



# Martha Harrison

## Partner

Toronto

[mharrison@mccarthy.ca](mailto:mharrison@mccarthy.ca)

t. +1 416-601-8864

## Bar Admission

Ontario 2002

## Law School

University of Toronto  
University of Windsor

## Industries

Consumer Products  
Energy & Resources  
Food, Beverage & Agribusiness  
Global Metals & Mining  
Retail  
Retail & Consumer Markets (RCM)  
Technology  
Cannabis

## Practices

International Arbitration  
International Trade & Investment  
Public Law  
Procurement  
Supply Chain

## MT Divisions & Client Solutions

Supply Chain Stabilization Solutions

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**In an increasingly integrated global market, Martha's hybrid practice in trade and product regulatory law allows her to provide advice to international clients looking to enter the Canadian market, as well as local clients seeking out-bound investment opportunities**

Martha Harrison is a partner in the International Trade and Investment Law, and Retail and Consumer Markets Groups in Toronto. She is also the coordinator of the firm's Advertising and Marketing practice. With industry expertise spanning retail & consumer markets, power, mining, food / agriculture, oil & gas, and the technology sector, Martha acts as a trusted business advisor to clients, balancing international trade and regulatory law, from a Canadian perspective.

Martha offers a full suite of international trade and investment services, including customs law, anti-dumping and countervail issues, import/export controls, treaty compliance, public procurement, foreign investment, and investor-state disputes. She also routinely appears before regulators at all stages of trade disputes. As part of her advertising, marketing and regulatory practice, Martha provides proactive and pragmatic advice on product regulation in Canada, including standards, packaging and labelling, importing and exporting issues, transportation, and supply chain matters. Martha guides clients through the application of product standards along the supply chain, and advises on marketing rules surrounding regulated products, such as cosmetics, natural health products, medical devices, foods, and over-the-counter drugs.

An experienced and sought-after member of the trade bar, Martha is focused on results-based compliance and helps clients in regulated product markets navigate both trade and regulatory business hurdles, to optimize growth opportunities inside and outside of Canada.

Due to her unique expertise, Martha is also known in the Canadian cannabis industry as an expert on trade, advertising, marketing and regulatory issues for cannabis products, hemp, and related products.

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A former adjunct professor of international arbitration at Queen's University and MBA sessional instructor at DeGroote School of Business, Martha regularly speaks on matters related to trade, consumer regulation and international arbitration. She was also selected by the Government of Canada to be listed on the roster of arbitrators to serve on panels established under Chapter 19 of the North American Free Trade Agreement (NAFTA). In 2013, she was named one of Lexpert's Rising Stars: Leading Lawyers Under 40 and is recognized as a leading Canadian international trade lawyer by a number of industry and peer-review directories.

Martha received her LLM from The University of Toronto in 2005, her LLB in 2001 from the University of Windsor, and her M.A. and her B.A. from York University in 1998 and 1997 respectively. She was called to the bar in Ontario in 2002.

## Awards & Rankings

### Chambers Global

Leading Lawyer: International Trade/WTO - Canada

### Chambers Canada

Band 2: International Trade/WTO

### Chambers Canada

Band 3: Advertising & Marketing

### The Legal 500 - Canada

Leading Individual: International Trade

### The Canadian Legal Lexpert Directory

Leading Lawyer: International Trade Regulation, and Commodity Tax/Customs

### Who's Who Legal

National Leader: Canada - Government Contracts, Canada - Trade & Customs

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## Best Lawyers in Canada

Leading lawyer in the areas of Advertising & Marketing Law and International Trade & Finance Law

## Expert Guides

Leading Lawyer: International Trade

## Lexpert's Rising Stars: Leading Lawyers Under 40 - 2013

Rising Star

## Lexpert Special Edition: Agribusiness and Cannabis

Leading Lawyer

## Recent Experience

- **Silver Lake, a global technology investment firm, makes US\$6.4B equity investment in Vantage Data Centers**  
March 6, 2024
- **Blue Wolf Capital Partners acquires LOGISTEC Corporation for C\$1.2B**  
January 9, 2024
- **JV between Dream Industrial REIT and GIC acquires Summit Industrial Income REIT for C\$5.9B**  
February 17, 2023
- **Power Sustainable Lios and McCain Foods lead C\$150M investment in GoodLeaf Farms**  
December 7, 2022

## Recent Insights

- **Final Notice regarding the Plastics Registry is Issued – Is Your Business Targeted?**

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April 29, 2024

- **The Monkey's Paw** □ Global Affairs Canada releases new economic sanctions FAQs

April 1, 2024

- **Public Safety Canada Issues Updated Guidance on the Application of the Supply Chains Act and its Reporting Requirements**

March 19, 2024

- **Modern Slavery: A Guidebook on the Reporting Requirements Under the Fighting Against Forced Labour and Child Labour in Supply Chains Act**

February 28, 2024

## Events

- **Investment Arbitration in the Mining Sector**

June 5, 2023

- **2022 U.S. Midterm Elections and the Road to 2024 – What Canadian Business Needs to Know**

March 21, 2023

- **Cross-Border: A Guide to Doing Business in Canada – Key Topics and Developments**

June 28, 2022

- **Breaks in the Chain: A Symposium on Supply Chain Disruption, Regulation and Ways Forward**

November 30, 2021

