



Industry
Canada

Industrie
Canada

INDUSTRY CANADA: Making a Difference



*Our Priorities for
2000-01*

Canada 

Making a Difference

New Look
On-line
is available



This multimedia format uses Macromedia Flash technology, a powerful new tool to describe and promote the Department, which is engaging and interactive, and reflects Industry Canada's commitment to moving government information on-line.



<http://info.ic.gc.ca/priorities>

Readers interested in additional detail are invited to consult Industry Canada's *2000-2001 Estimates, Part III — Report on Plans and Priorities*, which is available electronically on the World Wide Web at: <http://info.ic.gc.ca/epublications>

Industry Canada: Making a Difference — Our Priorities for 2000-01 is also available electronically at the same address.

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Cat. No. C1-12/2001E-1
ISBN 0-662-28945-5
53111B

Industry Canada

Making a Difference



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Minister's Message

Growing a dynamic economy is one of the government's top priorities for the years ahead. This is what Industry Canada is all about. As a member of the Industry Portfolio, Industry Canada is promoting the growth of a strong, dynamic Canadian economy and helping Canadians take advantage of the opportunities offered by the global, knowledge-based economy.

In the global economy, the creative spark of innovation is key to improved productivity, long-term economic growth and, ultimately, our quality of life. This is why one of Industry Canada's main objectives is to improve Canada's innovation performance.

Industry Canada is also making sure that Canadians have affordable access to the Information Highway through the "Connecting Canadians" initiative. Its ongoing goal is to make Canada the most connected country in the world and, as a related goal, the location of choice for the development of electronic commerce. Further, the Department is committed to ensuring that Canada's marketplace framework instruments, and associated services and products, are geared to making Canada a leader in the global, knowledge-based economy. And it is working to improve the domestic and international investment climate in order to brand Canada as the investment location of choice, as well as working to create an orientation to global markets by encouraging more companies to make their products and services export-ready.

Industry Canada has set five strategic objectives that reflect these goals and commitments. This document tells the story of our five strategic objectives and, through this lens, illustrates how Industry Canada is *making a difference* for Canadians.



John Manley
Minister of Industry



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Growing a Dynamic Economy

Industry Canada's mandate is to help make Canadians more productive and competitive in the knowledge-based economy and thus improve the quality of life in Canada. The Department's policies, programs and services help grow a dynamic economy that

- provides more and better-paying jobs for Canadians;
- supports stronger business growth through sustained improvements in productivity; and
- gives consumers, businesses and investors confidence that the marketplace is fair, efficient and competitive.

Productivity Growth Is Key

Productivity is the engine that powers the Canadian economy and promotes a higher quality of life. It results in more and higher-paying jobs, which lead to higher incomes, and an improved standard of living.

Canada has come a long way in recent years to address critical structural issues that once limited our competitiveness with the rest of the world. In addition, Canada continues to be one of the best

countries in which to live, as evidenced by the United Nations' ranking of Canada as number one in terms of quality of life.

Canada's Economic Performance in 1999

- Gross domestic product increased by 4.2 percent, the second highest rate among 15 member countries of the Organisation for Economic Co-operation and Development (OECD).
- Industrial production increased 6 percent, the highest increase among OECD countries.
- Unemployment fell to 6.9 percent, the lowest level in 18 years.
- Some 355,000 new jobs were created.
- Canadian stock prices reached a new all-time high in November 1999.

— "Monthly Economic Indicators,"
The Economist, January 15, 2000.



Economic Analysis and Statistics

Visit our Web site at strategis.gc.ca and select **Economic Analysis & Statistics** to see or download the full text of *MICRO* and the research publications of the Micro-Economic Policy Analysis Branch.

However, we cannot rest on our laurels. As economic growth becomes increasingly driven by information, we must continue to succeed in the knowledge-based economy, lest we be left behind. An important step for Canada is to improve our productivity performance and raise its current position in relation to our main competitors.

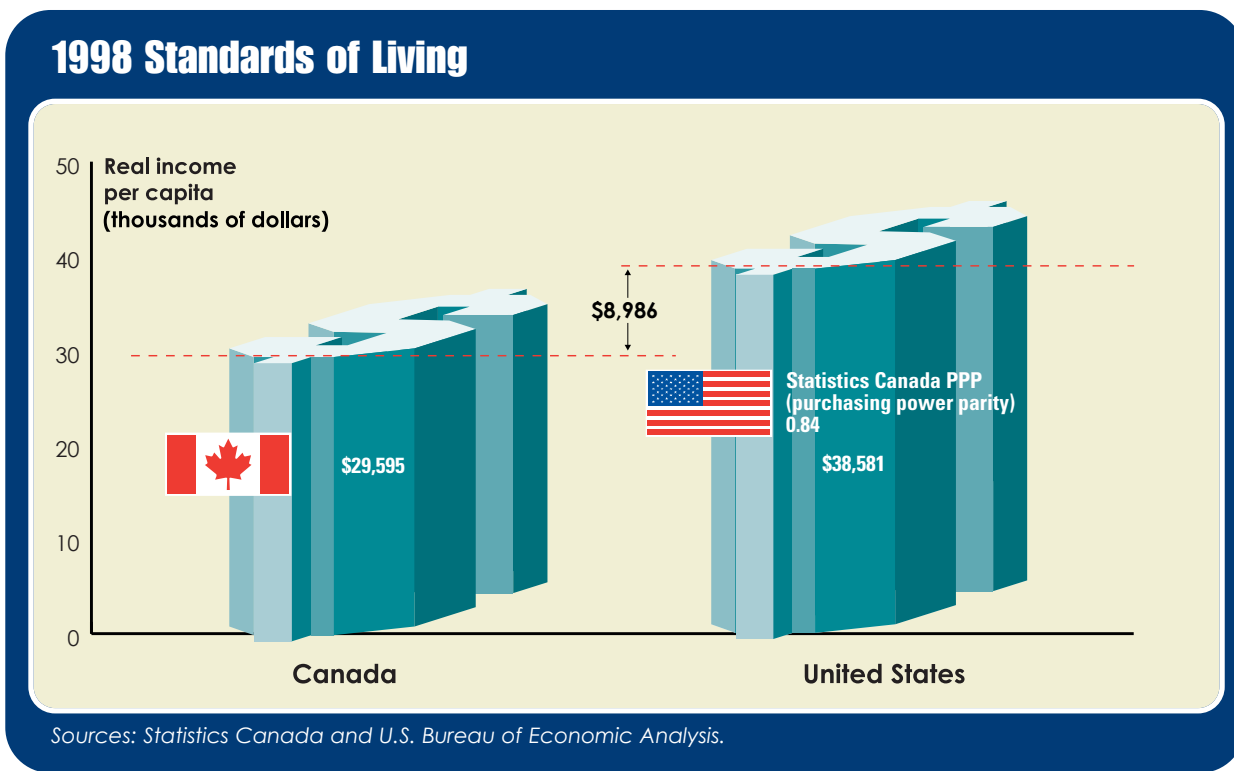
A lower productivity level is not something instantly felt by individual Canadians; its effects take time to be realized. A comparison of our standard of living with that of our chief competitor reveals some of the effects of Canada's lower level of productivity. For example, our standard of living (in terms of purchasing power parity or PPP) is some \$9,000 per person lower than that of the United States (see *Figure 1*).

The challenge for the near future is to translate Canada's strengths into a palpable, innovative and competitive advantage in all sectors of the economy. We cannot afford to be complacent. The fundamental challenge remains to achieve a higher standard of living and better quality of life for all Canadians.

Adding Value

Improving productivity growth today and for tomorrow requires a persistent effort from Canadian businesses, governments, communities and individuals. Industry Canada is a leader in policies and programs that address some of the key determinants of our long-term productivity performance.

Figure 1



The Department has developed the following five strategic objectives to assist Canada in improving growth in productivity, employment and income.



Innovation

Improving Canada's innovation performance



Connectedness

Making Canada the most connected country in the world



Marketplace

Building a fair, efficient and competitive marketplace



Investment

Improving Canada's position as a preferred location for domestic and foreign investment



Trade

Working with Canadians to increase Canada's share of global trade

Industry Canada aims to provide stimulating work and create a positive environment where results are recognized and rewarded.

Reaching Clients

Industry Canada delivers a broad range of programs and services designed to benefit a diverse client base across Canada. Collaborating extensively with partners at all levels of government, as well as within the private sector, the Department has become a leader in providing client-focussed services and leading-edge products. The network of Canada Business Service Centres, provides an integrated access point for information on business programs, services and regulations (<http://www.cbsc.org>). Leading-edge Internet services such as *Strategis* (<http://strategis.gc.ca>) and *ExportSource* (<http://exportsource.gc.ca>) provide businesses and individuals with strategic information services 24 hours a day, seven days a week.

Industry Canada's five main regional offices and local service points, located in 50 communities, help to deliver all of the Department's products and services and provide an important regional dimension to address the unique issues and concerns of the Department's diversified client base.

Valuing People

Industry Canada's success to date in delivering and supporting its programs and services depends on the talents, skills and motivation of its employees. Industry Canada aims to provide stimulating work and create a positive environment where results are recognized and rewarded, knowledge is actively sought and openly shared, and people are treated with respect and fairness.

The Department values diversity and encourages initiative, innovation, teamwork, accountability, the use of leading-edge technology and the development of skills. Industry Canada strives for excellence in all endeavours.



INDUSTRY CANADA PRIORITIES CHART

Growing a Dynamic Economy

- Productivity Growth
- Employment Growth
- Income Growth

SUCCEEDING IN THE KNOWLEDGE-BASED ECONOMY

INDUSTRY CANADA: MEETING THE CHALLENGE

STRATEGIC OBJECTIVES

INNOVATION

Improving Canada's innovation performance

CONNECTEDNESS

Making Canada the most connected country in the world

MARKETPLACE

Building a fair, efficient and competitive marketplace

INVESTMENT

Improving Canada's position as a preferred location for domestic and foreign investment

TRADE

Working with Canadians to increase Canada's share of global trade

KEY RESULTS

- ▶ Increased recognition of innovation as a critical success factor in all sectors
- ▶ Expanded knowledge base, especially in fields with good opportunities
- ▶ Accelerated commercialization and adoption of innovative processes and products by Canadian organizations

- ▶ Canadians connected to each other and to the world in a way that is affordable and accessible
- ▶ A world-leading environment for electronic commerce
- ▶ Canadian digital content and applications on-line maximized
- ▶ Key federal government information and services available to Canadians on-line

- ▶ A marketplace framework for business, consumers and investors that is fair, efficient, competitive and world-class
- ▶ A marketplace that operates in accordance with the framework statutes, regulations, policies and procedures
- ▶ Confidence in the marketplace
- ▶ A competitive advantage through leading-edge services

- ▶ Improved domestic and international investment climate
- ▶ Canada branded and recognized as an investment location of choice
- ▶ Increased attraction and retention of multinational investment in Canada
- ▶ Increased investment by SMEs and by Aboriginal businesses

- ▶ Secure market access maintained and improved
- ▶ A more coordinated and cohesive approach to international trade development
- ▶ Export capability and preparedness
- ▶ International market development

Improving Canada's innovation performance

Innovation is the key to productivity growth. Increased productivity in turn leads to a more dynamic economy and an improved quality of life. Canada's innovation performance hinges on our ability to learn new skills, adapt to new conditions, create new ideas, make new discoveries and seize new opportunities.

The keys to tomorrow's productivity gains are founded in choices made today. In order to improve our innovation performance, we must strengthen the four elements that foster innovation. We must work to

- revitalize the knowledge infrastructure;
- commercialize research results;
- develop our human resources; and
- provide a business and consumer environment conducive to innovation.

The keys to tomorrow's productivity gains are founded in choices made today.

New ideas yield the highest return when new and innovative products and services are brought to market. To achieve this goal, Industry Canada supports partnering programs such as the Canadian Network for the Advancement of Research, Industry and Education (CANARIE), and the Pre-Competitive Applied Research Network (PRECARN).

PRECARN

PRECARN is a national industry-led consortium that helps Canadian companies undertake research in artificial intelligence and advanced robotics.

PRECARN works to keep Canada at the leading edge of breakthroughs in advanced manufacturing, mining, environmental cleanup and other activities using applications of advanced information technology.

The budget announced in February 2000 provides \$20 million to support "Phase III" of PRECARN's program for research and development (R&D).

– Government of Canada
Budget 2000, February 28, 2000.

Industry Canada also fosters international collaboration for Canadian research institutions in emerging high-growth areas of electronic commerce, genomics, environmental technologies and advanced engineering to promote the commercialization of new ideas.

Increased recognition of innovation as a critical success factor in all sectors

Industry Canada will promote the adoption of an “innovation culture” throughout Canadian society. For Canadian productivity to improve in the long term, Canadian organizations in all parts of the economy — education, business, consumers, not-for-profit organizations and government — must understand how innovation practices can best improve performance and must act upon this understanding. The Council of Science and Technology Advisors will report on how the government can make the best use of science and technology (S&T) advice. The Prime Minister’s Advisory Council on Science and Technology

(ACST), supported by Industry Canada, will advise the government on how best to capitalize on our investment in R&D.

As well, Industry Canada will continue to partner with key stakeholders in the private sector, universities and governments to demonstrate the importance of innovation and to better inform decision makers. Industry Canada is also developing innovative techniques that promote productivity through eco-efficiency in Canadian business.

Finally, to gain the greatest benefit from our innovation culture, we must ensure that it is recognized. Industry Canada will support the government’s efforts to brand Canada as “the most innovative nation” in the world.



Technology Partnerships
Canada

An Agency of
Industry Canada

Partenariat technologique
Canada

Un organisme
d'Industrie Canada



INVESTING IN INNOVATION

THROUGH STRATEGIC INVESTMENTS in R&D, TPC is helping to strengthen Canada’s technological capabilities on a number of fronts: alternative fuels and technologies to combat climate change;

leading-edge wireless technologies to promote connectivity and e-commerce; the application of biotechnology in health care priorities; and technologies to advance Canada’s aerospace sector. There are challenges in the transition to the new knowledge economy — TPC is helping to translate those challenges into opportunities for all Canadians!

<http://tpc.ic.gc.ca>

Canada



Canada Research Chairs

Universities make an important contribution to research and innovation in Canada, but they face intense competition in attracting and retaining the best researchers. The government has recently endorsed a plan from leaders in the research community to meet this challenge. As a result, \$900 million over the next five years will be provided through the granting councils to establish and sustain 2,000 Canada Research Chairs by 2004–05.

– Government of Canada
Budget 2000, February 28, 2000.

Some of the key activities in which the Department will be involved include creating the following information products:

- National Technology Index
- Innovation Management Toolkit
- Innovation in Canada Web site
- productivity and eco-efficiency practices in Canadian business
- labour market information, sector information and regulatory requirements, provided on the Employers Online Web site (<http://employers.gc.ca>), created in association with Human Resources Development Canada.

Expanded knowledge base, especially in fields with good opportunities

Industry Canada will support the expansion of the Canadian knowledge infrastructure. Canada ranks relatively low among industrialized nations in the amount of research funded and performed by the private sector, and in the number of scientists and engineers in the work force. Canada creates only 4 percent of the world's scientific and technical literature. In order to improve Canada's performance, Industry Canada will continue to support generators of knowledge and help ensure that new ideas have ready access to markets.

Toward the Canadian Biotechnology Strategy

Biotechnology is poised to be a major engine of the new economy and is expanding our understanding of all living organisms. Research in this field is creating new medicines, new tools for health diagnosis, more nutritious crops with higher yields and new technologies for cleaning up the environment.

Industry Canada coordinates the Canadian Biotechnology Strategy on behalf of the federal government.

– Government of Canada
Budget 2000, February 28, 2000.



Accelerated commercialization and adoption of innovative processes and products by Canadian organizations

New ideas and processes generate the highest return when they have been put into early practical application. Renewal of Canada's intellectual property policy framework will be a priority in the

years ahead. Industry Canada will continue to support the Networks of Centres of Excellence to stimulate the interaction between science and industry and build "skilled enterprises" in Canada to attract the best and the brightest from within Canada and around the world.



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Industry Canada

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sur les communications
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CRC

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excellence
for communications

R&D

Canada

Communications Research Centre

Broadband Network Technologies

Broadcast Technology

Terrestrial Wireless

Radio Science

Satellite Communications

www.crc.ca



Making Canada the most connected country in the world

In the new millennium, businesses and consumers must adapt to a more competitive global economy where success depends on the development, acquisition and use of knowledge. Connecting businesses and citizens to the Information Highway, particularly the Internet, plays a central role in helping economies succeed in the global, knowledge-based economy.

Connected citizens have good access to the knowledge they need to develop their skills, stay abreast of new technological developments, and acquire ideas that lead to new and more effective ways of contributing to the economy and to society.

Connected businesses are well positioned to take advantage of local and global opportunities and innovations that lead to increased productivity and prosperity. Through this competitive, knowledge-based advantage, countries can offer unique products and services for trade and become attractive locations for investment.

Canada is meeting the challenge of building the Information Highway. The private sector, through the information and communications technology (ICT) industry, is building the “backbone” infrastructure. Canada has one of the best communications infrastructures in the world and is a leader in telecommunications service, quality, market development and rates. The government continues to support the private sector by setting out new domestic policy and regulatory frameworks.

Canada is currently among the leaders in connectedness compared with other advanced nations. The Conference Board of Canada has developed a methodology to measure connectedness, compare Canada’s level of connectedness across countries, and analyse its potential social and economic impacts. Canada’s efforts are paying off. According to the Conference Board’s inaugural connectedness index, Canada is ranked second after the United States (*see Figure 2*).

Figure 2

Connectedness Rankings*

Conference Board of Canada — 10-Country Comparison

	Overall Connectedness	Infrastructure	Access	Affordability	Usage	Socio-economic Enablers
United States	1	1	4	4	1	1
Canada	2	2	3	1	2	2
Sweden	3	6	1	1	4	6
Finland	4	3	2	3	7	9
Australia	5	5	6	6	3	3
Japan	6	9	5	7	5	4
United Kingdom	7	5	8	5	5	9
Germany	8	7	7	8	8	7
France	9	9	10	9	10	5
Italy	10	10	9	10	9	10

* Based on a composite index. The comparisons were based on the most current data available for all countries examined, that is, primarily 1997–98 data.

Source: Conference Board of Canada.

Industry Canada's contribution to making Canada the most connected country in the world will focus on activities, programs and policies that support each of the six pillars of the Connecting Canadians initiative.

Canadians connected to each other and to the world in a way that is affordable and accessible

Canada On-line is providing all Canadians with access to a world-class infrastructure. On March 30, 1999, Canada became the first country in the world to connect all of its schools and public libraries to the Internet.

Smart Communities is partnering with communities and local industry to support pilot projects that use ICTs to link people and organizations, stimulate productivity and innovation, foster demand for high-technology goods and services, and address local economic and social needs. In 2000-01, 12 Smart Communities demonstration projects will be launched.

Connecting Canada to the World is promoting a brand image of Canada as a global centre of excellence for connectedness. The government is working with international bodies to harmonize regulatory and policy frameworks, promote Canadian best practices to other countries, and promote global interconnectivity and interoperability of broadband networks, applications and services (e.g. telehealth and telelearning).



WE'RE CONNECTING CANADIANS TO THE WORLD.

-  CANADA ON-LINE
-  SMART COMMUNITIES
-  CANADIAN CONTENT ON-LINE
-  ELECTRONIC COMMERCE
-  GOVERNMENT ON-LINE
-  CONNECTING CANADA TO THE WORLD

 connecting.canadians

www.connect.gc.ca



A world-leading environment for electronic commerce

Electronic commerce continues to transform Canadian society and has become a key element in the development of a dynamic, innovative economy, changing how Canadians live and do business, and enhancing access to new global markets.

Industry Canada has taken up the challenge set out by the Prime Minister in October 1999, in his response to the Speech from the Throne. It is developing an effective policy framework to accelerate the growth of electronic commerce in Canada, and to promote Canada as a world leader in the development of innovative electronic commerce technology and application (<http://e-com.ic.gc.ca>).

Innovative Initiatives

- **E-Commerce First Step** is being introduced through the Student Connection Program to help small businesses evaluate how they can take advantage of the new electronic marketplace.
- **Generations CanConnect** is linking youths and seniors to increase the ICT skills of both groups. Through this initiative, youths will create an estimated 7,500 profiles on the Web about Canadian experiences and memories.

Canadian digital content and applications on-line maximized

Canadian Content On-line is promoting Canada as a leading-edge global supplier of digital content and advanced Internet applications, by strengthening strategic sectors of the Canadian economy, such as Canadian content and new media industries, and by sponsoring the digitization of Canadian collections.

Key federal government information and services available to Canadians on-line

Government On-line is a government-wide initiative that will improve client services, enhance government efficiency, and stimulate the supply and use of electronic commerce in the Canadian economy.

As part of this initiative, all key Industry Canada client information and services will be provided on-line, using the power and flexibility of the Internet to provide secure, 24-hour, seven-days-a-week accessibility, predictable turn-around times, and convenient access from the home, workplace, school or public access site.

Canada is currently among the leaders in connectedness compared with other advanced nations.



Building a fair, efficient and competitive marketplace

A fair, efficient and competitive marketplace is an essential foundation for investment, innovation, trade, sustainable development, job creation, consumer confidence and economic growth. It provides the stability and efficiency required to conduct business, while maintaining consumer confidence in the products, services and transactions of the marketplace. For Canada to make innovation and productivity our strengths, we need marketplace laws and services that foster excellence and creativity.

The globalization of markets and technological change contribute to the need to keep marketplace legislation up-to-date. With trade barriers continuing to fall, Canada's marketplace legislation must be modernized to set the stage for Canadian businesses to take advantage of new opportunities in world markets and to attract investment from abroad.

Technological change, particularly in telecommunications and information technologies, continues to dramatically alter the structure of markets. New issues relating to electronic commerce, biotechnology, competition, intellectual property rights and international standards must be resolved if Canadians are to take full advantage of their capacity to develop new

products and services. New technologies also offer opportunities for Industry Canada to provide a competitive advantage to Canadian businesses by adapting and improving the way the Department conducts its business in serving its clients, in disseminating information more effectively, and in reducing the regulatory burden.

A marketplace framework for business, consumers and investors that is fair, efficient, competitive and world-class

Industry Canada is responsible for some 20 legislative acts defining the policy and regulatory framework in areas such as intellectual property, bankruptcy and insolvency, weights and measures, competition and the restraint of trade, incorporation and corporate governance, packaging and the performance of non-food consumer products, and the management of radio frequency spectrum.

Industry Canada consults widely to identify new and emerging issues. Consultations are an indispensable part of the process of reviewing, developing and amending legislation and of keeping the public well informed.

The marketplace framework is also increasingly affected by environmental protection initiatives. Industry Canada works with its government partners in the development of new environmental laws and treaties to ensure their efficiency and effectiveness in addressing the broader social and economic policy agenda.

A marketplace that operates in accordance with the framework statutes, regulations, policies and procedures

Setting the rules of the marketplace is not enough. Industry Canada works closely with its clientele to ensure compliance with the marketplace rules through a broad continuum of activities, ranging from direct enforcement to education, dissemination of information and active support for voluntary compliance.

Leading-edge marketplace laws and services give Canadian businesses a competitive advantage in the global marketplace.

The Department encourages partnerships and strategic alliances with government, businesses and consumers to work together to make sure that monitoring, inspection and enforcement lead to responsible conduct in the marketplace.

Confidence in the marketplace

Industry Canada aims to instil confidence that the marketplace is fair, efficient and competitive. Research, the dissemination of information, expert advice and consumer education enhance the effectiveness of marketplace framework policies by keeping businesses and consumers well informed.

Businesses and consumers can then be confident that the businesses they deal with or compete with are operating by the same rules and that these rules are administered efficiently and fairly.

A competitive advantage through leading-edge services

Leading-edge marketplace laws and services give Canadian businesses a competitive advantage in the global marketplace, and attract investment and trade in an era when businesses are increasingly able to locate their operations in any country they choose. The Department is engaged in improving its service delivery, to give businesses, investors and consumers efficient and ready access to government services in a way that is reliable and responsive to their needs and circumstances.

Office of Consumer Affairs **Consumer Connection**
Consumer Connection *the authoritative source for Canadian consumer information*

Consumer News

CANADIAN CONSUMER HANDBOOK

Complaining effectively

\$ and sense... Calculators and Tools

Consumer Quarterly

Featured Products

- Shopping on the Net
- Credit Card Reports - Rate Information
- Customers First
- Principles of Consumer Protection for Electronic Commerce

consumerconnection.ic.gc.ca



Improving Canada's position as a preferred location for domestic and foreign investment

Like other countries, Canada depends on investment and capital formation to stimulate economic growth and achieve sustainable development. With our open economy and limited pool of domestic savings, Canada is relatively more dependent than larger economies on foreign direct investment (FDI) to spur business development and related job creation.

Canada's efforts to retain and increase its share of FDI are constrained by intense global competition for international investment. Growing competition among affiliates of multinationals for product and research mandates is a key factor.

A key challenge is to capture more FDI flows, particularly those directed at the North American Free Trade Agreement (NAFTA) region in an environment characterized by globalization, increasing mobility of capital and technology, and volatile financial markets.

Industry Canada is a major partner in the federal investment strategy. The Department's ability to provide timely information, policies and services to clients, such as multinationals, international investors, Canadian small and medium-sized enterprises (SMEs) and targeted groups, including Aboriginal people and rural communities, is vital to the success of the investment strategy. A key element of the

strategy is to assist Canadian SMEs to form international investment partnerships that generate growth domestically and in foreign markets.

Moreover, the importance of investment by the small business sector has been crucial to the Canadian economy, particularly in terms of job creation. Industry Canada studies indicate that in recent years small businesses created between 70 and 80 percent of all new jobs in Canada.

Improved domestic and international investment climate

Industry Canada will work to improve the domestic and international investment climate by adopting competitive, efficient and fair marketplace laws and regulations for both businesses and consumers.



The **Invest In Canada** Web site is a single-window service for potential investors, site selectors and investment officers. The site provides:

-  details on the advantages of Canadian locations for international investors
-  information on Canada's world-leading industries
-  news on foreign companies investing in Canada
-  economic data on Canada's major cities
-  direct links to other investment sites, including
 - industry sectors
 - provinces and territories
 - major metropolitan areas
-  contacts around the world
 - in embassies/consulates
 - at all levels of government
-  investment inquiry services.

investincanada.ic.gc.ca

Canada branded and recognized as an investment location of choice

Industry Canada will take steps to increase awareness of Canada as an investment location of choice. Enhancing Canada's "brand image" is an effective means to eliminate the gap between some of the negative perceptions held by potential investors and Canada's contemporary economic reality. The Department's efforts and those of its partners are paying off, as international investors are showing more interest in Canada. According to A.T. Kearney, a Chicago-based management consulting firm that publishes a well-known FDI confidence index, Canada ranked 12th as a preferred destination for FDI in 1999, up from 17th in the previous year.

Increased attraction and retention of multinational investment in Canada

Industry Canada will work to attract and retain increased multinational investment. The Department's industry sector branches and Investment Partnerships Canada coordinate targeted campaigns to attract and retain investment by multinationals in Canada. In cooperation with embassies abroad, they provide one-stop servicing of specific investment opportunities.

The importance of investment by the small business sector has been crucial to the Canadian economy, particularly in terms of job creation.

Investment Priority Sector Initiative

- Investment priority sectors are
 - information and communications technologies;
 - life sciences (biotechnology, medical devices and pharmaceuticals);
 - aerospace and defence; and
 - chemicals/petrochemicals.
- Relationships with key executives are being developed and cultivated to develop effective campaigns aimed at potential investments in these sectors.
- Investment Sector Roundtables have been instituted to develop a government-wide approach to targeted investment promotion.

Increased investment by SMEs and by Aboriginal businesses

Industry Canada will work toward increased investment by SMEs and targeted groups that play a major role in stimulating growth and jobs in the Canadian economy. Improved access to capital and information is provided to small businesses, through the *Canada Small Business Financing Act*, and to Aboriginal people and remote communities through Aboriginal Business Canada, FedNor and community development programs.

Community Futures Development Corporations

Rural Canadians are experiencing the challenge of economic adjustment and want to take advantage of new opportunities. To address these challenges, the Community Futures Program supports 252 Community Futures Development Corporations (CFDCs), which offer economic development support to small and rural communities.



Working with Canadians to increase Canada's share of global trade

Canada has flourished over the past years by adopting an industrial policy that includes a significant and growing role for international trade, investment and technology. Great potential exists for creating a dynamic economy for the 21st century, resulting in part from an increased number of exporting firms, especially SMEs in sectors with high export potential, and from diversifying the markets to which they export. A firm that succeeds globally is also more competitive at home.

Canada's prosperity and our ability to create jobs are directly linked to how well we capitalize on international opportunities.

More than 40 percent of our GDP is attributable to export trade (goods and services) and, since the early 1990s, our global exports have more than doubled, reaching \$323 billion in 1998.

Two of every five jobs created in Canada since 1993 are export-based, and some 3 million workers owe their jobs directly to foreign markets.

For Canada, the greatest trade challenge is to take full advantage of international business prospects, while minimizing risk in a rapidly changing global economy. The international marketplace for goods and services is evolving quickly with a high degree of complexity and competitiveness. Huge opportunities exist for Canadian businesses.

Some specific trade challenges facing Canada include the following.

- Canada must take a lead role in further strengthening the international trade framework.
- There is a need to ensure that domestic markets function effectively, and that barriers within Canada are reduced.

- It is necessary to focus on the number of Canadian exporters and help more SMEs become internationally competitive and export-oriented.
- Diversification of Canada's trade base toward emerging high-growth markets is essential.
- Canada must consider increasing trade performance in high value-added goods and services to sustain future economic growth.

To address trade challenges, the Government of Canada developed the International Business Development strategy, which is aimed at improving and modernizing trade services to existing Canadian exporters and at helping prepare potential exporters for international markets. The strategy seeks partnerships among export service providers to seamlessly link collective resources.

Industry Canada was one of the three founding members of Team Canada Inc (TCI), which was launched in 1997. TCI is a virtual trade promotion agency whose members now include 23 federal departments and agencies which work with the provinces and territories, and with other partners to help Canadian companies succeed in world markets.

Secure market access maintained and improved

International rules are now moving beyond the traditional focus on tariff and non-tariff border measures. They are now beginning to address questions of domestic regulations with trade impacts. The key policy challenge remains to find the right balance between domestic interests and concerns, and the opportunities and risks from accelerating globalization and market liberalization. To this end, Industry Canada is committed to reducing internal and external trade barriers and irritants and building a more transparent and fairer rules-based global trading system.

Canada relies on trade for jobs and growth more than any other industrialized country.

A more coordinated and cohesive approach to international trade development

Industry Canada has committed to increasing the level of cooperation among other trade partners. A more cooperative trade infrastructure among federal departments and agencies, the provinces/territories, and the private sector results in a better quality of trade development efforts through synergies, focussed efforts and greater efficiency, along with reduced overlap and duplication of trade development initiatives.

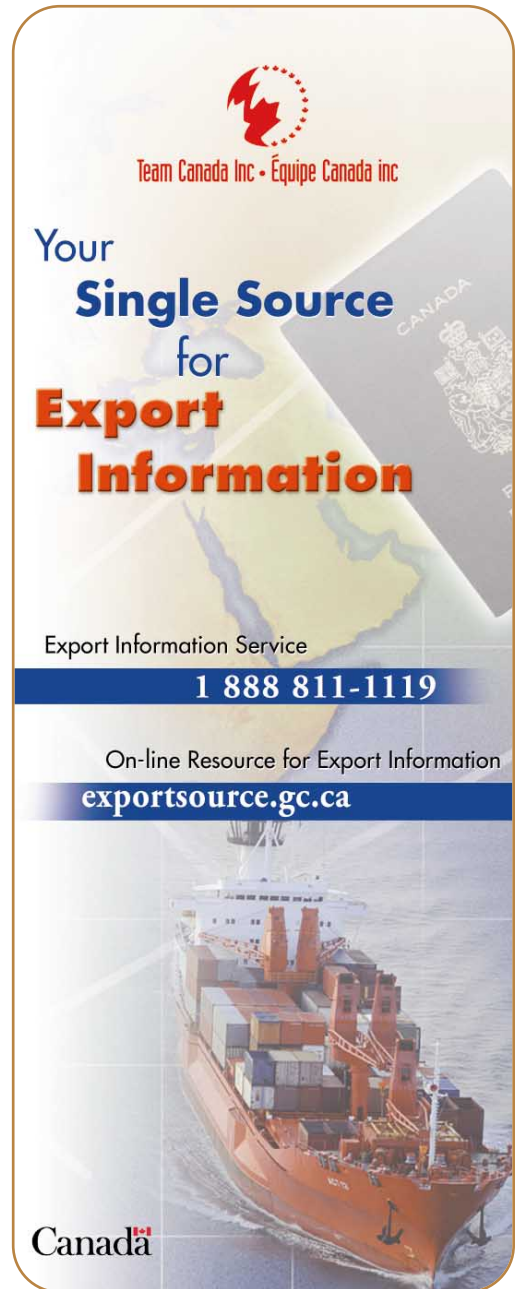
Export capability and preparedness


Industry Canada has committed to expanding awareness on the part of businesses (and particularly SMEs) of global market opportunities, through the development of products and services and the promotion of exporting as a growth option.

Customized self-help tools and Internet-based information sources are linked through TCI's *ExportSource* Web site ([http:// exportsource.gc.ca](http://exportsource.gc.ca)) to facilitate their access. In addition, a national toll-free number (1-888-811-1119) now connects callers to TCI's Export Information Service, which provides direct access to the programs and services of TCI partners.

International market development

Industry Canada has committed to increasing the number of active SME exporters, shifting the product mix toward higher value-added goods and services, and improving market share by key sectors in their key markets.




Team Canada Inc • Équipe Canada inc

Your
Single Source
for
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Export Information Service
1 888 811-1119

On-line Resource for Export Information
exportsource.gc.ca

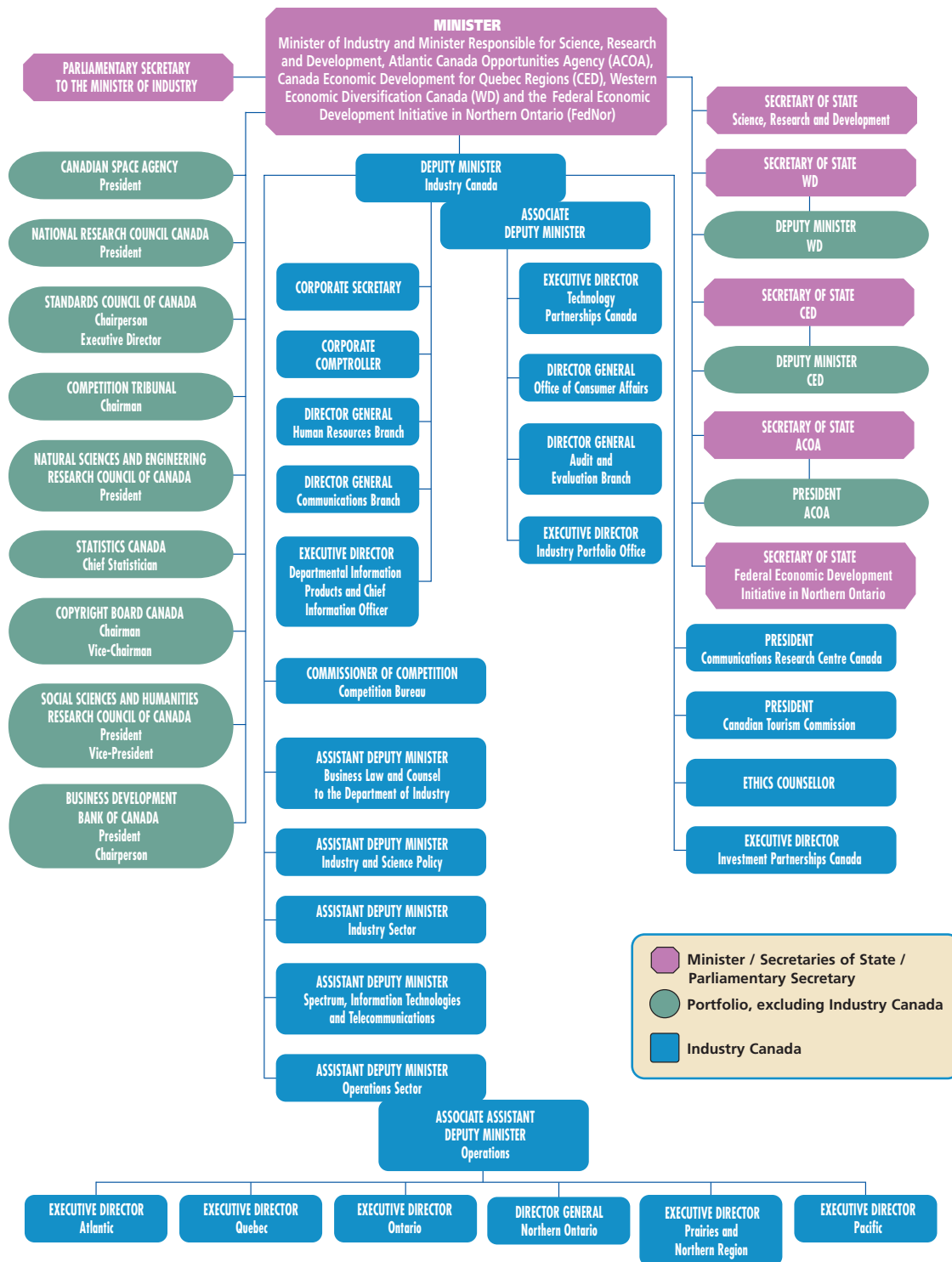
Canada

Enhancing Canada's Competitiveness

To enhance Canada's competitiveness internationally, and help Canadian companies win new contracts abroad, industry partnerships are being promoted through projects such as the following:

- the Sustainable Cities Initiative, allowing Canadians to work in teams to develop integrated solutions to urban problems abroad;
- the Public-Private Infrastructure Initiative, helping Canadians win contracts in the booming global infrastructure market; and
- the First Nations Team Leader Consortia Initiative, in cooperation with First Nations firms, seeking to win hard and soft infrastructure development projects in Latin American countries with significant Aboriginal populations.

Industry Portfolio Organizational Structure



Industry Canada and the Industry Portfolio

Building Jobs and Growth Through Innovation and Partnerships

Thirteen federal departments and agencies make up the Industry Portfolio. Together, these organizations are uniquely positioned to further the government's goal of building a knowledge-based economy in all regions of Canada and to advance the government's jobs and growth agenda.

Industry Canada works in partnership with the members of the Industry Portfolio to leverage resources and exploit synergies in a number of specific areas:

- innovation through S&T — helping firms and not-for-profit institutions more rapidly turn ideas into new products and services;
- trade and investment — encouraging more firms in more sectors to export to more markets, and helping Canadian firms attract a larger share of FDI;
- growth of SMEs — providing access to capital, information and services; and
- economic growth of Canadian communities — fostering new approaches to community economic development, based on community strengths and information infrastructures.

The Industry Portfolio

 **Atlantic Canada Opportunities Agency**

 **Business Development Bank of Canada**

 **Canada Economic Development for Quebec Regions**

 **Canadian Space Agency**

 **Competition Tribunal**

 **Copyright Board Canada**

 **Industry Canada**

 **National Research Council Canada**

 **Natural Sciences and Engineering Research Council of Canada**

 **Social Sciences and Humanities Research Council of Canada**

 **Standards Council of Canada**

 **Statistics Canada**

 **Western Economic Diversification Canada**

Industry Canada

How to Reach Us

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