



Volume 43
August

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AUGUST: NEW LOGO, AI TECHNOLOGY AND MORE!

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PUBLISHER'S NOTE



Dear Readers,

Amidst the vibrant energy of August, we are excited to welcome you to the latest edition of our publication, proudly brought to you by Business Link Media Group. This month, our pages are alive with the spirit of Niagara's business excellence, innovation, and the profound transformations that continue to shape our professional landscape.

At Business Link, evolution is at the heart of our journey. We trace our roots back from the days of newspapers to our present position as pioneers in AI-powered advertising. This month's issue is a tribute to this remarkable journey of growth, highlighting the seamless fusion of traditional values with cutting-edge technology that defines our approach.

In this edition, we proudly introduce you to our latest innovation - the SmartChat portal. This breakthrough platform redefines customer-business interactions, harnessing the power of artificial intelligence to create personalized and efficient communication channels. The SmartChat portal stands as a testament to our commitment to providing our clients with the most advanced tools, empowering them to engage their audience in ways previously unimagined.

A significant milestone graces our path this month as we celebrate the 10th Annual 40 Under Forty Hamilton awards. This remarkable event has grown to symbolize not only the dedication and achievements of young professionals but also the very spirit of innovation and resilience that drive us all. Join us in applauding these exceptional individuals who exemplify the future of our business community.

In keeping with our tradition of highlighting local excellence, we proudly feature the "Made in Niagara" initiative. This movement encapsulates the essence of the region's unique offerings, spotlighting the talents and products that emerge from our rich tapestry. As advocates of local pride, we embrace this initiative as a testament to the creativity and craftsmanship that flourish in our community.

As we immerse ourselves in the stories and features of this month's publication, we invite you to celebrate with us the harmonious blend of past and future, tradition and innovation. With gratitude for your unwavering support, we present to you the August edition of our publication, a reflection of the dynamic spirit that drives Business Link Media Group and our vibrant business community.

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



**BUSINESS LINK
MEDIA GROUP**

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Introducing the New Business Link Media Group Logo



This new logo marks an exciting chapter in the evolution of Business Link Media Group, capturing the essence of our brand and our dedication to delivering top-notch marketing solutions.

The interlocking "B" and "L" letters represent the unity and synergy that define our team's collaborative spirit. They reflect the seamless connection we forge between creativity and professionalism, ensuring that every project we undertake resonates with both artistic flair and strategic precision. The sleek and modern font embodies our commitment to staying at the forefront of industry trends, always ready to adapt and innovate.

The deliberate choice of blue and white colors is a testament to our core values. Blue embodies the traits of trustworthiness, dependability, and intelligence that lie at the foundation of our client relationships. It assures our partners that they can rely on us to navigate the ever-changing currents of the marketing landscape. White, on the other hand, signifies our dedication to purity, simplicity, and a relentless pursuit of excellence. It reflects our promise to deliver solutions that are not only effective but also elegantly straightforward.

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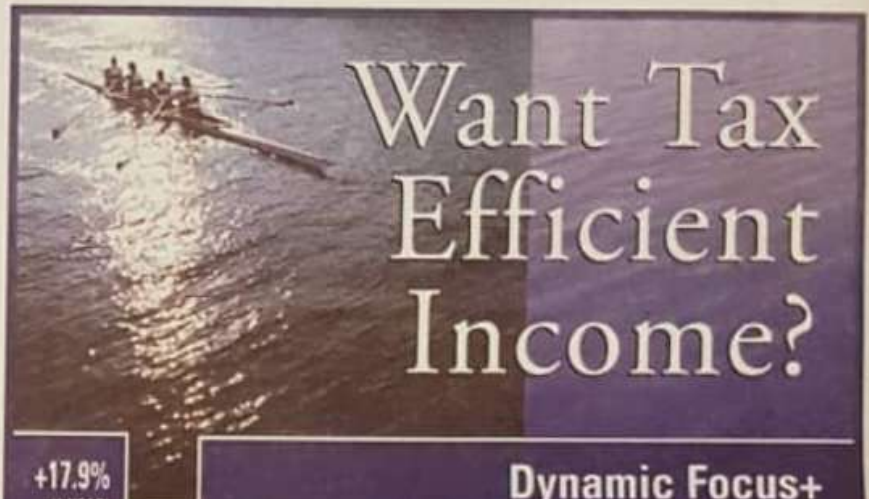
BUSINESS LINK

NIAGARA'S PREMIERE BUSINESS TO BUSINESS PUBLICATION

The Seven-Step Marketing Plan

This is the first of a two-part series on developing a marketing plan for your company. Part two will be published in the next issue of "The Business Link".

Small businesses with a marketing plan can expect to experience 24-30% improvement in sales over those without one. Planning seems to be downfall of most small businesses. While most entrepreneurs are "go-getters", they lack planning. Planning does not seem to be an activity that spurs growth or sales quickly, therefore it is often overlooked. Thus, when it comes to marketing, this entrepreneur either does the right activities wrong or the wrong activities right.



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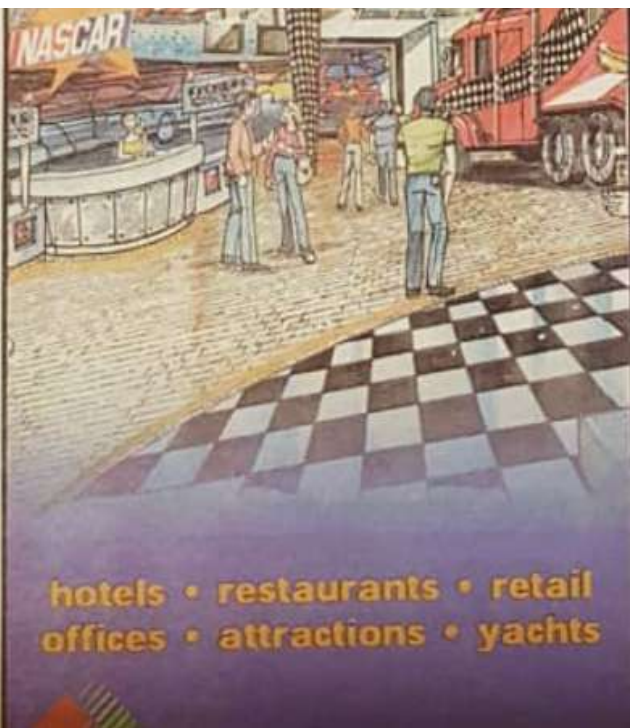
Business Link Media Group:

A Trailblazer in Marketing Evolution

from Newspapers to AI-Powered Advertising Channels

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Since its establishment in 2003, Business Link Media Group has consistently led the publishing industry, metamorphosing from a B2B direct mail newspaper publisher to a dynamic and cutting-edge marketing solutions provider. Throughout its journey, the group has persistently evolved, adapting to the shifting digital landscape and incorporating state-of-the-art technologies. From traditional newspapers to contemporary magazines, digital publications, and now an AI-powered content discovery portal, Business Link Media Group's narrative is defined by adaptability, innovation, and a determined dedication to facilitating business success in today's fiercely competitive market.



The Genesis: Transitioning from Newspapers to Magazines

Business Link Media Group commenced its odyssey as a trailblazer in the publishing arena, specializing in B2B direct mail newspapers. For years, the group delivered top-notch marketing services to clients through conventional media outlets. With its wealth of informative content and invaluable business insights, Business Link has played a pivotal role in aiding numerous enterprises in their establishment and expansion endeavors. As the business environment evolved, the group acknowledged the necessity to adopt digital media and broaden its scope beyond newspapers.

A pivotal moment transpired in 2020 when Business Link Media Group diversified its offerings to encompass not only traditional print publications but also digital magazines and multimedia marketing solutions. This strategic expansion signified the group's metamorphosis into a versatile marketing solutions provider, proficient in addressing the diverse requirements of businesses in the digital era.



Embracing the Digital Epoch: Venturing into Digital and AI

In 2020, Business Link Media Group welcomed a new epoch of marketing. Identifying the mounting importance of digital media and its inherent potential, the group incorporated digital marketing, video production, event marketing, and even blockchain-based solutions into its repertoire. This groundbreaking move enabled businesses to engage with their target audiences through previously untapped avenues.

Business Link Media Group made an impressive move in 2022 by minting their publication as an NFT on the blockchain.. This innovative step not only secured the uniqueness of their digital assets but also demonstrated their commitment to staying ahead of emerging trends and technologies. By embracing NFT technology, Business Link Media Group has solidified its position as a trailblazer in the marketing evolution.

Additionally, their monthly meetup workshop on Web 3, DAO, Crypto, NFT, and Metaverse have been a huge success since December 2021, attracting over 1000 blockchain enthusiasts from around the world. It's exciting to see how companies like Business Link Media Group are adapting to new technologies and trends to



remain at the forefront of their industry.

Moreover, Business Link Media Group's pursuit of innovation did not halt at digital expansion. The group's dedication to staying ahead of the curve culminated in the creation of a Smatchat, an AI-powered content discovery portal. Comparable to platforms like ChatGPT, this tool allows users to conduct conversational searches for curated content excerpts from articles. This trailblazing platform holds the potential to revolutionize the way individuals seek reliable information online.



NFT of the March 2022 Publication



Embracing the Digital Epoch: Venturing into Digital and AI

The AI-Powered Content Discovery Portal created by Business Link Media Group is more than just a search tool - it's a game-changer. It allows individuals to easily find reliable information and provides businesses with a platform to showcase their products and services to a larger audience. The service is available in multiple languages, ensuring that users can receive the information they need in their preferred language. The AI technology behind the service ensures that users receive accurate and trustworthy information, which in turn boosts the credibility of businesses as a source of information.

The platform's user-friendly and intuitive design ensures effortless navigation and access to the desired information. For businesses and writers, the portal presents an unparalleled opportunity to showcase their content and engage with a broader audience. The platform's ability to retain published articles and provide access even years later amplifies its value as an all-encompassing knowledge repository.

Business Link Publications will be seamlessly integrated into the AI-powered chat portal, forging a comprehensive directory of businesses. Users will have a one-stop-shop for exploring Niagara's offerings, while businesses acquire an invaluable platform to display their products and services to an extensive audience.

Business Link Media Group's progression from its inception as a direct mail newspaper publisher to its present status as an innovative marketing solutions provider bears witness to its adaptability and commitment to excellence. By embracing digital media and AI-powered solutions, the group has revolutionized the way businesses and individuals interact with information. As the group continues to break barriers and shape the future of marketing, it remains steadfast in empowering businesses and enhancing the digital experience for all.

Business Link Chat Portal Demo

This is a simple demo to showcase the conversational generative AI capabilities that Business Link offers. We can build and deploy a similar chat portal for your business!

AI
Hi! Ask me anything about Business Link publications!

You
qual è il posto migliore da visitare a niagara?

You
Potresti dirmi dove visitare in niagara?

AI
Ci sono molti posti interessanti da visitare a Niagara! Alcuni dei luoghi più popolari includono le Cascate del Niagara, la città di Niagara Falls, il centro di Niagara-on-the-Lake e il Canale Welland. Puoi anche esplorare le numerose aziende vinicole della regione o fare una passeggiata lungo il lungomare del Lago Ontario. Se hai interessi specifici, posso fornirti ulteriori informazioni!

Screenshots on Demo AI Chat (Click to see full video)

You
¿Qué es el Canal Welland?

AI
El Canal Welland es una vía fluvial ubicada en la región de Niagara en Ontario, Canadá. Es un canal de navegación que conecta el lago Ontario con el lago Erie, permitiendo el transporte de barcas y embarcaciones a través de las cataratas del Niagara. El canal consta de ocho esclusas que elevan los barcos 326 pies (100 metros) sobre la Escarpa del Niagara. El Canal Welland es parte del sistema de la Autopista H2O del río San Lorenzo y contribuye al comercio y la economía de Canadá.

You
ナイアガラは何で有名ですか？

AI
ナイアガラはいくつかの理由で有名です。まず第一に、ナイアガラは世界的に有名なナイアガラの滝があることで知られています。これは壮大な自然の景観であり、多くの観光客が訪れます。また、ナイアガラはワイン産地としても有名で、カナダのワインとぶどうの80%を生産しています。さらに、ナイアガラは経済的な活気と産業の中心地でもあります。観光業や製造業など、さまざまな産業がこの地域で繁栄しています。ナイアガラはまた、アメリカとカナダを結ぶ交通の要所でもあります。高速道路、鉄道、船舶、航空機を利用して、大都市へのアクセスが容易です。ナイアガラは自然の美しさ、ワイン、経済的な活力など、さまざまな要素で有名です。

Screenshots on AI Chats in Different Languages



Preserving Our Culture: One Tug at a Time

Celebrating Diversity Through Community Unity

By Ryan Li

Normally, when people play tug-of-war, one side loses. This time, everyone won. On July 15th at Fireman's Park, the Niagara Malayalee Association hosted the inaugural Tug-of-War International Competition, attended by teams across Southern Ontario and the United States. This event marked the culmination of a long journey and marked the beginning of loads of excitement, entertainment, and cultural preservation.

Back when the Niagara Malayalee Association (NMA) was founded in 2008, President Manoj Edamana and his team were tasked with assisting around 50 families from his home state of Kerala, India by helping them find jobs and lodging. Today, the Malayalee community has ballooned to over 1,000 permanent families who live in the area, in addition to the approximately 4,000 international students and work visa holders from the state located on the southern tip of the Indian subcontinent.

Along with helping new immigrants with housing and employment, the NMA focuses on celebrating and spreading Malayalee culture in the Niagara area, hosting events commemorating holidays such as Diwali, Holi, and Onam.

"When we came together, there were a lot of cultural practices that came with us, that we brought with us," remarked Edamana. "We need[ed] to protect, promote, and help others, especially our kids, learn our culture."

One of the hallmarks of Malayalee culture is tug-of-war, which the NMA sought to bring to the Niagara

region. However, when the organization was looking for a venue to host a grand event to unite the Malayalee community, they weren't able to find a suitable location for the tug-of-war event, not to mention the amenities and the facilities that would be required to support such a large gathering.

After bouncing around between basketball courts and local parks, the NMA reached out to local councillor Victor Pietrangelo, who was eager to take up its request for a park that could support a tug-of-war event. With the support of city council and Mayor Jim Diadoti, the city was quick to partner with a local construction firm, Centennial Construction, to establish a turf slab in a setting that was well suited for large sporting events, such as the international tug-of-war competition that the NMA wanted to host. Just before the start of competition at the July 15th event, Mayor Diadoti was present to formally open the concrete surface and mark the start of new beginnings for the revitalized Fireman's Park.

"There are already three other inquiries to hold a competition here," exclaimed Edamana, explaining how other organizations were also eager to utilize the new facilities offered by the newly-updated park.

"We needed to have a [place] 100-feet [in] length and with a level surface; we were looking all over the region, and [eventually], we had to compromise on a basketball court," recounted Edamana.

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With 12 teams coming from as far away as Windsor and London, the first iteration of the NMA's tug-of-war competition was a complete success, and is a testament to the community spirit and collaboration of the Niagara Falls community. Thanks to the persevering members of the NMA, hard-working officials in the Niagara Falls local government, and the supportive members of the community, not only do the 5,000-strong Malayalee community now have a place to express their culture and celebrate their heritage, but the other 300,000 members of the Malayalee diaspora in Ontario are also able to witness one of their most cherished customs right in their backyard.

But this initiative was a whole lot more than simply providing a site for tug-of-war competitions; this project was designed to unite not just tug-of-war participants, but all the residents of the greater Niagara region with a day-long event filled with festivities, fun, and friends. And while the first tug-of-war event was a blast, there is lots more to come, with even more events hosted by different cultural organizations in the future that are sure to add even more intercultural exchange into the Niagara community.

As Edamana notes: "Niagara Falls is going to be the home of tug-of-war in the coming years," and that should be something that we should all be looking forward to.

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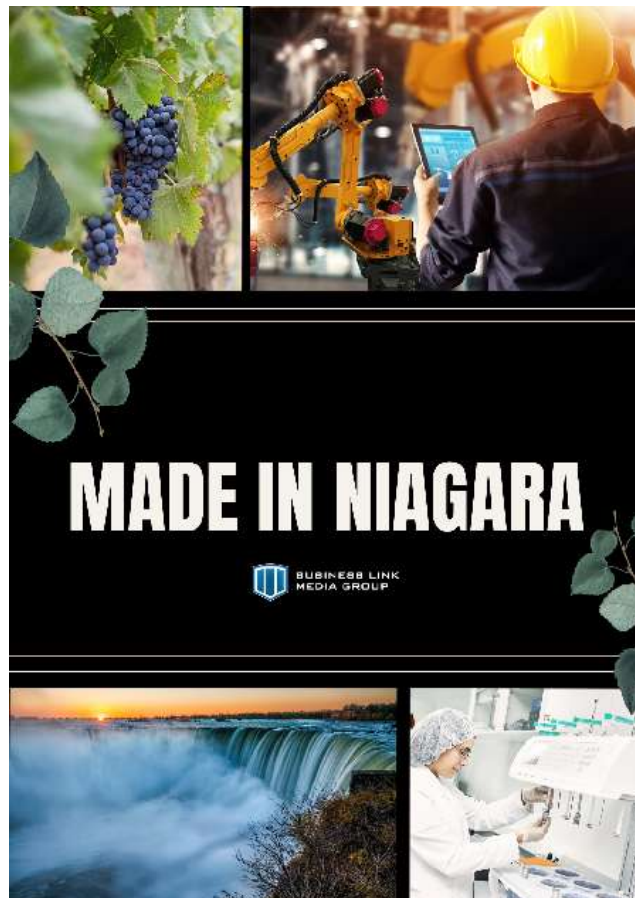
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Made in Niagara

"Made in Niagara" is a label that signifies a product was manufactured in the Niagara Region of Ontario, Canada. The region is renowned for its agriculture and food production, including fruits and vegetables, wine, craft beer, honey, and maple syrup. It is also home to numerous manufacturing industries such as aerospace and advanced manufacturing, automotive, and chemical.

In 2019, Business Link took the virtual **"Made in Niagara"** business delegation to attend the International Shanghai Import Expo, where delegations from 150 countries attended the exhibition. Now, in 2023, the Business Link Media Group is publishing a special glossy magazine for Canadian businesses that showcases the various industries and prestigious brands found in Niagara. This full-color publication will offer patrons an educational and informative look at everything from vineyards and manufacturing to healthy food, artistic design, artists, and ongoing festivals.



[Click here to learn more](#)

"Made In Niagara" will distribute this magazine throughout the Niagara region, Greater Toronto Area, and Buffalo for business visitors to use. Business Link will also take the "Made In Niagara" Magazine to various trade and tourism shows across in Canada and beyond.

We invite you to consider advertising your business in the "Made In Niagara" magazine. Whether it's tourists, conference attendees, or business professionals, this magazine will reach thousands of businesses and consumers and inform them of everything Niagara has to offer.

Contact us by: marilyn@businesslinkmedia.com



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**SPORT
NIAGARA**

NEW SPORT LEGACY ORGANIZATION LAUNCHES FROM THE NIAGARA 2022

The Niagara 2022 Canada Games Host Society has established a new sport legacy organization (Sport Niagara) and has partnered with the Niagara Community Foundation to establish the 2022 Canada Games Legacy Fund to support Sport Niagara with the more than \$3 million surplus generated from the Games.

August 4, 2023 (Niagara, Ont.) — In August 2022, Niagara surged stronger than ever on the national stage. More than 5000 up-and-coming athletes gathered in the Niagara Region to compete in the Canada Games, Canada's largest multi-sport event.

“For 16 days, Niagara celebrated the wonderful achievements of Canada's best young athletes,” stated Doug Hamilton, Board Chair of the Niagara 2022 Canada Games Host Society. “Our vision for these Games was to host an event that would inspire, transform and unify Niagara, and that would also leave a lasting legacy for our community.” As described in the Niagara 2022 Canada Games Final Report, despite facing challenges such as the COVID pandemic, Niagara delivered on its vision. “We were able to achieve this success thanks to the generous support from our partners and sponsors, and the phenomenal contributions by our tremendous team of volunteers and staff.”

The 2022 Canada Games, made possible thanks to funding and support from the Government of Canada, the Government of Ontario, the Niagara Region, and the Canada Games Council, gave rise to new legacies of ambition, confidence, and compassion that will inspire generations to come.

Today, at Canada Games Park, celebrating a one year anniversary of the Niagara 2022 Canada Games, the Niagara 2022 Canada Games Host Society proudly announced the official launch of Sport Niagara, and the establishment of the 2022 Canada Games Legacy Fund.

About Sport Niagara

Sport Niagara is a not-for-profit organization established to carry on the sport legacy from the Niagara 2022 Canada Games. Sport Niagara will support the attraction and hosting of future sport events in Niagara, and promote sport through various programs focused on advancing high-performance and community sport. Over the course of the next several months, Sport Niagara will continue to develop its organization's strategic governance and business plans. For further information, visit us at sportniagara.ca or follow us on Facebook and LinkedIn (@sportniagara).

Media Contact - Sport Niagara and Niagara 2022 Canada Games
Vittoria Wikston | vwikston@sportniagara.ca | 905.321.5979



40 Under Forty Hamilton 10th Edition Business Achievement Awards

40
UNDER FORTY
BUSINESS ACHIEVEMENT AWARDS

In the heart of Ontario, Canada, lies the vibrant city of Hamilton, a place known for its industrial history, diverse culture, and thriving business community. Amidst this bustling landscape, Business Link Media Group has played a pivotal role in recognizing and honoring young and accomplished business leaders through its Hamilton 40 Under Forty Business Achievement Awards. As the awards mark their 10th edition, they not only celebrate individual accomplishments but also contribute to the city's growing tourism sector.

The Essence of 40 Under Forty Hamilton Business Achievement Awards

The 40 Under Forty Hamilton Business Achievement Awards, organized by Business Link Media Group, are a prestigious celebration of emerging business leaders who have made exceptional contributions to their respective industries and the Hamilton community as a whole. This annual event serves as a platform to highlight the innovative spirit, dedication, and drive exhibited by these young professionals, all of whom are under the age of forty.

The awards encompass a wide array of sectors, including technology, healthcare, finance, entrepreneurship, and more. Nominees are meticulously evaluated by a panel of industry experts, who consider factors such as business growth, leadership skills, community involvement, and overall impact. The 40 Under Forty awards not only recognize individual achievements but also inspire the next generation of leaders to pursue excellence and contribute to the economic and social growth of Hamilton.



Recognizing 360 Business Leaders

Business Link Media Group's dedication to fostering business growth and community engagement is highlighted by its recognition of 360 business leaders through the 40 Under Forty Hamilton Business Achievement Awards. This extensive network of accomplished individuals creates a powerful ripple effect, inspiring collaboration, knowledge-sharing, and further economic development in the region.

The 40 Under Forty Hamilton Business Achievement Awards by Business Link Media Group have established themselves as a prestigious platform for celebrating the accomplishments of young professionals who are shaping the business landscape of Hamilton. Beyond the accolades, these awards serve as a catalyst for tourism, drawing attention to the city's transformation, attractions, and vibrant culture. As the awards continue to evolve and recognize a growing number of business leaders, they contribute not only to the honorees' individual successes but also to the collective prosperity and growth of Hamilton's business community.



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Technology

Facebook and Instagram block news

Meta has started blocking news links for Instagram and Facebook users in Canada in response to the country's recently passed Online News Act. The law obliges companies such as Facebook to pay media outlets for the content they distribute from them.

More:

- The bill, which became law in Jun. 2023, forces social media platforms to negotiate with publishers until they agree on a price that both sides believe is fair. If negotiations fail, then social media platforms are obliged to pay a mandatory fee.
- Meta has strongly opposed this law and had previously vowed to take similar actions it took when a law of the same nature was passed in 2021 in Australia.
- According to Facebook, "the Online News Act" is based on a flawed premise and does not rightfully represent the value that the platform gets from outlets.

News Source: <https://techcrunch.com/2023/08/02/meta-starts-blocking-the-news-in-canada-its-latest-standoff-with-publishers/>

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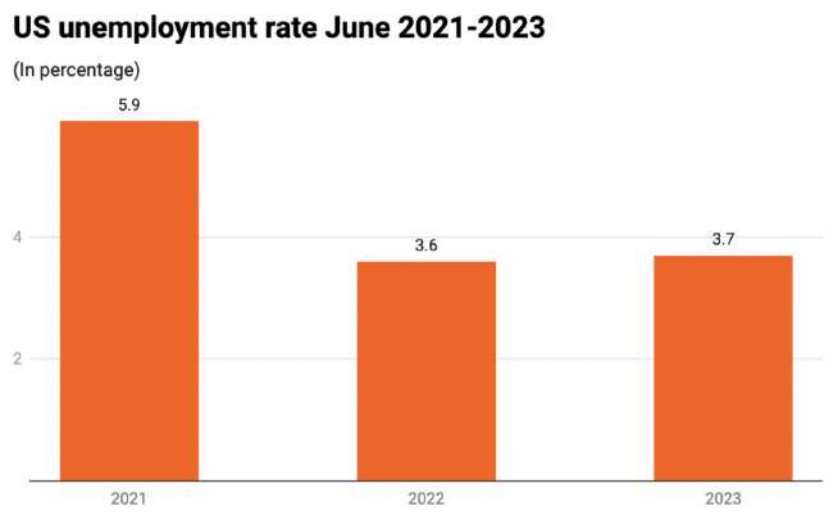


U.S. beats job growth estimations

What the numbers say: The U.S. economy added 324,000 jobs in July, beating previous estimations. This growth is likely to help keep the unemployment rate in the 3% range, a significant improvement from June 2021, when the unemployment rate hit 5.9%.

Relevance: Due to COVID-19, rising inflation, and interest rates, there have been concerns about whether the U.S. labor market can withstand unfavorable macroeconomic conditions.

More data: After leisure and hospitality, mining had the second-highest job growth, with 48,000 jobs added. Information, with 36,000, and Trade, with 30,000, were third and fourth, respectively. The positive trend was mostly concreted in companies with 250 employees or less, while companies with up to 500 employees cut jobs for the third consecutive month. While the number of jobs grew, wage growth has slowed down to the lowest level since Nov. 2021. Those that stayed in their jobs had a 6.2% increase, while those that changed jobs saw a 10.2% wage growth, the lowest in the last two years.



News Source: <https://www.bloomberg.com/news/articles/2023-08-02/us-companies-added-324-000-jobs-in-july-adp-says>

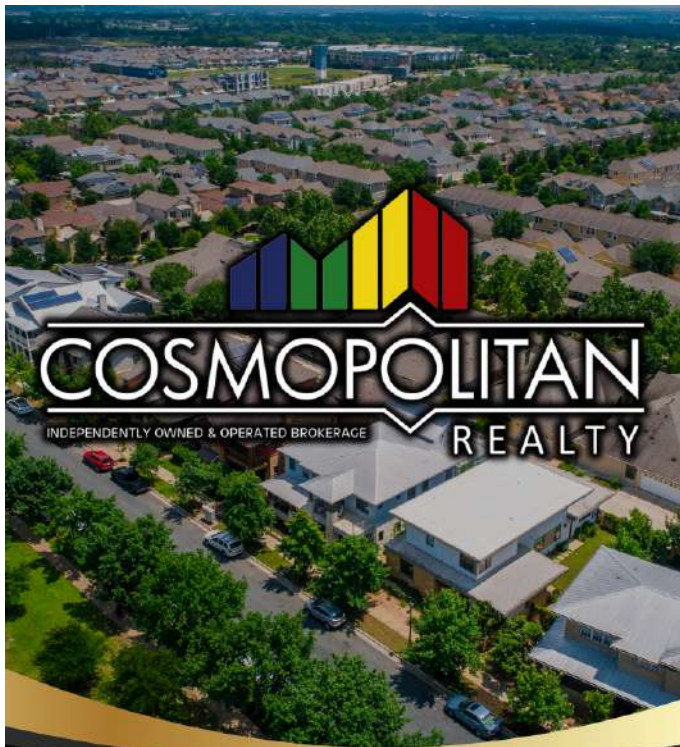
JP Morgan CEO Jamie Dimon downplays Fitch Rating's downgrade of the U.S. long-term credit rating

JP Morgan CEO Jamie Dimon has stated that Fitch Rating's downgrade of the U.S. long-term credit rating is "ridiculous," considering that the U.S. is the world's most prosperous nation. Dimon added that while he believes the rating is inaccurate, it does not affect the overall borrowing cost.

More:

- Fitch Rating made headlines after downgrading U.S.'s long-term credit rating from AAA to AA+.
- The firm highlighted a high government debt, fiscal deterioration over the next three years, Medicare costs, and social security costs as the main reasons behind the downgrade.
- The company expects the general government deficit to rise to 6.3% of GDP in 2023, up from 3.7% in 2022.
- Dimon said that the fact the U.S. doesn't have a triple-A rating but other countries do doesn't make sense and doesn't take into account its economy and military, which make the U.S. the most prosperous and secure

News Source: <https://www.cnbc.com/2023/08/02/jpmorgan-ceo-jamie-dimon-calls-fitch-ratings-us-downgrade-ridiculous-but-says-doesnt-really-matter.html>



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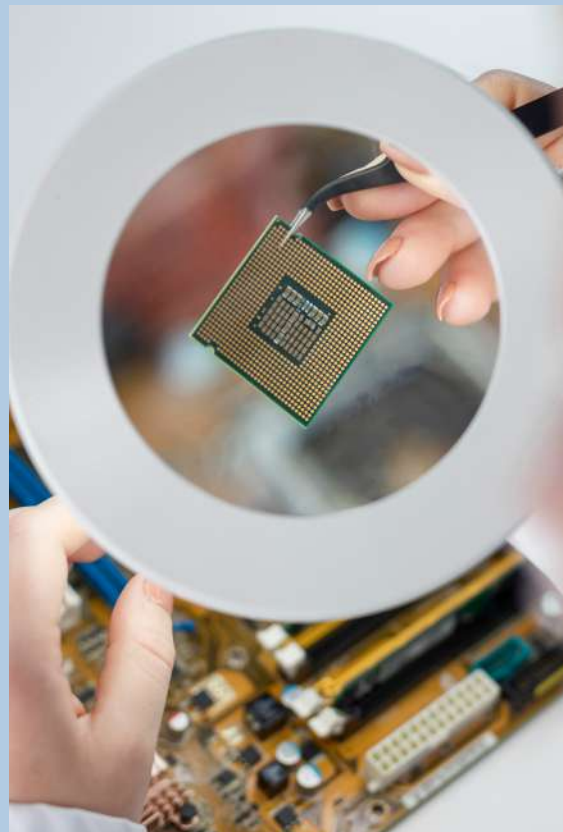
Foxconn's \$600M Investment to Boost Chip Manufacturing and Job Creation in India

Foxconn is set to invest \$600M in chip manufacturing plants in India. The company claims that the investment will create 13,000 jobs in Karnataka state.

More:

- One of the world's largest tech companies, Foxconn is best known for being a supplier of Apple.
- The \$600M investment will be deployed into two parts, \$350M will be invested in launching a plant for iPhone manufacturing, while \$250M will be invested in semiconductor manufacturing equipment.
- Both of these plants will be located in Karnataka, now the third region in India where Foxconn has invested.
- Founded in 1974, the Taiwanese company had \$175B in revenue in 2022.

News Source: <https://techcrunch.com/2023/08/02/foxconn-to-invest-600m-in-karnataka-for-iphone-components-chip-making-tools-projects/>



CVS Health Surpasses Expectations with Strong Revenue and Earnings, Announces Job Cuts

CVS Health has posted a better-than-expected revenue and earnings report, beating Wall Street estimations. The company had \$88.9B in revenue, over \$2B more than estimated.

More:

The company posted a net income of \$1.91B in Q2, a 37% YoY decline compared to 2022.

Wall Street revenue estimations stood at \$86.5B, while the company's \$88.8B revenue figure represents a 10% YoY increase.

The positive earnings report comes as the company announced yesterday that it is going to slash 5000 jobs in order to cut costs and focus on offering healthcare services.

CVS Health made two major acquisitions in this space, Signify Health and Oak Street Health, which cost the company a combined \$18.6B.

News Source: <https://www.cvshealth.com/news/company-news/cvs-health-reports-second-quarter-results.html>

Tisento Therapeutics Secures \$81M to Advance Rare Disease Therapies

Massachusetts-based Tisento Therapeutics has raised an \$81M Series A funding round to develop therapies for rare genetic diseases. Invus, Peter Hecht, Polaris, Sanofi Ventures, Venrock, and J. Wood Capital led the funding.

More:

Tisento aims to deploy the funds to boost the development of its therapies for Melas syndrome, a rare condition that affects the brain and the skeletal muscle.

This condition can be fatal, with symptoms that can currently only be managed but not cured.

According to the company, Tisento is in the process of trials for Zagociguat, a therapy that has been clinically tested on patients and has shown potential.

The company also announced the finalization of its asset purchase agreement with Cyclarion Therapeutics. The deal will see Tisento acquire a 10% stake in Cyclarion with an anti-dilution clause that is valid through a \$100M valuation.

News Source: <https://www.globenewswire.com/news-release/2023/07/31/2714726/0/en/Tisento-Launches-with-81-Million-From-Top-Tier-Investor-Syndicate-and-Promising-Cyclarion-Assets.html>

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