the brain, especially for older adults. But new research is challenging that assumption, suggesting that technology may actually help preserve mental sharpness later in life.

A major meta-analysis of more than 57 studies—encompassing over 400,000 adults with an average age of 69—found that those who regularly used digital devices were not only less likely to develop cognitive impairment but also showed slower decline over time.

The “Technological Reserve”

Experts describe this effect as a “technological reserve,” similar to the cognitive protection that comes from education or lifelong learning. Just as continuing to read, study, or take on new challenges strengthens the mind, adapting to modern technology may help keep older brains flexible and engaged.

Technology provides a variety of benefits that contribute to this reserve:

- **Mental Stimulation:** Learning to use new devices or apps challenges memory, problem-solving, and adaptability.
- **Social Connection:** Tools like video calls, messaging, and social media reduce isolation by keeping older adults connected to family and friends.
- **Daily Organization:** Reminder apps, calendars, and health-tracking tools make managing everyday tasks easier and less stressful.
- **Continued Learning:** Access to online courses, news, and hobbies provides intellectual engagement that strengthens cognitive pathways.



Active Use Matters Most

The research highlights an important distinction: active engagement with technology appears far more beneficial than passive use. Older adults who problem-solve, explore, and adapt to new platforms gain more than those who spend hours scrolling through feeds or streaming entertainment.

In fact, researchers suggest that even the frustration of learning how to troubleshoot a frozen screen or navigate a new app can serve as valuable “mental exercise.” These moments of challenge force the brain to adapt and build resilience.

Caveats and Considerations

While the findings are promising, scientists note that correlation does not guarantee causation. Healthier individuals may naturally be more inclined to adopt new technologies, meaning part of the effect could be due to existing differences in cognitive fitness.

Still, mounting evidence points to a positive feedback loop: using technology keeps the mind sharper, and sharper minds are more likely to embrace technology. Over time, this cycle may help explain the lower rates of impairment among tech users.

Experts also emphasize that digital tools should not be seen as a standalone solution. “Brain games” alone are unlikely to stop cognitive decline. Instead, the best results come from intentional, varied engagement—using technology to stay connected, learn new skills, and support independence.

A New Perspective on Aging and Screens

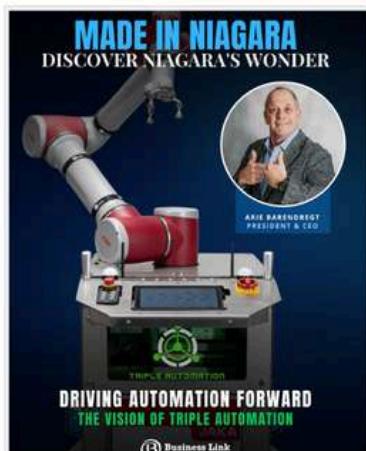
For many older adults, digital devices are no longer intimidating but empowering. Rather than isolating them, technology can serve as a bridge to richer social lives, better organization, and stronger cognitive resilience.

Read Full Article Here: www.nytimes.com/2025/08/09/health/technology-cognition-older-people.html



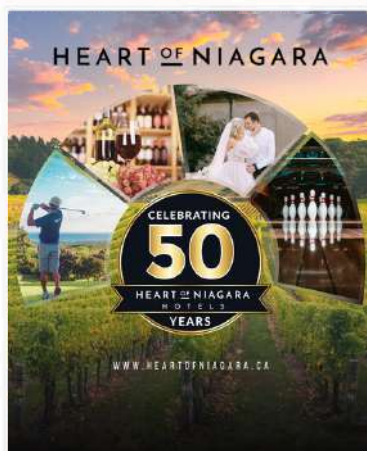
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