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# Dufferin County Canadian Black Association hosts business networking event in Shelburne

The Dufferin County Canadian Black Association (DCCBA) partnered with the Town of Shelburne to host its inaugural business networking event at Grace Tipling Hall on Oct. 24.

The intimate gathering drew entrepreneurs from across the region, including Mississauga, to connect with local businesses. Open to all Dufferin County businesses, the event fostered meaningful relationships and opportunities.

Dufferin?Caledon MPP Sylvia Jones attended, offering greetings and invited business owners to reach out to her office if they need support.

Expert moderator Moy Fung guided engaging discussions.

Distinguished panelists Pooja Sood of Pixel Pilot Marketing Services and Attorney Althea Mitchell of Adlai Law ? both Dufferin County professionals ? shared valuable expertise and insights on topics from the role of technology and innovation to how to differentiate oneself in the marketplace to grow their business.

Participants praised the event's success, eagerly anticipating future gatherings.

?DCCBA is deeply grateful for the Town of Shelburne's support, local businesses' participation and community members' enthusiasm,? said DCCBA President Alethia O'Hara-Stephenson, who founded the not-for-profit organization.

This collaboration's goal is to promote economic growth, diversity and inclusion within Dufferin County.