

AEM Strategic Goals and Objectives 2025—2027



Unify, lead and champion the industry to advance its shared priorities

- Advocate for member companies' legislative and regulatory priorities at all levels of government
- Align members on product safety, regulatory compliance, global standards, and sustainability initiatives
- Elevate the profile of the industry and highlight its positive impacts on society



Drive member prosperity through increased engagement with AEM's portfolio of resources

- Strengthen relationships with industry stakeholders and facilitate customer connections
- Advance AEM events, exhibitions and resources by delivering exceptional value and enhancing the member experience



Leverage collective member intelligence to accelerate data-driven solutions that empowers member company growth

- Position AEM as a data-centered thought leader to industry stakeholders
- Leverage business intelligence to inform AEM's innovation, growth, advocacy and strategic decisions
- Support member companies in making informed business decisions, anticipating opportunities and navigating industry challenges

Deliver on AEM 2026 Priorities:

Regulatory affairs:

Deploy the new nationwide outreach and engagement program to stay ahead of threats and shape regulatory outcomes to the benefit of the industry.

Canada: Continue to expand the association's advocacy efforts at the federal and provincial levels and raise the industry's profile with key stakeholders.

Product safety & standards: Proactively monitor and engage in all product stewardship, regulatory, and standards activities to ensure machine safety and compliance.

Sustainability & supply chain: Align industry to address operational challenges and long-term strategic goals for the industry.

Positive perception of our industry: Tell our industry's story to strengthen our influence and impact across our key stakeholder audiences.

New membership engagement opportunities: Launch member-led peer groups and host member events to facilitate deeper interactions and foster mutual support and resource sharing.

Future of exhibitions & events: Translate research insights into strategies for how we convene, learn, and network.

Data offerings to membership: Implement a future-ready data framework that enhances member insights and value.

Data as a strategic asset: Launch the first phase of a data framework to support AEM's strategic goals and operations.