COMMERCE • CULTURE • COMMUNITY

Canada India Commerce and Cultural Forum (CICCF)

Membership Architecture, Digital Directory & Weekly Podcast Strategy

5770 Hurontario St #103, Mississauga, ON L5R 3G5 | www.ciccf.ca

1. Explore the Advantages of CICCF Membership

Membership in the **Canada India Commerce and Cultural Forum (CICCF)** connects entrepreneurs, professionals, and corporate leaders to a structured bilateral network bridging Canadian and Indian markets. Beyond traditional networking, CICCF delivers tangible commercial visibility, direct peer-to-peer connectivity, and access to senior policymakers.

- **Interactive Member Portal & Direct Messaging:** Every member receives login access to the searchable online directory on *www.ciccf.ca*, organized by industry sector and membership class, allowing members to connect and send direct messages to fellow business owners and professionals.
- **Monthly Member Meet & Greets:** Curated monthly mixers and business roundtables bringing together Canadian and Indian entrepreneurs for warm introductions, deal flow, and peer mentorship.
- **Official CICCF Lapel Badge & Partner Privilege Card:** Upon induction, every member receives an official CICCF membership pin and a personalized **CICCF Advantage Card** unlocking exclusive partner discounts across hospitality, travel, dining, wellness, and business services.
- **Bilateral Trade, Advocacy & Cultural Stewardship:** Representation on bilateral commerce issues alongside active support for cultural heritage celebrations and youth entrepreneurship programs.

2. Membership Tiers, Governance Rights & Corporate Visibility

To create a clear value ladder between small business enrollment and senior corporate sponsorship, **website logo placement is reserved exclusively for Enterprise Corporate ($750) and Governor's Circle ($6,000) members**, while SME Corporate ($300) members receive dual executive seats and directory text listings without logo display.

Membership Tier	Fee (+ HST)	Term & Voting	Included Benefits & Directory Visibility
Basic Individual	**$175 / yr**	Annual **1 AGM Vote**	• Full voting rights to elect Board of Directors at AGM • Searchable Member Directory listing & direct member messaging • Monthly Meet & Greet access, CICCF lapel badge & Partner Discount Card
Life Member *(10-Year Term)*	**$1,600**	**10-Year Term** **1 AGM Vote**	• **Bold, highlighted presence** in the published online Membership Directory • No annual fees for 10 years; renewable every 10 years at a **discounted rate** • Full Board election voting rights, directory messaging & monthly mixers • Bespoke laser-etched metal Life Member card, lapel badge & discount card

Membership Tier	Fee (+ HST)	Term & Voting	Included Benefits & Directory Visibility
SME Corporate *(No Website Logo)*	**$300 / yr**	Annual **1 AGM Vote**	• **2 Named Members** from your organization with directory messaging • Company name listed in the searchable Member Directory *(no logo display)* • 2 CICCF lapel badges, 2 Partner Discount Cards & member event rates
Enterprise Corporate *(With Website Logo)*	**$750 / yr**	Annual **1 AGM Vote**	• **5 Named Members** from your organization with full portal access • **Official Company Logo displayed** on the CICCF Corporate Members page • 5 lapel badges, 5 Partner Discount Cards & priority event booking
Governor's Circle *(Elite 10-Year Class)*	**$6,000**	**10-Year Term 1 AGM Vote**	• **Personal Executive Profile & Write-Up** + **Corporation Logo** on website • **Complimentary VIP Entry & Preferred Seating** at *all* CICCF events (Annual Gala, Golf Tournament, Trade Summits) • **1 Featured Podcast Interview per year** + 24K Gold Governor's Medallion • Renewable after 10 years at an exclusive discounted Governor's rate

3. At-a-Glance Membership Comparison Matrix

The comparison table below clarifies the exact distinctions across all five CICCF membership tiers for publication on *www.ciccf.ca*:

Feature / Benefit	Basic ($175/yr)	Life Member ($1,600/10yr)	SME Corp. ($300/yr)	Enterprise ($750/yr)	Governor's ($6,000/10yr)
Renewal Schedule	Annual	Discounted 10-yr	Annual	Annual	Discounted 10-yr
Included Members	1 Individual	1 Individual	**2 Executives**	**5 Executives**	Principal + Team
Board Election Voting	1 AGM Vote	1 AGM Vote	1 AGM Vote	1 AGM Vote	1 AGM Vote
Online Directory Style	Standard	**Bold Listing**	Standard Text	Featured + Logo	**Profile + Logo**
Directory Messaging	Included	Included	2 Logins	5 Logins	Priority Badge
Credentials & Badges	Pin + Card	**Metal Card** + Pin	2 Pins + 2 Cards	5 Pins + 5 Cards	**24K Gold Medal**
Website Logo Display	—	—	—	**Corporate Page**	**Governors Page**

Feature / Benefit	Basic ($175/yr)	Life Member ($1,600/10yr)	SME Corp. ($300/yr)	Enterprise ($750/yr)	Governor's ($6,000/10yr)
Gala, Golf & Major Events	Member Rate	Member Rate	Member Rate	Group Rate	**Free VIP Seating**
Annual Podcast Feature	—	—	—	—	**1 Episode / Year**

4. Practical Growth Ideas to Maximize Member Value & Retention

Because SME Corporate ($300) members do not receive logo placement on the website, their high-perceived value comes from direct commercial utility, lead generation, and practical business tools:

- **"Member-to-Member" Deal Marketplace:** Allow SME and Enterprise members to post an exclusive B2B or B2C discount offer on the CICCF Partner Discount Card portal (e.g., 15% off accounting, legal, printing, catering, or IT services), turning every member into a preferred vendor for the entire network.
- **Monthly 60-Second "SME Spotlight" Pitch:** Reserve 10 minutes at every monthly Meet & Greet for five SME Corporate members to introduce their company to the room and share what client referrals they are looking for.
- **Upgradable Trade & Export Clinics:** Host quarterly workshops on Canada–India cross-border banking, customs, and incorporation led by Enterprise and Governor members, giving SMEs actionable business guidance.
- **Clear Upgrade Path:** Offer SME Corporate members a mid-year credit toward Enterprise Corporate ($750) whenever they wish to add three more staff members and unlock official website logo placement.

5. The CICCF Weekly Podcast Series: Diplomacy, Policy & Leadership

CICCF will produce and publish a flagship **weekly video and audio podcast** distributed across YouTube, Spotify, Apple Podcasts, LinkedIn, and *www.ciccf.ca*. Each 30-to-40-minute episode serves as an authoritative bridge connecting policymakers and business leaders directly with our membership.

- **Weekly Guest Lineup:** Feature Canadian Federal Ministers, Members of Parliament (MPs), Ontario MPPs, Mayors, Indian Diplomats (High Commission & Consulate officials), trade commissioners, and respected community leaders discussing grants, immigration pathways, bilateral trade policies, and market opportunities that directly help CICCF members.
- **Member Q&A Segment:** Every week, registered CICCF members can submit real business questions in advance through the member portal to be answered on-air by visiting officials and industry experts.
- **Exclusive Governor's Circle Spotlight (1 Episode Annually):** Every **Governor's Circle** member is formally invited as a featured guest for **one dedicated podcast episode per year**—highlighting their entrepreneurial journey, company story, and community impact, complete with short-form social media video clips for their own corporate marketing.

Podcast Production Cadence (52 Episodes / Year): Weeks 1 & 3 feature Government Ministers, Diplomats, and Trade Officials; Week 2 features a Governor's Circle Executive Spotlight; Week 4 features a Community Leader, Cultural Icon, or Youth Entrepreneur Roundtable.

SPECIAL DIPLOMATIC & COMMUNITY TRIBUTE

A Historic Welcome to the Honourable Shri Narendra Modi, Prime Minister of India

On behalf of the Founding Directors, Board of Governors, and members of the **Canada India Commerce and Cultural Forum (CICCF)**, we extend our warmest and most respectful welcome to **His Excellency, the Honourable Shri Narendra Modi, Prime Minister of India**.

Prime Minister Modi's transformative leadership has positioned India as a global engine of digital innovation, enterprise, and economic resilience while strengthening bonds with the global Indian diaspora. Anchored in our three pillars of **Commerce, Culture, and Community**, CICCF stands committed to advancing bilateral trade corridors, celebrating shared democratic and cultural heritage, and empowering the next generation of youth leaders across Canada and India.

Deepak Shamnani, Arvind Bhardwaj & Arvind Betala — Founding Directors, Canada India Commerce and Cultural Forum (CICCF)