



PRIME MINISTER • PREMIER MINISTRE

Message from the Prime Minister of Canada

It is with great pleasure that I send my warmest greetings for the 2023 IABC World Conference.

The power of effective communication should never be underestimated. It can bring people together, inspire minds, drive transformation, and help build a better tomorrow.

At a time of great global change, how we communicate and connect with those near and far, is more important than ever before. This conference couldn't be timelier.

I strongly believe that only by meeting and learning from others in our field can we become great at what we do. And, this room has some of the best in the world at what they do. I would like to thank the organizers for providing these brilliant individuals with a place to connect, learn, and grow.

And, to all the attendees, I wish that this conference leaves you with a renowned passion for your chosen field.

With my very best wishes!

A handwritten signature in blue ink, appearing to read 'Justin Trudeau', with a large flourish at the end.

Ottawa
2023

