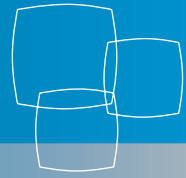




INDUSTRY CANADA BUSINESS PLAN 2010–2011 QUICK REFERENCE

www.ic.gc.ca/businessplan



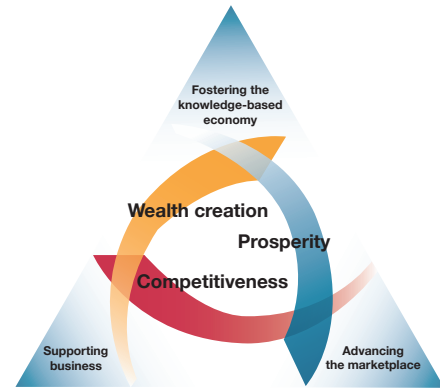
How will your work help strengthen Canada's economy in 2010–2011?
Find out in this year's Industry Canada Business Plan!

What are we doing to help Canadian industry become more productive and competitive?

We are promoting long-term economic growth by:

- Supporting research and development in a wide range of sectors, including telecommunications, aerospace, automotive and shipbuilding.
- Creating economic policies and regulations that help Canadian industries to compete in the global economy.
- Developing initiatives to boost economic development in communities across the country.
- Taking steps to promote fair competition and consumer confidence.

Find out more about all of our key activities and business objectives for 2010–2011 at www.ic.gc.ca/businessplan.



We support, recruit and retain an excellent workforce

Our People Management Strategy for Renewal and Results guides activities that include:

- ✓ Succession planning
- ✓ Learning, training and mentoring
- ✓ Targeted entry-level recruitment
- ✓ Talent management
- ✓ Leadership development
- ✓ Targeted retention strategies

How does your work contribute to meeting Industry Canada's objectives for 2010–2011?

Key Strategies <i>How we achieve our strategic objectives</i>	Advancing the marketplace through economic framework policies	Fostering the knowledge-based economy through enhanced research, innovation, training and skills	Supporting businesses through policies and programs that promote competitiveness and productivity
Program Activities <i>How we implement our key strategies</i>	Marketplace Frameworks and Regulations	Canada's Research and Innovation Capacity	Entrepreneurial Economy
	Marketplace Frameworks and Regulations for Spectrum, Telecommunications and the Online Economy	Communications Research Centre Canada	Global Reach and Agility in Targeted Canadian Industries
	Consumer Affairs Program	Commercialization and Research and Development Capacity in Targeted Canadian Industries	Community, Economic and Regional Development
	Competition Law Enforcement and Advocacy		Security and Prosperity Partnership of North America–Canadian Secretariat
Strategic Enablers <i>How we support all of our program activities</i>	People Management Stewardship Management of Information and Technology Communications and Engagement		

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