

PREMIER GAY BUSINESS AND PROFESSIONAL MAGAZINE

PINK *digest*

SAYS IT ALL. HAS IT ALL. FITS ALL



FIRST ISSUE 2020

DEPARTMENTS

- GLOBAL TOURISM INDUSTRY
- TECH & IT INDUSTRY
- GAY BUSINESS NEWS
- REAL ESTATE NEWS
- INNOVATIVE CITY TORONTO
- ELEVATE TORONTO TECH WEEK
- GREEN LIVING SHOW
- DIGITAL INDUSTRY
- 2019 AUTO SHOW
- LGBTQ TOURISM

**Getting To Know Toronto
Through The Magnificent Eyes
of Councillor
Kristyn Wong-Tam**

WWW.PINKDIGEST.COM

Editor's Note

From the Chief Editor's Desk.



Greetings all,

Hi hope all are readers in good health and sprit like us here. And at the same not implementing your 2020 Business and the Marketing Plan.

Our publication is growing very fast and we are delighted we have very good readership and most of you enjoyed our last issue with many departments. We also thank you for your comments and hope to improve the publication with your feedback The lay out of the Magazine beside the departments/content was well received by our reader's.

All these are very encouraging to show how are artistic and creative abilities are appreciated by you. The graphic design and layout full credit goes to the company who is responsible for same, namely Pink Advertising (our sister company)

In the commerce world due to recognition of the publication we are delighted to inform you that we were offered many Media Passes to cover events from , Economics, Business, Tourism, IT and Digital Media, Art and Culture, Auto Industry and many Business events. As such we have given publicity to many of them in this Publication.

We have given publicity to city of Toronto, in this edition due to the current (Most innovative City in North America) beside this, As Pink digest head office is located in Toronto

The Gay Business and Tourism Associations are now getting very good Membership from many Large and Medium size organizations and also they participate in Net-working and Trade shows too. This shows the interest that Organizations like to target the Gay Consumer for their Products and Services.

In Europe due to Economic Challenges they face last year Gay Tourism has made a huge contribution to those Countries economy in Europe. As per IGLTA Gay Tourism is growing than the non-Gay Tourism. One of many reasons can be due to many DMC'S and Hotel/Travel Associations are marketing to the Gay Traveler all over the world. Increase in exhibitors and visitors at the 2019 ITB and GAY EXPO in New York too. Our next issue will be 2020 spring. So we look forward for your articles for this issue too. We are also now looking for Promotional Agents from all over the world. Please contact us for more details.

Hope you will enjoy this issue of Pink digest and be a part of our success with your useful feedback. We wish you the very best and hope your Business and Marketing Plan both will continue to target the Gay consumer for your Products and Services.



TYRREL IGNATIUS
CIM (UK) A. I. C. B. (CANADA)
**Founder President /Editor-in-Chief
Toronto Canada**

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Pink Digest Management Team



COVER STORY

INTERVIEWS

GETTING TO KNOW TORONTO THROUGH THE MAGNIFICENT EYES OF COUNCILLOR

AN INTERVIEW WITH **KRISTYN WONG-TAM**
BY RAJVI.



Kristyn Wong-Tam is the oldest of the three siblings, and the only daughter to have carved a political career in the most livable city of Canada - Toronto!

A real estate agent, a former owner of a Timothy's franchise and KWT contemporary art gallery, a co-founder of Church and Wellesley Village's Business Improvement Area (BIA), and an activist for LGBTQ and Asian Canadian community issues, and now a politician.

Let's see Toronto through the magnificent eyes of Councillor Kristyn Wong-Tam.



Hello Madam Councillor, thanks for speaking to us.

My pleasure, Rajvi.

So let's start with your early life. How old were you when you migrated to Canada?

I was 4 years old when my parents migrated to Toronto. We landed in 1975. I am the oldest of 3 daughters.



How would you describe your early life in Toronto? Tell us about your experiences as an immigrant?

As an immigrant, my family faced several challenges that perhaps all immigrants face in their early years.

However, our lives began to improve, thanks to the amazing support that we received from the neighbourhood. I grew up in Regent Park. Generally speaking, people all over Toronto are incredibly friendly and welcoming, and that is precisely what makes Toronto as one of the most livable cities in the world

From a business owner to a real estate agent, and now a politician. It must have been a remarkable journey. Can you further elaborate on your experiences in each of these professions ?

Sure. I worked in real estate and finances for 16 years of my life. I used to help home owners and other potential property buyers with their mortgages and would help in arranging loans.

In addition to being a real estate agent, I was also a business owner and owned Timothy's franchise in Church and Wellesley village. I am one of the very few councillors on board who has been a small business owner. Since I used to own and run a small business myself, I know the varied difficulties that small business owners face in our community. I also owned and ran a contemporary art gallery on Richmond and Bathurst.

My life as a politician has been very rewarding. The kind of work that I get to do as a Councillor is very satisfying. For instance, we are currently working on two very big challenges that our region is facing: a) Child Poverty, and b) Shelters.

We are building affordable housing on Jarvis Street and Homewood Avenue, and on Church Street. We are also building transitional homes for homeless older men. Additionally, many youth shelters are built and already occupied. This kind of work that I get to do for public good is very enriching.

You are also one of the co-founders of Toronto BIA Gay village. Can you briefly tell us what has the BIA achieved so far?

We have worked on beautifying the village in order to attract more businesses in the community. For instance, we worked on the flower planting programs, installation of plants, proper installation of lighting systems, and similar other projects have been undertaken by us. Also, a statue of Alexander Wood was established at Church and Alexander streets, to honour him as a forefather of Toronto's modern gay community.





To address business issues, we also created a marketing committee, which was made responsible for promoting businesses in the gay village. Prior to BIA, there were no banners in the area. However, we installed banners in the village to beautify the area and to create awareness and promote the village to small business owners.

In your opinion, is the LGBTQ business community contributing enough to Toronto's economy?

I think the LGBTQ business community is not stagnant. Our community creates unique and better experiences for our buyers and visitors. We strive hard to understand specific needs of our customers and work to suffice those needs. We constantly evaluate ourselves and work to get better to what we are doing.

Any advice to LGBTQ Youth who aspire to get into Business or Politics?

I think it's very important for us to invest in our Queer youth. I feel there is a strong need to have Intergenerational communication between the younger queers and the older queers. This way the young queers would know what the older queers have gone through and the older queers would know what the young queers are currently going through.

Also, I would like to tell the community at large that they should not squander on time and instead invest in our community. Just by having a pride parade once a year is not enough, we need to do more.

Madam Councillor, what is next for you? How do you plan to take your political career ahead?

Well, on personal front, my wife and I are preparing to start a family. We are expecting our baby in June. So now all the community related issues have become quite personal for me. I would

like my baby to be raised in a safer and a better environment.

Professionally speaking, my focus has become sharper. I feel an urgent need to do right things for my community and our planet at large. I plan to work hard on eliminating child poverty, providing cleaner air and good water. These issues will definitely be in my focus in the immediate future.

Thank you Madam Councillor and good luck with all of your future endeavours.

Thank you, Rajvi





GLOBAL TOURISM INDUSTRY

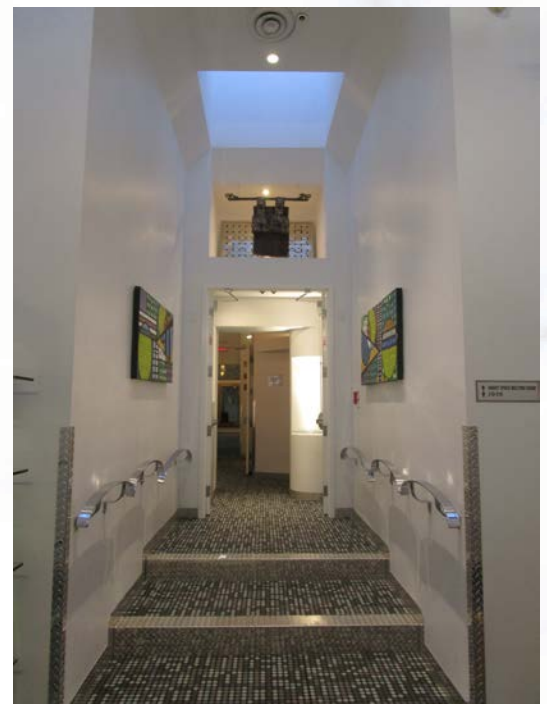
H O T E L S | P L A C E S

RETRO SUITES HOTEL CHATHAM

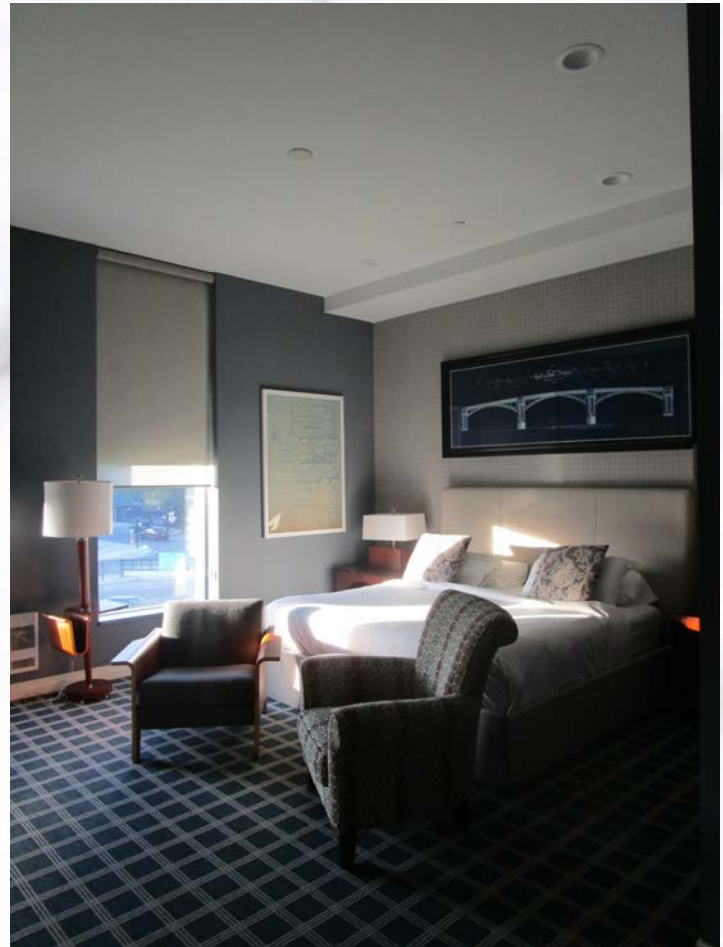
The Retro Suites Hotel is the vision of Rob Myers - he is the owner of RM Sotheby's (formerly RM Auctions), one of the most prestigious fine automobile auction houses in the world. RM is located just outside of Chatham, Ontario (Canada), and his clients (fine car collectors) needed a place to stay when they were in town. To accommodate them, Mr. Myers purchased a block of old Victorian buildings in downtown Chatham, and remodeled them into the Retro Suites Hotel

There are 34 suites in the hotel, and each is designed with a unique theme (examples: South beach, Rock'n'Roll, Log Cabin, Wild Wild West, Turn on the Century, Brownstone, Paris, and many others).

Each room is one of a kind, and comes with its own distinctive furniture, design, bedding and accessories.



**"THE HOTEL HAS RECEIVED TOP
REVIEWS FROM TRAVELLERS"**

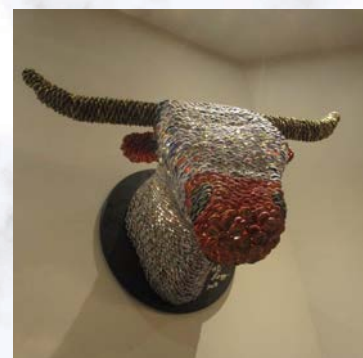


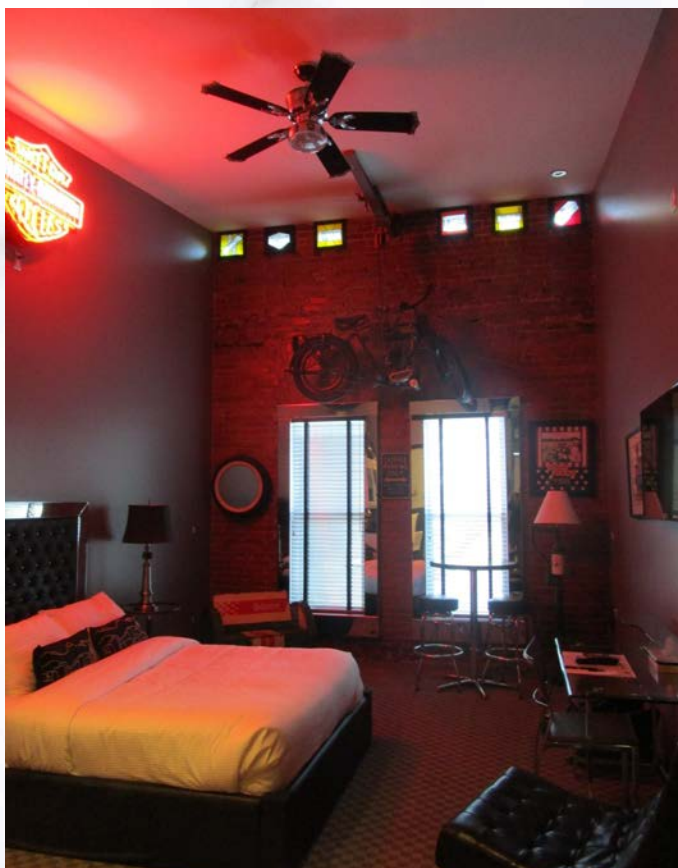
Academic suite

The Hotel is Chatham's venue of choice for visiting dignitaries, as well as banquets, weddings and important occasions.



Game Time





Easy Rider



Midtown

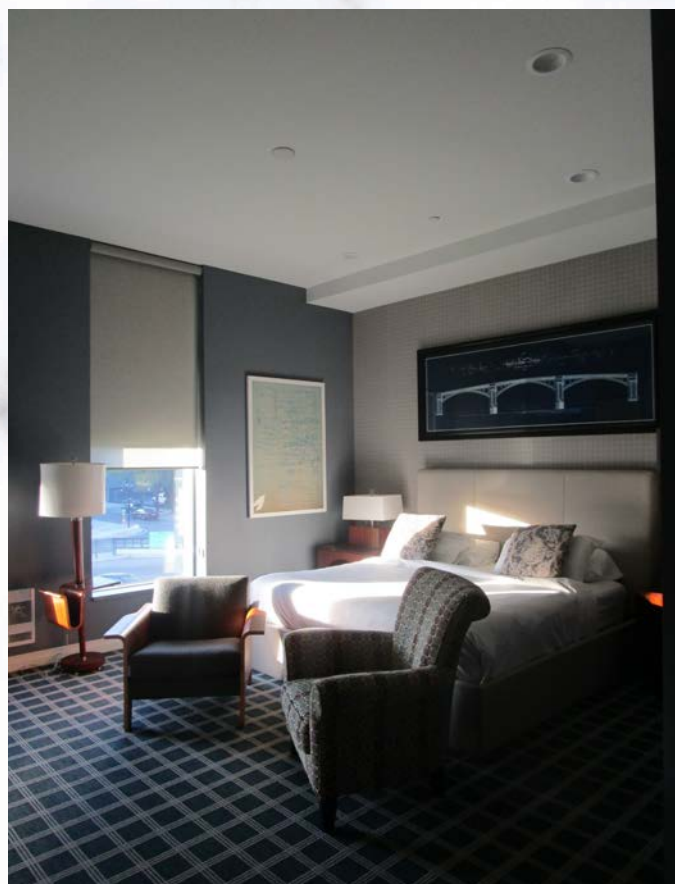


Suite Wild Wild
West

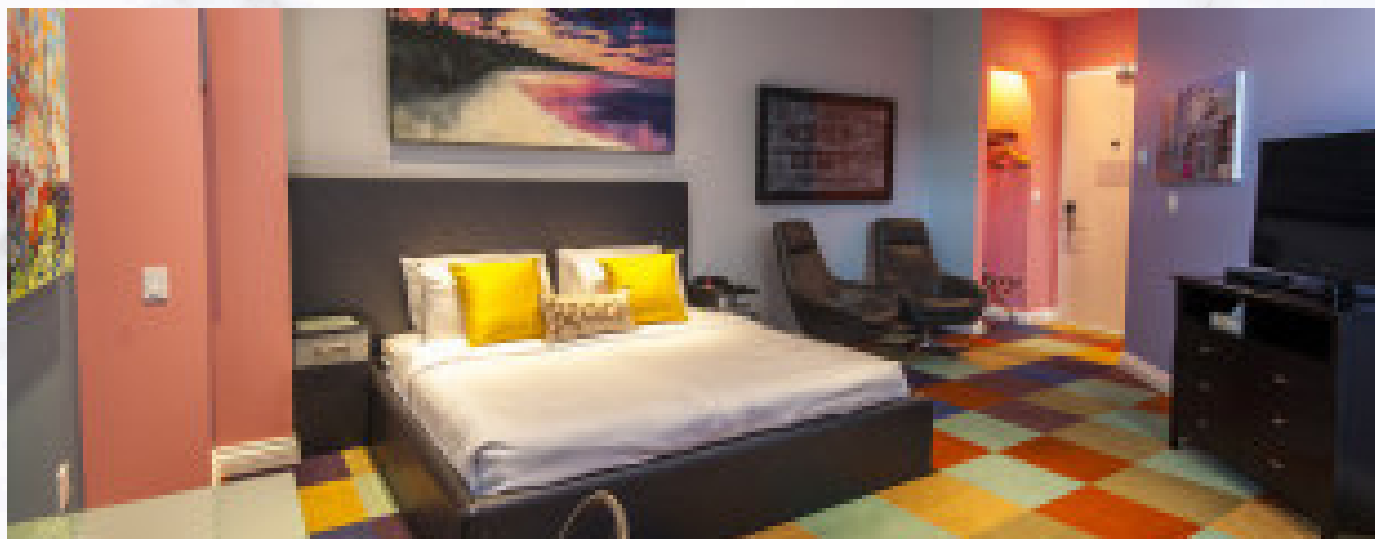




Santa Fe



Academic



Suite South Beach





FOR IMMEDIATE RELEASE

December 21st, 2019

WAIT NO MORE - PINK TOURISM SRI-LANKA BRANCH OPEN

BEAUTIFUL COUNTRY FOR -GLBTQ TRAVELER TO ENJOY WORLD WITHIN ONE COUNTRY.

Toronto December 21, 2019.

We are delighted to inform all of you we PINK TOURISM (<https://pinkdigest.com>) Toronto Canada, has

open its BRANCH OFFICE IN - SRI-LANKA.

We have tied up with a leading Travel/Hotel Chain in Sri-Lanka

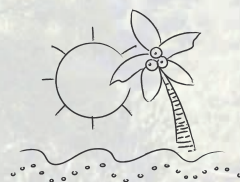
to be our local DMC. We offer from initial booking to, Air Port pick up, Hotel Accommodation,

Tours and drop off all under one roof. Various Packages are available depending on your taste, budget and time.

WHY SRI-LANKA?

SRI LANKA

was named this year 2019 best Tourist destination /Country to Visit in the World. Why Sri- Lanka, BEACHES, MOUNTAINS, WILD LIFE, TEA AND OTHER PLANTATION, SHOPPING, FOOD, BEST TEA IN THE WORLD, ENTERTAINMENT, CULTURAL FESTIVALS, SEVEN STAR TO MANY HOTELS, RESORTS, BOUTIQUE HOTELS, TEA PLANTATION BUNGLOW ACCOMMODATION AND MUCH MORE. BUSINESS INVESTMENT/PARTNERS.



ALL ARE WELCOME IN SRILANKA

Sri Lanka with open arms welcome Everyone such as LGBTQ-ALL GENDER -ALL NATIONALITIES -ALL RELIGIOUS GROUPS YOUTH TO MATURED COMMUNITY & PEOPLE OF ALL WALKS OF LIFE

TYPE OF HOLIDAYS

-YOU CAN ENJOY YOUR LEASURE HOLIDAY, HONEY MOON, WEDDING, BEACH OR SAFARI HOLIDAY, MEDITATION/YOGA/HEALING VACATION, SOCIAL AND BUSINESS EVENTS, EDUCATIONAL COULTURAL TOURS AND MUCH More' Sri-lankan's culture is known to be the most Friendly People in the World and why not discover their hospitality during your vacation.

**EXCHANGE RATE FLUCTUATION**

ADVANTAGE. Most of the Counties can benefit from the exchange rate advantage too.

And over 60 Countries can visit without Visa. At present there is 50% discount on Hotel Accommodation.

RELATIONSHIP - You can even find your Life Partner with real emotional love too with for life.

Do we have to say more? Please visit <https://welcomeutourism.com> for more information. And visit our website for our local DMS contact information <https://pinkdigest.com> web site.

This is one Country you must not miss, as it's bring you "World within One Country"

Now make your dream vacation to be real in one Country Paradise Sri-Lanka with us. Pl checks web sites for our contact information.

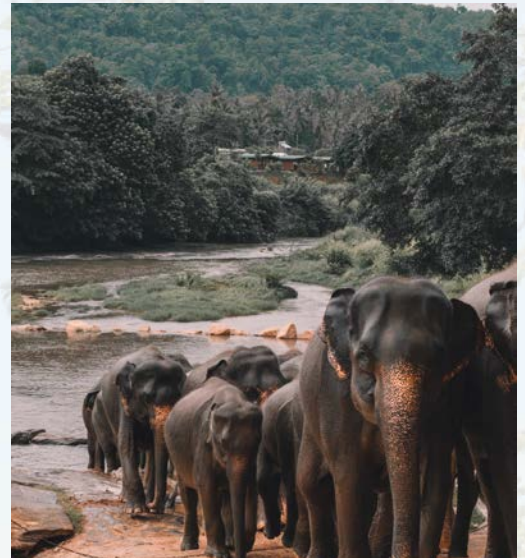
**WE ARE LOOKING FOR PARTNERS.**

We are looking for Partners, Travel Agents, Tourism Destinations and other DMC and other Promoters. We pay the highest Commission. Pl visits the site for more details.

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SRI LANKA

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THE GEM ISLAND

SRI LANKA 2020







HEALTHY LIVING

C B W A

CANADIAN BOTTLE WATER ASSOCIATION



More than 2 million people without water as main treatment plant shut down in Zimbabwe's capital
- Farai Mutsaka, HARARE, Zimbabwe
The Associated Press September 24, 2019

Tempers flared on Tuesday as more than 2 million residents of Zimbabwe's capital and surrounding towns found themselves without water after authorities shut down the main treatment plant, raising new fears about disease after a cholera outbreak while the economy crumbles even more.

McGill study finds some premium tea bags leach billions of microplastics per cup
- The Canadian Press Updated September 26, 2019

A McGill University professor says tea lovers may be swallowing billions of tiny plastic particles along with their favourite brew.



Nathalie Tufenkji published a study Wednesday in the U.S. journal *Environmental Science & Technology* that examined the amount of microplastics and nanoplastics released when four unnamed brands of tea bags were steeped in hot water.

Researchers at the Montreal university focused their analysis on premium brands that come in voluminous, silk-like bags, instead of the more common paper variety. CBWA ENewsletter provides and shares information related to the bottled water industry. It is intended to improve and support knowledge within the industry and community. For eNewsletter advertising rates contact: griswold@cbwa.ca To receive the CBWA eNewsletter: griswold@cbwa.ca

**Canadian Bottled Water Association | 7357 Woodbine Avenue, Suite 617,
Markham, ON L3R
6L3 | Tel.: 416.618.1763 | Fax: 1.866.354.2788 | Website: www.cbwa.ca**



GAY BUSINESSES NEWS

P A R A G U E



CONFERENCES IN PRAGUE MARK VELVET REVOLUTION AND 30 YEARS OF FREEDOM

The events of 1989, which started on 17 November in Prague, led to key changes in most spheres of the society of what was then Czechoslovakia. Among other things, they allowed citizens to travel abroad freely, and they also opened Prague to thousands of experts from various scientific, industrial, artistic or business sectors, who arrived in the metropolis of Czechoslovakia to attend congresses and conferences.



What's Going on in Prague?

December 2 - 5, 2019

The European SharePoint, Office 365 and Azure Conference 2019

ESPC provides SharePoint, Office 365 & Azure professionals with the expert content and connections to achieve professional success. Join 2,500+ attendees from over 50 countries for 4-days of learning, connections and inspiration.

January 23 - 25, 2020

**22nd Congress of the European Society
for Sexual Medicine (ESSM 2020)**

Get the latest news and knowledge in the field of sexual medicine, engage with key opinion leaders and gain valuable insights from interactive and practical sessions, case studies and new delivery formats.

PCB'S NEWS

**We Organized a Press Trip for Nine
European MICE Journalists**

Prague Convention Bureau together with its partners and members again organized a press trip for European journalists from magazines focusing on meeting industry. In the end of October, Prague welcomed nine journalists from various MICE media. Autumn press trip involved especially newly renovated or opened venues.

PCB'S NEWS

**Hard Rock Hotels Take Center Stage in
Prague**

Hard Rock International continues to amplify its hotel collection with the announcement of Hard Rock Hotel Prague,

opening in 2023. Located within the wider city center, the hotel will offer 523 rooms and meeting spaces totalling 59,000 sq-ft.



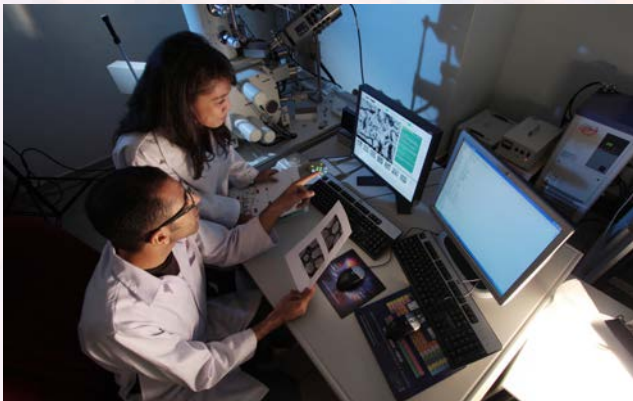
**Prague to Have Direct Connection to 121
Destinations within Winter's Flight
Schedule**

As of the end of October, the winter flight schedule has become effective. It provides direct flights from Václav Havel Airport Prague to 121 destinations in 46 countries, to six more destinations than over the same period last year.



Why and How to Involve Patients in Scientific Congresses

AIM Group International publishes a new White Paper by Francesca Manzani, head of the Florence Office of AIM Group. The paper provides perspectives on why you should consider the integration of patients in your next congress and how to do it with success.



PCB'S NEWS

“Fly Plastic Free!” New Initiative to Restrict Single-Use Plastics

Prague Airport is launching a programme called Fly Plastic Free, which aims to restrict the consumption of single-use plastics. The programme wants to motivate passengers to use these kinds of plastics as little as possible or, ideally, not at all. Prague Airport will gradually reduce its own plastic consumption and is involving its business partners in the initiative



In Summer, Prague Airport Handled 6% More Passengers Than Last Year

Prague Airport experienced a 6% increase in the number of passengers handled during the peak summer season, that is, from July to September. In absolute terms, a total of 5,812,597 passengers passed through the gates of Václav Havel Airport Prague.

CONGRESSES, CONFERENCES & EVENTS

Saving Lives in Prague

Prague welcomed more than 2,500 specialists from 79 countries worldwide working in the field of emergency medicine for the 13th Congress of the European Society for Emergency Medicine (EUSEM), that took place in the Prague Congress Centre from 12th to 16th October.

Startup World Cup & Summit 2019

The first ever European final of the Startup World Cup 2019 took place in the Prague Congress Centre for more than 1500 visitors as a part of the Startup World Cup & Summit Conference.



OUR PARTNERS



AMEC Conference and AMEC Awards 2019

The eleventh annual AMEC Global Summit 2019 took place in the Prague Marriott Hotel. The conference hosted experts from the field of media, PR and marketing communications from more than 35 countries around the world.





REAL ESTATE INDUSTRY

T I M G E R R I O R

Pink digest

FIRST ISSUE 2020



TIM

GERRIOR REAL ESTATE NEWS

I hope you're doing well! The latest market stats are listed for you below, along with some staging ideas that will come in handy if you're trying to sell your home over the holidays. There are also a few tips on how to update your bathroom without spending a fortune as well as some natural remedies that'll help you fight the common cold.

Thanks so much for checking out this month's newsletter. Please get in touch if you have any questions or comments regarding the articles, or real estate in general. It'd be great to hear from you!

Cheers,
Tim



OAKVILLE/MILTON REAL ESTATE MARKET UPDATE

According to figures released by The Oakville, Milton and District Real Estate Board (OMDREB), the number of all property sales increased slightly in October compared to the same period in 2018.

Monthly property sales went up by 13, totaling 617 compared to 604 in October 2018. The total number of new property listings saw a drop by 197 this year: only 962 new listings in October 2019 compared to 1,159 in 2018.

"The latest year to date market stats are showing that Average Home Prices are still steadily rising. Lower inventory is having an impact on increasing prices because we are seeing a lingering supply issue across the GTA," says OMDREB President Oliver Matas.

"For sellers, this is a great time as we are still in a seller's market, and the average days on market are relatively low (Oakville: 55 days, Milton: 29 days)."

"There are a few weeks left in the Fall Market before the Christmas season begins and is a great time to get top dollar for your Seller clients. For buyers, especially in the higher valued Oakville areas, the nominal price increases and longer Days on Market could lend itself to some spirited negotiation," states Matas.

The dollar volume of all property sales processed through the OMDREB MLS® system saw an increase of over \$16 million compared to last year. The figures in October 2019 sat at \$428,871,533 as opposed to \$412,236,419 in October 2018. Milton's average sale price for the month of October was \$797,627, an increase of 2.95 percent compared to October 2018 at \$774,751. The average sale price in Oakville was \$1,129,241, down 9.46% from \$1,247,267 compared to the same time in 2018.



HO HO HOME STAGING FOR THE HOLIDAYS



Decorating your home for the holidays is a fun, festive tradition but if your home's on the market, it's important that buyers are still able to imagine themselves living there.

Here are a few staging tips to help make sure your home doesn't appear too cramped or cluttered during this busy time of year:

Curb Your Enthusiasm

Leave the huge inflatable Santa in the garage this year! A few lights and a tasteful wreath on the front door is all you need to elegantly accent your home.

First Impressions

Entranceways are usually quite cramped and dark so remove any unnecessary items and ensure you have adequate lighting.



Deck the Halls (a little)

Keep decorations to a minimum as they make your home appear cluttered and never decorate unique, architectural features.

Tree Time

A huge tree full of ornaments can make a room look cramped so opt for something smaller with some soft lights and a few tasteful decorations.

Wrap it Up

Put away wrapping paper, tape, ribbons, etc. before showings. Don't just stuff them in your closet though as buyers usually peek in cupboards to see how spacious they are.

Holiday Cheer

Seasonal treats such as hot apple cider and holiday cookies will delight the senses and give your home a welcoming feel. It may also encourage buyers to stick around a little longer!

Although there are fewer buyers during the holiday season, they're usually much more serious and there also aren't as many listings to compete with.

Your home will show beautifully if you use a few tasteful decorations to help draw attention to its best features, but keep them to a minimum so buyers aren't overwhelmed, distracted or turned off.

It's easy to update your bathroom even if you don't have a huge budget or any renovation skills. Here are a few simple ways to give your tired bathroom a facelift:

Mirror Mirror

A new mirror will make your space appear much larger.

Green Space

Plants breathe new life into any space with minimal expense.

Towel Service

Display a few rolled-up towels in a wicker box to help freshen things up.

Lighten Up

Changing your light fixtures is an excellent way to brighten up your bathroom.



It's in the Details

Updating small details like hooks, towel bars, soap dispensers and curtain rings will make a huge difference!

When it comes to decor, bathrooms are an important but often overlooked area of the home. A few simple changes will add value without the expense of a full-on renovation which makes it a very wise investment!



NATURALLY FIGHTING THE COMMON COLD

There may not be a cure for the common cold but there are certain steps you can take to reduce your chances of catching one. Here are a few natural remedies to keep in mind:

Sour Puss

A teaspoon of apple cider vinegar mixed with $\frac{1}{2}$ cup of water will help keep a cold at bay.

Powerful Pepper

A cup of hot water with a $\frac{1}{4}$ teaspoon of cayenne pepper will help soothe a sore throat.

Cold Cry

Slice up an onion and then boil it to make tea. Add a little ginger or lemon juice to help with the taste.

Hopefully the nasty viruses will pass you by this season, but it's always good to be familiar with as many remedies as possible to help snuff out the sniffles. Here's to your health this holiday season!



TECH & IT INDUSTRY

T O R O N T O

Toronto still dominating

IAN BICKIS

THE CANADIAN PRESS PUBLISHED
NOVEMBER 26, 2019



Toronto still dominates Canada's tech scene, but smaller markets are making inroads as companies compete to find talent, a new report says.

The report by real estate services firm CBRE notes that while Toronto's tech talent pool grew by 54 per cent between 2013 and 2018 to reach 228,500, numerous smaller cities have also notched strong gains.

Paul Morassutti, vice-chairman of CBRE Canada, says companies are looking further afield as the competition for talent rises.

"Increasingly both established firms and startup firms are understanding that there is a significant pool of untapped tech talent in other parts of the country."

The annual ranking saw Victoria jump three spots to number seven and Oshawa, Ont., was up by two to rank number 12, while Hamilton, ranked number nine, and Guelph, Ont., ranked 13, had the fastest tech-job growth among mid-sized and small tech-talent markets.

Mr. Morassutti said attracting talent was the key concern for companies so they aren't particularly concerned with office costs, but with high housing prices in Vancouver and Toronto, tech workers and the companies seeking them are looking at other cities.

"Increasingly both established firms and startup firms are understanding that there is a significant pool of untapped tech talent in other parts of the country."

The annual ranking saw Victoria jump three spots to number seven and Oshawa, Ont., was up by two to rank number

To be continue....(Next Page)

They're creating specialized hubs, like artificial intelligence in Montreal and Edmonton, automotive in Hamilton and Oshawa, Ont., and ocean-focused tech in Halifax and Calgary with clean tech.

"To the extent that each local market has been able to differentiate itself, you know that has attracted attention from the larger players and the smaller startups," he said.

Some smaller markets also find it helpful to not be on the radar of big global tech firms that can poach talent, said Mr. Morassutti, noting an executive in Halifax said it is a plus that the city didn't have direct flights to Seattle or San Francisco.

"We're not just competing with Vancouver or Toronto or with San Francisco or Seattle, we're competing with Israel, we're competing with Germany, with China," he said.

The report ranks Toronto, which added 80,100 tech jobs in the five-year period, as the top tech city overall.

Ottawa, which lost 3,600 workers to sit at 64,500, was ranked second, while Vancouver, which added 22,300 workers to reach 74,700, was ranked third.

Guelph's talent pool rose 94.7 per cent over the five years to 3,700, Regina rose 68.1 per cent to 7,900, Hamilton was up 52.9 per cent to 18,200 and the Waterloo Region was up 39.7 per cent to 20,400.



CIX

CONFERENCE



**CIX 2019 Innovator of the Year Award Presentation
with the
Honourable Navdeep Bains, Minister of Innovation,
Science and Economic
Development of the Government of Canada**



**CIX 2019 Innovator of the Year Award Presentation
with David
Wismer of BMO Capital Markets**

CIX CONFERENCE



CIX NET WORKING



CIX NET WORKING

CIX NET WORKING



GREEN LIVING

PHOTOS

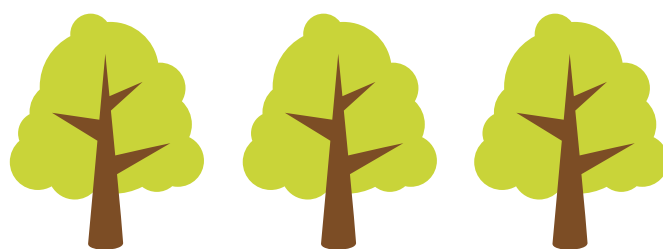


GREEN LIVING SHOW 2019





GREEN LIVING SHOW 2019





BEVERAGES

TEA & COFFEE EXPO

Toronto Coffee & Tea Expo returns



TORONTO: March 18, 2019 – The third annual Toronto Coffee & Tea Expo will return for two days this May to celebrate the city's buzzing café culture as Toronto's best baristas, roasters, tea sommeliers, blenders, distributors, coffee shops and café gear converge under one roof.

This year, the Expo has moved to a bigger venue at the CF Shops at Don Mills, Town Square, a dynamic public space in the heart of Toronto. Coffee and tea lovers will discover what's brewing in the minds of leading coffee and tea innovators as they explore exhibitors, savour endless free samples, learn industry secrets and participate in hands-on programs.

Interactive Highlights:

Best Tea Competition:

Join Toronto's top tea masters as they compete to brew the perfect cuppa! Hosted by Canadian chef and television personality Shahir Massoud, the Best Tea Competition's panel of food and drink experts will crown the city's best cup of tea based on presentation, scent and taste structure.



Best Coffee Competition:

The heated debate on the best way to caffeinated will finally be put to rest as local food and drink experts vote on Toronto's best cup of coffee. Hosted by Canadian chef and television personality Shahir Massoud, the Best Coffee Competition's panel of experts will choose the city's premier cup based on presentation, scent and taste structure by sampling brews from beloved indie roasters.

Toronto Coffee & Tea Expo returns

About the Toronto Coffee & Tea Expo:

The Toronto Coffee & Tea Expo is a two-day expo celebrating the city's buzzing café culture. Five-thousand guests will experience the city's top brews and discover industry tips, emerging trends and new beans from local vendors and indie cafes.



For more information,
please visit: <http://www.torontocoffeeandtea.com>
Instagram: @torontocoffeeandtea
Facebook: facebook.com/torontocoffeeandtea

Available for interviews:
**James Blackburn, co-founder
of Toronto Coffee & Tea Expo**
**Shahir Massoud,
host of the Toronto Coffee & Tea Expo
Best Coffee and Tea Competitions**
**Mark Vecchiarelli,
the co-founder of ingenious
coffee accessory company**





INNOVATIVE CITIES

T O R O N T O

TORONTO

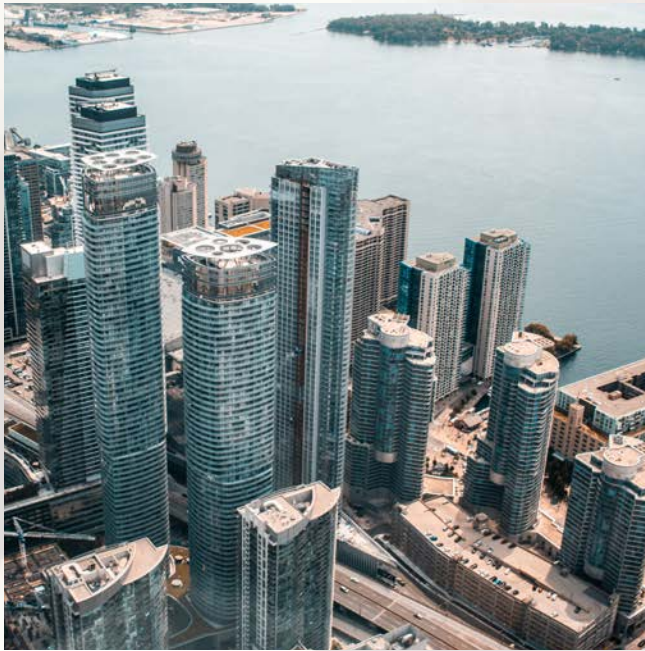
A GLOBAL CITY WELCOME YOU
FOR - BUSINESS
A CITY WHICH WELCOME
ALL COMMUNITIES &
ORIENTATIONS



WHY TORONTO?

FACTS TO CONSIDER TORONTO FOR BUSINESS INVESTMENT AND VISIT AS A TOURIST BOTH.

Toronto can be described as very, **INNOVATIVE, CURATIVE, ATTRACTIVE AND PEACEFUL** CITY TO LIVE, DO BUSINESS AND VISIT.



**MAYOR TORONTO INVITES
FOR
YOU TO INVEST**

- Last year 2018, 27 million Tourist Travel to Toronto. It contributed Canadian \$ 10 billion to the Economy.
 - Toronto is the largest Job Creation City for the last 3 years in high tech Industry in North America.
 - Toronto is very Peaceful Place to do business with many Resources to grow your business.
 - Diverse Population with with Global Idea Entrepreneurs.
 - 20% of Canada GDP is contributed by City of Toronto.
 - City leadership from his Worship Mayor , Deputy Mayor and all the Senior Management support local and Foreign Investments and Provide the Leadership for your Business to succeed.
 - ENTERTAINMENT-There is lot of Entertainment, Attractions, and Hotels/Restaurants for everyone's taste and choice both.
 - Toronto had five surplus budgets.
 - Toronto has many Education facilities from Universities, Colleges and other Training Schools.
 - Toronto hosts many annual Business, Tourism, IT and many other Business Events, Conferences and Net-working meetings.
 - GLBTQ COMMUNITY - make huge contribution to the Toronto Economy. We do have
 - Councillor to represent in the City of Toronto and a Gay Village too.
 - Toronto is the largest City in Canada and the Economic Engine too.
- For more information please visit WWW.CITYOFTORONTO.CA

DO WE HAVE TO SAY MORE - PLEASE DISCOVER YOUR-SELF?



D I G I T A L M E D I A

T O R O N T O

The logo for 'recode DAILY' is displayed in white text on a dark grey rectangular background. The word 'recode' is in a lowercase, rounded sans-serif font, while 'DAILY' is in a bold, uppercase sans-serif font. A red horizontal bar is positioned beneath the 'DAILY' text.

TECHNOLOGY/SOCIAL DIGITAL MEDIA NEWS

BY RECODE DAILY

2019's most important tech IPO is that of
a Saudi Arabian oil company.

Aramco the Saudi state-run oil giant, is going public in what could be the largest IPO ever. And Silicon Valley — along with anyone who worries about Saudi influence in the American economy — should pay attention. The public listing is expected to give the Saudi government \$25 billion in cash, much of which is thought to be headed to the Saudi sovereign wealth fund called the Public Investment Fund.

Where the money is going:

Over the last few years, the Saudis have crept quietly into every facet of the Silicon Valley startup scene, investing in companies you've heard of, like Uber, and many you haven't, often with little fanfare and scrutiny. If that was phase one, phase two would begin when Aramco shares begin trading, the first of what could be multiple listings that would in theory equip the Saudi government with a seemingly unlimited amount of money to shower on American companies.

A smaller version of the 'recode DAILY' logo, featuring the word 'recode' in lowercase and 'DAILY' in bold uppercase, both in white on a dark grey background, with a red bar under 'DAILY'.

recode DAILY

20 more women join the lawsuit against Lyft.

Even more women have come forward alleging they were raped or sexually assaulted while using Lyft, joining the 14 women who filed a lawsuit against the company in September. The lawsuit, filed in San Francisco Superior Court, claims that Lyft let “known sexual predators” transport passengers and that “the company’s safety oversights led to reports of sexual assault,” according to the Washington Post. The lawsuit claims Lyft knew of the problems for four years and did not take action.

Pinterest is cracking down on content that glorifies plantation life.

Pinterest and The Knot, another favorite wedding planning and inspiration platform, will stop promoting wedding venues and content that romanticizes former slave plantations, according to BuzzFeed News. Plantations can still list themselves as venues on the sites, but the crackdown is meant to “ensure that wedding vendors aren’t referring to plantations using language such as ‘elegant’ or ‘charming,’” BuzzFeed reports.

- But it won’t be fully restricted:

Pinterest told BuzzFeed that users can still search for plantation wedding content, but “they’ll see an advisory that some of that content may violate Pinterest’s policies.” Pinterest is also working on de-indexing Google searches for plantation weddings

Instagram wants actual birth dates from all new users.

Historically, Instagram has only ever required that users check a box that they are 13 or older when creating an account. But now, Instagram will require a specific birthdate when signing up. Why? “The policy change could help stave off passage of costly child safety and data privacy regulations as lawmakers and family safety groups in the United States, Britain, and elsewhere criticize the app for exposing children to inappropriate material,” according to Reuters.



IQWEB SOLUTIONS INC

DIGITAL MEDIA AGENCY

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Google My Business:
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CONTACT

www.iqweb.ca
hello@iqweb.ca
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WHO WE ARE?

We are iQWeb Solutions Inc., creating & rejuvenating your online presence.

iQWeb Solutions Inc. is all about digital presence: marketing, branding, designing and development.

Our personal attention and quick response time illustrates our core values.

We're honest from the start, sincere in our efforts and determined to be the most professional, and creative team you meet.

Ask Us How We can Help?

WHAT WE DO?

Website Design	<div></div>	<div></div>	<div></div>	<div></div>
Website Development	<div></div>	<div></div>	<div></div>	<div></div>
Web Hosting & Emails	<div></div>	<div></div>	<div></div>	<div></div>
Local SEO	<div></div>	<div></div>	<div></div>	<div></div>
Social Media	<div></div>	<div></div>	<div></div>	<div></div>
Online Ads (PPC)	<div></div>	<div></div>	<div></div>	<div></div>
Printing	<div></div>	<div></div>	<div></div>	<div></div>



BUSSINESS & MARKETING

S O C I A L M E D I A

Why?

Your Brand Needs Instagram for Marketing: 5 Reasons



In the last several years, Instagram has exploded from a mere photo-sharing platform to a marketing powerhouse used by brands around the world.

Today, upwards of 30% of internet users have an Instagram account, and users share more than 80 million photos each day. In light of these statistics, there's no doubt that Instagram has carved out a niche for itself as one of the most popular and powerful distribution platforms on the web, and it's clear that brands that haven't yet adopted the platform are missing out.

5 Smart Reasons to Use Instagram for Marketing

Whether you want to drive leads to your homepage or encourage customer engagement, Instagram is the perfect platform. Here are the five top reasons your brand should extend its marketing strategy to include Instagram:

1. People spend more time on Instagram than any other social platform except Facebook

If you're looking for a social platform with a high level of traffic and engagement, Instagram is the ideal fit. According to com Score, global users spend a monthly average of 12 billion minutes on Instagram, which translates to massive opportunity for businesses who want to dominate their niches

2. Instagram makes it easy to get noticed

While it's becoming harder and harder to get noticed on Facebook and Twitter, only 9% of small businesses currently use Instagram, which means there is plenty of space to build a robust online presence.

3. Visual content is the future of marketing, and Instagram specializes in it

According to recent research from MIT, the human brain processes images in only 13 milliseconds. What's more, people retain more than 80% of what they see and only 20% of what they read.

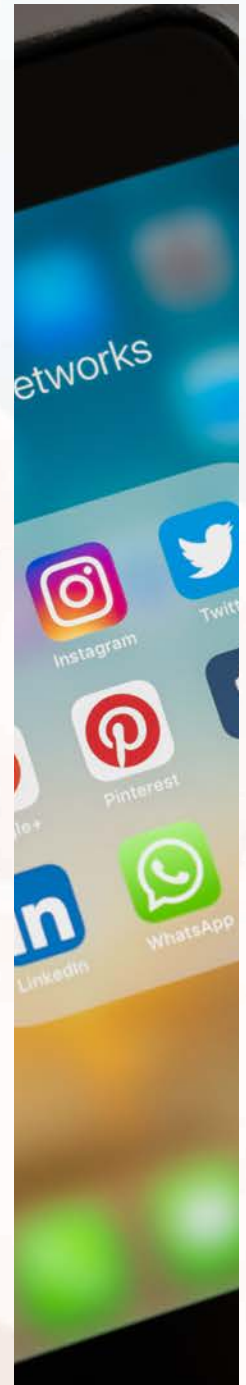
Because of these things, marketers around the globe are predicting that visual content will be the future of online marketing, and Instagram is positioned to be on the bleeding edge of the shift toward image-based brand stories.

4. The content you post on Instagram reaches all of your followers

While the content you post on Facebook reaches only a fraction of your audience, Instagram's non-filtered feed means every post you make reaches your entire audience. This has the potential to boost engagement and improve your conversion rates.

5. Instagram caters to the mobile revolution

2015 was the first year that mobile search overtook desktop search, and Instagram, more than virtually any other platform, caters to the rise of mobile users. Sharing on mobile platforms is quick and easy, and the app makes it seamless to navigate a brand's content.





IT BUSINESS EDUCATION

E L E V A T E



**Our mission is to unite the world's innovators
to solve society's greatest challenges**

OUR VALUES

01.Diversity is our Strength We believe our ecosystem is made stronger by including the voices of everyone.

02.Disrupt Together We believe that radical collaboration creates the greatest value.

03.It's Our Time We believe the world needs more Canada.

#BUSINESS #DATA ANALYTICS

#DIGITAL TRANSFORMATION

#MONEY #NEW MEDIA #TALENT

#PRODUCT #RETAIL #WELLNESS

#YOUTH #SMART CITIES SUMMIT



ELEVATE 2018

The City of Toronto is proud to partner with Elevate, Canada's largest tech and innovation festival taking place in Toronto from September 21-27. As a part of our community, we're offering you \$100 in savings.

Attending a tech festival is one of the fastest ways to boost your career, stay up to date in the tech world, and make connections that can fuel your company's growth.

ELEVATE 2018

What is Elevate? Elevate is a city-wide tech and innovation festival centered in North America's fastest growing tech ecosystem. An essential destination for global professionals, tech leaders, investors, and creatives, the event features inspiring keynotes, topical content streams, experiential programming, and epic socials. Join us September 21-27, 2018 in Toronto to be a part of a diverse and inclusive community at the forefront of innovation.

Speakers Include

Al Gore, Eric Schmidt, Whitney Wolfe Herd, Sarah Friar, Wyclef Jean

Elevate King West

When the sun sets, we'll light up one of Toronto's busiest streets, King Street West, by taking over its restaurants and bars with exciting and interactive installations. Network, mingle and let loose after a full day of programming.

Elevate Educate

Dive into today's most cutting-edge topics and technologies at Elevate Educate. Each of the 10+ unique content tracks features a full-day of curated programming and networking opportunities. You'll hear from global CEOs, tech leaders, pioneers, and researchers on the technologies, paradigms and ideas shaping our future. Choose your own adventure by selecting the content tracks or individual sessions that appeal to you.



ELEVATE

CANADIANS TECH WEEK





ECONOMICS DEVELOPMENT

T O R O N T O S U M M I T

Pink digest

FIRST ISSUE 2020

TORONTO SUMMIT 2019





AUTO INDUSTRY

AUTO SHOW



TRANS FORMATIVE TIMES FOR THE CANADIAN INTERNATIONAL 2019 AUTO SHOW

Like the industry it showcases annually at the Metro Toronto Convention Centre, the AutoShow is viewing this theme through a multi-faceted lens. Without question, the ongoing progression of new technology is changing cars and the way we drive; but this theme is also about the consumer experience in buying a car and the excitement that is building in the automotive industry.

The connectivity in the auto industry is not just between the driver and the car. We live in an age where cars are communicating with other cars, and peers are connecting with peers.

TORONTO September 26



TRANSFORMATIVE TIMES FOR THE CANADIAN INTERNATIONAL AUTOSHOW TORONTO, Ont. — In the midst of an ever-evolving automotive industry, the Canadian International AutoShow has unveiled its theme for the 2020 event — Trans formative Times. Like the industry it showcases annually at the Metro Toronto Convention Centre, the AutoShow is viewing this theme through a multi-faceted lens. Without question, the ongoing progression of new technology is changing cars and the way we drive; but this theme is also about the consumer experience in buying a car and the excitement that is building in the automotive industry. The connectivity in the auto industry is not just between the driver and the car. We live in an age where cars are communicating with other cars, and peers are connecting with peers. **“What we are experiencing now is a complete disruption in the technology and approach of the automotive industry,”** says David McClean, Director of Marketing at the Canadian International AutoShow. **“The auto industry is changing. The auto industry is evolving. These are transformative times.”**

By Calvin Reid



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TORONTO STAR

wheels.ca

TRANS FORMATIVE TIMES FOR THE CANADIAN INTERNATIONAL AUTOSHOW



By Calvin Reid



L G B T Q T O U R I S M

I G L T A

IGLTA

WELCOMES KIMPTON HOTELS & RESTAURANTS AS ITS NEWEST GLOBAL HOSPITALITY PARTNER

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DALLAS

(10 December 2019)—The International LGBTQ+ Travel Association is proud to announce Kimpton Hotels & Restaurants, the original boutique hotel company,

as a Silver Level global partner. IGLTA is the world's leading network of LGBTQ+ hospitality and tourism businesses. As a Silver Global Partner, Kimpton Hotels & Restaurants will be positioned alongside the top global tourism companies committed to year-round support of LGBTQ+ welcoming travel and IGLTA.

Kimpton

is consistently recognized for going above and beyond with comprehensive employee benefits that are LGBTQ+ inclusive. As a result, they were the first hotel company to earn a 100 percent rating from the Human Rights Campaign's (HRC) Corporate Equality Index, and have maintained that score for fourteen years running.

They've signed employers' amicus briefs against the Defense of Marriage Act in 2013 and in support of the legal case of Obergefell v. Hodges, a case whose Supreme Court verdict lead to marriage equality in all 50 states.





Over the decades, Kimpton has supported various LGBTQ+ organizations such as The Mautner Project, NLGJA: The Association of LGBTQ Journalists, The National Center for Lesbian Rights and The Transgender Law Center. One of their long-term corporate social responsibility partners is with The Trevor Project, the leading national organization providing crisis intervention and suicide prevention to at-risk LGBTQ+ youth. As their Premier National Hotel Sponsor, the partnership comes to life through nationwide fundraising events and in-kind donations.

Kimpton employees are involved in many facets of the partnership, reinforcing a legacy of grassroots philanthropy.

"Our employee driven culture is anchored in being your true self and celebrating self-expression. That directly translates to heartfelt and ridiculously personal guest experiences," said Mike DeFrino, Kimpton Hotels & Restaurants' CEO. "We're honored to be an official partner of IGLTA and to have a more visible role in helping affect positive change within the travel industry. As hoteliers, we have a unique opportunity to create spaces and experiences that welcome people exactly as they are."

"We stand proudly with Kimpton and are excited to help promote their commitment of diversity & inclusion to LGBTQ+ travelers and business allies worldwide," said IGLTA President/CEO John Tanzella.

"They've championed the community for decades and are a welcome addition to our outstanding group of travel brands."

For more information on Kimpton's role and partnerships in the LGBTQ+ community, visit

<https://www.ihg.com/kimptonhotels/content/us/en/about-us/kimpton-cares/inclusiveness>



About Kimpton Hotels & Restaurants

San Francisco-based Kimpton Hotels & Restaurants is the original boutique hotel brand, which pioneered the concept of unique, distinctive, design-forward

hotels in the United States in 1981. Anchored in one-of-a-kind experiences, Kimpton now operates more than 60 hotels and 80 restaurants, bars and lounges

across urban locations, resort destinations and up-and-coming markets in the United States, Canada, Europe, Caribbean and Greater China. Kimpton spaces and experiences center on its guests, offering inspiring design that evokes curiosity to forward-thinking flavors that feed the soul. Every detail is thoughtfully curated and artfully delivered, so that guest experiences remain meaningful, unscripted and ridiculously personal.

Kimpton's employees, empowered to provide heartfelt service and experiences,

have built a highly regarded workplace culture that appears consistently on FORTUNE magazine's "100 Best Companies to Work For" list. As a result, Kimpton has been awarded, "Highest in Guest Satisfaction Among Upper Upscale Hotel Chains" by J.D. Power three times.

In January 2015, Kimpton became part of the InterContinental Hotels Group (IHG) family of hotel brands. For more information, visit

www.KimptonHotels.com



Register Now for IGLTA's 2020 Global Convention in Milan, Italy

MILAN (12 November 2019) — The International LGBTQ+ Travel Association has opened registration for its 37th Annual Global Convention, set for 6-9 May 2020 at UNAHOTELS Expo Fiera Milano.

This marks the first time in IGLTA's history that its premier event will be held in Italy.

"Hosting the IGLTA Annual Global Convention in Milan next year is an honour and a responsibility," says Maria Elena Rossi, Global Marketing Director for ENIT, the Italian National Tourist Board. "Diversity is a precious value for me as a person and it represents a crucial asset for destinations positioned on the international tourism market."

IGLTA convention registration includes all educational programming, networking lunches, opening and closing evening receptions, and a media networking event that unites attendees with global media outlets and influencers working in the LGBTQ+ travel space.



In addition, IGLTA will present its newly enhanced Buyer/Supplier Marketplace in collaboration with Jacobs Media Group on 6 May to promote LGBTQ+ business ties between travel advisors and hotels, destinations and other travel brands that offer LGBTQ+ welcoming products. On the evening of 8 May, the IGLTA Foundation will host Voyage, A Masquerade Party—a fundraiser to support efforts to advance LGBTQ+ around the world.

“We invite all tourism professionals interested in creating more inclusive travel experiences to join us in Italy’s most progressive city,” says John Tanzella, IGLTA President/CEO. “From our opening reception inside the impressive walls of Sforza Castle through all the networking, roundtable discussions and educational forums, our convention will showcase Milan while also creating opportunities for business growth and strengthening the global network for LGBTQ+ tourism.”

For more information about the IGLTA Annual Global Convention, please visit igltaconvention.org or email convention@iglta.org. To apply for media credentials, please contact loann.halden@iglta.org.



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P I N K D I G E S T

Pink digest

FIRST ISSUE 2020



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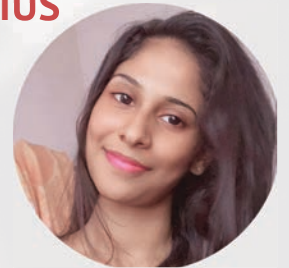
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shearing with others***