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Industry Sector Development

# ACCESS GUIDE

IC

April 1996



Industry Canada Industrie Canada

Canada



INDUSTRY  
SECTOR  
DEVELOPMENT

DÉVELOPPEMENT  
SECTORIEL  
DE L'INDUSTRIE

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## Industry Sector Development Logo — Rationale

- The principal intention of the logo is to convey the concept of people striving for a strong, bright future in industry. To achieve this positive image, we have designed graphic symbols to represent the human element as well as the goals to be attained.
- The golden star in the visual symbol represents a brighter future through industrial development. It also indicates a measure of quality and excellence, and suggests a role for technology as a "guiding light" or inspirational spark in working toward meeting goals.
- The human element is communicated very clearly in the figure that comprises the main part of the visual symbol. Representing the involvement of people in the areas of Trade, Investment, Technology and Human Resources Development, the figure has one arm extended in a show of determination and strength. Designed to give the impression of an outward stretching motion, the figure appears to be reaching upward toward the star. The angular form the figure takes suggests a dynamic forward movement and adds visual interest to the image.
- The logo title itself, "Industry Sector Development," is presented in a modern, yet clean and simple typeface. Italicizing the words builds on the impression of forward movement suggested by the figure.
- The colours chosen, besides complementing each other, also play an important part in communicating the desired concept. The gold reinforces the idea of quality and excellence, while the blue expresses a solid determination for advancement and a strong commitment to positive development.
- Taken together, the various elements create a powerful image that clearly communicates the idea of people striving for a brighter future. While the chosen colours, typeface and symbol design all contribute to this image, the most telling component is the human figure that reaches, both figuratively and literally, for the stars.

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Aussi disponible en français sous le titre  
Guide d'accès - Développement sectoriel

de l'industrie



Industry Canada Industrie Canada



April 1, 1996

Dear Industry Sector Development Access Guide Users:

On behalf of the Industry Sector, I am delighted to be able to present to you the second edition of the *Industry Sector Development Access Guide*.

As a result of the many comments and suggestions made by users of the first edition, we have tried to improve the guide. Additionally, the guide will be available on-line in April. Users will be able to access it through the Industry Canada Electronic Telephone Directory (ETD) icon and Lotus Notes.

The *Industry Sector Development Access Guide* is intended for internal use and represents only one of the sectors at Industry Canada. For a full view of the entire department, see the Industry Canada Electronic Directory (for internal use only at this time).

We welcome your updates, suggestions and comments for our guide. These and requests for additional English and French copies may be directed to Sara Ellis CMS, via e-mail.

I hope you find this guide a useful and efficient tool in accessing the Industry Sector.

J.M. Banigan

Canada

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# **Coordination and Management**

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## Pacific Regional Office

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**REGIONAL OFFICES**

## **Prairies and NWT Regional Office**

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**REGIONAL OFFICES**

## **Québec Regional Office**

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## **Finance Services Team**

8th Floor, East Tower  
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**PURPOSE:**

To provide financial advice and services to Industry Sector staff.

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Financial Advisor  
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**Michelle McDonnell.....(613) 954-5316**

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# Human Resources Team

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## PURPOSE:

To provide human resource advice and services to the Industry Sector.

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## Management Team

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## Environmental Stewardship

9th Floor, East Tower  
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K1A 0H5

### PURPOSE:

Develop an MOU with SPI, Environment Canada and Industry Canada dealing with the environmental issues surrounding PVC. Act as a focal point on environmental issues facing the plastics industry, such as solid waste management, New Substances Notification and the environmental choice program CEPA Review.

**John Margeson .....** (613) 954-3016  
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# Human Resources Team

9th Floor, East Tower  
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## PURPOSE:

Participate in the steering committee for the Human Resources Development Canada-sponsored skills/needs analysis study. Explore the feasibility of implementing the Rosenheim model in the plastics sector.

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# Information Products Plastics Team

9th Floor, East Tower  
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K1A 0H5

## PURPOSE:

Produce and distribute products, such as SCF Plastics and periodic newsletters on plastics technologies. Launch Chemicals and Plastics INSIGHT Product and CD-ROM; obtain feedback and refine.

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# Marketing & Information Products – Advanced Materials Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Produce and distribute an INSIGHT product for advanced materials, a multimedia expertise guide and a networking index. Develop, consult on and disseminate an international marketing strategy for the AM sector. Forge new relationships to improve the quality of sourcing responses, the identification of investment opportunities and technology inflow alliances.

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# Marketing Plastics Team

9th Floor, East Tower  
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## PURPOSE:

Develop, consult on and disseminate an international marketing strategy that addresses resins, machinery and processors. Take the lead on implementing initiatives in International Trade Business Plan activities. Build on previous interfirm comparisons for benchmarking competitiveness.

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# Sectoral Policy – Advanced Materials Team

9th Floor, East Tower  
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## PURPOSE:

Develop and disseminate the report of the U.S. Innovation Project dealing with advanced materials. Develop the statistical information base concerning the sector with Statistics Canada that will carry out the survey based on company lists provided. Develop an Advanced Materials Strategy for Industry Canada with consensus of OGDs, provincial governments and agencies, and major industrial players, taking into account National Advisory Panel on Advanced Industrial Materials (NAPAIM) recommendations and the international context.

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# Technology – Advanced Materials Team

9th Floor, East Tower  
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## PURPOSE:

Prepare a networking guide of producers and users of advanced materials, researchers and providers of technology. Develop international standards for advanced ceramics with international partners for new uses and applications of advanced materials. Develop and disseminate information regarding best practices and applications for new uses and applications of advanced materials with industry associations, user groups and professional associations.

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**AEROSPACE AND DEFENCE BRANCH**

## **Management Team**

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# Aerospace Small & Medium Size Enterprise (SME) Capability & Performance Team

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## PURPOSE:

Industry consultations – measures necessary to ensure SME world-class competitiveness.

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## Aerostructures Group

6th Floor, East Tower  
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### PURPOSE:

To maintain core knowledge and capability in the aerostructure sector.

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## Airframes

6th Floor, East Tower  
235 Queen Street  
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### PURPOSE:

To maintain core knowledge and capability in the airframes sector.

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# Best Manufacturing Practices (BMP)

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
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## PURPOSE:

To promote Canadian industrial participation in the U.S. Navy's Best Manufacturing Practices (BMP) program.

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# Canadian International Business Strategy (CIBS) / NST

6th Floor, East Tower  
235 Queen Street  
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## PURPOSE:

To establish and support the Aerospace and Defence National Sector (Trade) Team(s). To ensure effective linkages to Aerospace and Defence Branch and Industry sector with respect to coordination with Branch Business Plan and input to CIBS.

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AEROSPACE AND DEFENCE BRANCH

## Defence Development Sharing Agreement (DDSA) Office

6th Floor, East Tower  
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Ottawa, Ontario  
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### PURPOSE:

Defence Development Sharing Agreement: Brokerage and promotion service to facilitate research and development cost shares projects conducted by Canadian industry directed at satisfying U.S. military requirements.

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AEROSPACE AND DEFENCE BRANCH

## de Havilland Framework Agreement

6th Floor, East Tower  
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### PURPOSE:

To monitor and implement federal government commitments in Bombardier's acquisition of de Havilland.

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# Domestic and Foreign Investment

6th Floor, East Tower  
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## PURPOSE:

Coordinate domestic and foreign investment activities for the Canadian aerospace and defence industry sectors.

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AEROSPACE AND DEFENCE BRANCH

## Electronics and Defence Systems

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**PURPOSE:**

To maintain core knowledge and capability in the electronics and defence systems sector.

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AEROSPACE AND DEFENCE BRANCH

## Helicopters and R&O

6th Floor, East Tower  
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K1A 0H5

**PURPOSE:**

To maintain core knowledge and capability in the helicopters and repair and overhaul sectors.

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# Human Resources

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## PURPOSE:

To deal with aerospace and defence industry human resources issues.

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# Insight Team

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## PURPOSE:

To publish a CD-ROM on the aerospace and defence industry designed to provide Canadian companies with easy, single-window access to a vast array of public and commercial business information holdings. Insight is a suite of information products focused on specific industry sectors and is available on diskette, CD and online.

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AEROSPACE AND DEFENCE BRANCH

## Intelligent Transport Systems Team

6th Floor, East Tower  
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### **PURPOSE:**

Assess Canadian industries' capability in ITS technologies and systems and identify ways by which they can compete successfully in domestic and foreign markets.

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# **Industrial and Regional Benefits (IRB) Special Studies**

6th Floor, East Tower  
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**PURPOSE:**

To facilitate delivery of optimum industrial and regional benefits.

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# Industrial and Regional Benefits (IRB) Delivery/Procurement Team

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To facilitate delivery of optimum industrial and regional benefits. General procurement policy review and analysis of horizontal issues.

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**AEROSPACE AND DEFENCE BRANCH**

**ISO 9000**

6th Floor, East Tower  
235 Queen Street  
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K1A 0H5

**PURPOSE:**

To develop a handbook on ISO 9000 implementation issues for aerospace and defence sector companies to assist them in dealing with the various complex issues associated with international standards.

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# Land and Marine Defence Systems

6th Floor, East Tower  
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## PURPOSE:

To maintain core knowledge and capability in the land and marine defence systems sector.

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# Market Segment Analysis Team

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## PURPOSE:

To enhance the ability of the branch and of Canadian aerospace and defence SMEs to evaluate and/or prepare market forecasts.

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**MOUs**

6th Floor, East Tower  
235 Queen Street  
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K1A 0H5

**PURPOSE:**

To develop a guideline within which individual MOUs can be negotiated within the Aerospace and Defence Branch.

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# 1995 Annual Aerospace and Defence Industry Survey

6th Floor, East Tower  
235 Queen Street  
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K1A 0H5

## PURPOSE:

Information product for trade and investment.

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# North America Technology & Industrial Base Organization (NATIBO)

6th Floor, East Tower  
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## PURPOSE:

Through NATIBO, to encourage Canadian industrial participation in activities that promote the integration of the defence and commercial industrial sectors and greater utilization of dual-use products and technologies.

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# Propulsion

6th Floor, East Tower  
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## PURPOSE:

To maintain core knowledge and capability in the propulsion sector.

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## Regional Representatives

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## Sector Competitiveness Frameworks

6th Floor, East Tower  
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### PURPOSE:

Management of sector competitiveness frameworks process for aerospace and defence industries.

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AEROSPACE AND DEFENCE BRANCH

## Simulation & Training

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K1A 0H5

**PURPOSE:**

To complete market segment, Canadian capability; U.S. opportunities, analysis for the simulation and training subsector.

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AEROSPACE AND DEFENCE BRANCH

## Space

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**PURPOSE:**

To maintain core knowledge and capability in the space sector.

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AEROSPACE AND DEFENCE BRANCH

## Strategic Analysis Working Group

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To maintain the branch's working core strategic intelligence databases, briefings and presentations materials relating to the size, composition, dynamics and competitive environment of the Canadian and international and related defence industries.

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**AEROSPACE AND DEFENCE BRANCH**

## **Technology Road Map Team**

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

Technology road map for the Canadian aircraft manufacturing, repair and overhaul industry.

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**AUTOMOTIVE BRANCH**

## **Management Team**

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**AUTOMOTIVE BRANCH**

## **Functional Advisor Team**

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**PURPOSE:**

Investment strategy: to produce a Memorandum to Cabinet by the end of 1995/96.

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**AUTOMOTIVE BRANCH**

## **Information Products Team**

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To review information product needs, format and content; to set standards; to ensure that marketing plans are developed; to optimize existing systems and to ensure compatibility with the department.

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**AUTOMOTIVE BRANCH**

## **Resource Team**

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**PURPOSE:**

Organization of support services and distribution of work among support staff.

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AUTOMOTIVE BRANCH

## Sectoral Policy – Human Resources Team

10th Floor, East Tower  
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### PURPOSE:

To develop a strategic framework for training pulling together existing Sectoral Councils, as well as implementing a proposed initiative in assembler training; to provide policy analysis and advice on workplace-related issues.

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# Sectoral Policy – Regulatory Team

10th Floor, East Tower  
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## PURPOSE:

To contribute to safety and environmental policy analyses in the following areas: MMT; Canadian Council of the Ministers of Environment (CCME), co-chair NAFTA Standards Council, Safety Standards and Regulatory Review (BIT).

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# Sectoral Policy – Sector Competitiveness Framework Team

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# Sectoral Policy – Technology Team

10th Floor, East Tower  
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 K1A 0H5

## PURPOSE:

Auto research and development strategy: building a technology road map, implementing Canadian CANCAR, and identifying and promoting Canadian technologies.

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**AUTOMOTIVE BRANCH**

## **Services – Automotive Advisory Committee Team**

10th Floor, East Tower  
 235 Queen Street  
 Ottawa, Ontario  
 K1A 0H5

**PURPOSE:**

To manage Minister's Automotive Advisory Committee.

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**AUTOMOTIVE BRANCH**

**Services – Trade & Investment Team**

10th Floor, East Tower  
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K1A 0H5

**PURPOSE:**

To develop and implement Canadian International Business strategy.

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## Assembly Competitive Analysis Team

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## Chilean Accession Team

10th Floor, East Tower  
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### PURPOSE:

Negotiate Chilean accession to NAFTA.

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**AUTOMOTIVE BRANCH**  
**SECTORAL POLICY - TRADE & INVESTMENT SUBTEAMS**

## **South American Strategy Team**

10th Floor, East Tower  
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K1A 0H5

**PURPOSE:**

To develop automotive South American strategy.

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## Management Team

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## Industry Analysis and Business Climate Team – Chemicals and Bio-Industries

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

The team gathers and disseminates qualitative and quantitative information on the characteristics and performance of both industry groupings. This information is used to focus on issues, especially regulations, that impact the competitiveness of industry in these sectors. The team acts as a reasoned advocate on behalf of industry with federal departments on issues that affect the future business climate for those sectors. It also provides secretariat services for the following committees: the Minister's National Biotechnology Advisory Committee (NBAC), the Canadian Chemicals Advisory Council (CCAC), the Interdepartmental Committee on Biotechnology (ICB) and the Biotechnology Coordinating Group. It also provides the National Coordinator to the Canadian Delegation for the Working Party on Biotechnology to the Organization for Economic Cooperation and Development (OECD).

## **Team Coordinators:**

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# International Business Team – Chemicals and Bio-Industries

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

This team focuses on development of a Team Canada approach to promoting trade, investment and technology transfer to create jobs and growth in these Canadian sectors. The team leads national sector teams for both chemicals and bio-industries and works in partnership with industry representatives and other government players to identify resources and implement strategies that will generate more international business for Canadian firms in these sectors.

## Team Coordinators:

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# Strategic Business Information Team – Chemicals and Bio-Industries

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

The Strategic Business Information Team works to improve the accessibility of strategic business information, especially in electronic form, to Canadian firms in these sectors. It does this by producing information products and by developing information networks with partners such as industry associations and private sector information providers.

## Team Coordinators:

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## Management Team

6th Floor, East Tower  
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K1A 0H5

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# Administrative & Support Team

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To provide and coordinate administrative and special services to, and for, the industry sector ADM, CMS, and the Women's Bureau and to respond to client needs.

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# Briefings, Correspondence & Parliamentary Affairs Team 1

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To provide high quality and timely service for all correspondence, briefings, parliamentary relations and ATIP requests (client branches: Automotive; Manufacturing and Processing Technologies; Advanced Materials & Plastics; Fashion, Leisure and Household Products).

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# Briefings, Correspondence & Parliamentary Affairs

## Team 2

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To provide high quality and timely service for all correspondence, briefings, parliamentary relations and ATIP requests (client branches: Environmental Affairs; Forest Industries and Building Products; Chemicals and Bio-Industries; Metals and Minerals Processing).

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# Briefings, Correspondence & Parliamentary Affairs Team 3

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To provide high quality and timely service for all correspondence, briefings, parliamentary relations and ATIP requests (client branches: Aerospace and Defence; Service Industries and Capital Projects; Transportation Industries; Health Industries).

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# Briefings, Correspondence & Parliamentary Affairs

## Team 4

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To provide high quality and timely service for all correspondence, briefings, parliamentary relations and ATIP requests (corporate/ cross-sectoral/portfolio issues).

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COORDINATION AND MANAGEMENT SERVICES BRANCH  
BRIEFINGS AND STRATEGIC MANAGEMENT DIRECTORATE

## Federal/Provincial Relations Team

6th Floor, East Tower  
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Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To provide specific and overview federal/provincial relations services to ISBs.

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COORDINATION AND MANAGEMENT SERVICES BRANCH  
BRIEFINGS AND STRATEGIC MANAGEMENT DIRECTORATE

## Sensitive File Management Team

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Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To provide focused, ongoing, dedicated management of sensitive files/issues deemed to be sensitive to political, economic and financial factors.

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**COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE**

## **Management Team**

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<b>Director &amp; Manager</b>	Fax 991-9469
Room 992A	wilson.deborah@ic.gc.ca
<b>Diane Soucy .....</b>	<b>(613) 941-6426</b>
Executive Secretary	Fax 991-9469
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# Cross-Sectoral Coordination, Integration and Analysis Team

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

- To coordinate ISB activities related to SCFs, business plans, horizontal policies, MOPR and departmental overview and to provide economic support of the ISBs.

**Don Astwood** ..... (613) 952-8080

Team Coordinator  
Room 642A

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astwood.don@ic.gc.ca

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Coordinator  
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**Michael Dohaney** ..... (613) 957-9629

Analyst  
Room 632A

Fax 991-9469

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**Baj Hafez** ..... (613) 954-2908

Team Coordinator  
Room 668A

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hafez.baj@ic.gc.ca

**Misa Palacek** ..... (613) 941-3582

Analyst  
Room 613A

Fax 991-9469

palacek.misa@ic.gc.ca

**COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE**

# **Emergency Preparedness Team**

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## **PURPOSE:**

To prepare and support departmental emergency responsibilities in the industry sector.

**Ron Gervais** ..... (613) 954-3783  
Team Coordinator Fax 991-9469  
Room 649A gervais.ron@ic.gc.ca

**Dugald Stewart** ..... (613) 954-3774  
Advisor Fax 991-9469  
Room 650A stewart.dugald@ic.gc.ca

**COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE**

# **Financial Manager Team**

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## **PURPOSE:**

To prepare and support departmental emergency responsibilities in the industry sector (includes aircraft sales financing).

**Robin Dingwell** ..... (613) 954-1852  
Team Coordinator & Financial Manager Fax 952-6739  
Room 919A dingwell.robin@jc.gc.ca

**Rollande Bouwman**.....(613) 954-5603  
Project Monitoring Clerk Fax 952-6739  
Room 949A bouwman.rollande@ic.gc.ca

<b>Marnie Colvin</b>	.....	(613) 954-3402
Project Monitoring Clerk		Fax 952-6739
Room 913A		colvin.marnie@ic.gc.ca
<b>Perwaiz Gulzar</b>	.....	(613) 954-1833
Senior Project Officer (Aircraft Sales Financing)		Fax 952-6739
Room 920A		gulzar.perwaiz@ic.gc.ca
<b>Geneviève Martinson</b>	.....	(613) 954-3304
Program Control Officer		Fax 952-6739
Room 951A		martinson.genevieve@ic.gc.ca
<b>Cliff Oldridge</b>	.....	(613) 954-3326
Repayments Officer		Fax 952-6739
Room 988A		oldridge.cliff@ic.gc.ca
<b>Joan Woodside</b>	.....	(613) 954-3167
Project Monitoring Clerk		Fax 952-6739
Room 945A		woodside.joan@ic.gc.ca

**COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE**

## **Functional Advisor Support Team**

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### **PURPOSE:**

To provide analytical and operational support to the eight functional advisors in their roles as coordinators of the industry sector's main lines of business.

<b>Maureen Lofthouse</b>	.....	(613) 954-3288
Team Coordinator		Fax 991-9469
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Policy Analyst		Fax 957-8912
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<b>Peter Chau</b>	.....	(613) 952-5158
Senior Policy Analyst		Fax 991-9469
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**Alfred Lyon**.....(613) 952-5157  
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Room 640A lyon.alfred@ic.gc.ca

**COORDINATION AND MANAGEMENT SERVICES BRANCH**  
**COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE**

## **Management Function Team**

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To provide coaching, financial, administrative and personnel services to the CASAS employees within CMS Branch.

**Deborah Wilson**.....(613) 954-3388  
Director Fax 991-9469  
Room 992A wilson.deborah@ic.gc.ca

**Diane Soucy** .....(613) 941-6426  
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**Vacant** .....(613) 954-5595  
Secretary Fax 991-9469  
Room 608A @ic.gc.ca

COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE

# Program Coordination Team

6th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To coordinate the wind down of Industry Canada programs and to establish and operate a system to optimize contractual program repayments.

**Marnie Colvin** ..... (613) 954-3402  
Data Entry Fax 952-6739  
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**Barry Lett** ..... (613) 941-3738  
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**Geneviève Martinson** ..... (613) 954-3304  
Program Control Officer Fax 952-6739  
Room 951A martinson.genevieve@ic.gc.ca

**Cliff Oldridge** ..... (613) 954-3326  
Repayment Specialist Fax 952-6739  
Room 988A oldridge.cliff@ic.gc.ca

**Joan Woodside** ..... (613) 954-3167  
Project Monitor Fax 952-6739  
Room 945A woodside.joan@ic.gc.ca

COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE

# Special Analytical Services Team

8th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To provide comprehensive financial and economic cost-benefit analysis to the various ADM sectors of the department.

<b>Alian Curran</b>	.....	(613) 954-1843
Team Leader		Fax 954-1841
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<b>Fred Bennett</b>	.....	(613) 954-5594
Director		Fax 954-1841
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Analyst		Fax 954-1841
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Analyst		Fax 954-1841
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COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE

## Transition Assignments Team – DIPP

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To deliver the outstanding Industry Canada programs.

**Ian Paris** ..... (613) 952-0697  
Project Officer Fax 952-6739  
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**Ramesh Saxena** ..... (613) 954-3331  
Project Officer Fax 952-6739  
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COORDINATION AND MANAGEMENT SERVICES BRANCH  
COORDINATION AND SPECIAL ANALYTICAL SERVICES DIRECTORATE

## Transition Assignments Team – Other Programs

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

To deliver eight designated outstanding Industry Canada programs.

**Doug Mercer** ..... (613) 954-3103  
Team Coordinator & Senior Project Officer Fax 952-6739  
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**Thérèse Richard-Masson** ..... (613) 954-2863  
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## Management Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

<b>Bruce Deacon.....</b>	<b>(613) 954-3801</b>
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<b>Louise Cardinal .....</b>	<b>(613) 941-9216</b>
Assistant to Bruce Deacon	Fax 957-9955
Room 1018B	cardinal.louise@ic.gc.ca
<b>Norm Levesque .....</b>	<b>(613) 941-2274</b>
<b>Director &amp; Manager</b>	Fax 954-3724
Room 1058C	levesque.norm@ic.gc.ca
<b>Hélène Mainville .....</b>	<b>(613) 941-6036</b>
Secretary to Norm Levesque	Fax 954-3724
Room 1029C	mainville.helene@ic.gc.ca

# Communications and Media Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Responsible for sector's communications needs, both internal and in support of the department/minister. Provides response to media inquiries and manages media relations, and coordination and management of special events.

**Bruce Stuart** ..... (613) 941-3460

Team Coordinator & Fax 954-3724  
Senior Communications Advisor stuart.bruce@ic.gc.ca  
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**Sara Ellis** ..... (613) 941-0751

Communications Advisor Fax 954-3724  
Room 1024C ellis.sara@ic.gc.ca

**Ivy Fortin** ..... (613) 954-5267

Special Events Coordinator Fax 954-3724  
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**Carmen Grenier** ..... (613) 941-9709

Visual Advisor Fax 954-3724  
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**Lise Picknell** ..... (613) 954-0263

Communications Advisor Fax 954-3724  
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**Gillian Welbourne** ..... (613) 941-8482

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# Sector Branch Information Products Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

The Sector Branch Information Products team is the focal point for coordinated planning, development and delivery of information products across sector branches.

<b>Mike Flaherty</b> .....	(613) 954-3045
Team Coordinator	Fax 941-0390
Room 1012A	flaherty.mike@ic.gc.ca
<b>Larry Hudon</b> .....	(613) 954-3342
Information Product Officer	Fax 954-3724
Room 1017A	hudon.larry@ic.gc.ca
<b>Vivian Bierman</b> .....	(613) 954-3285
Information Product Officer	Fax N/A
Journal Tower	bierman.vivian@ic.gc.ca
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Information Product Officer	Fax 941-0390
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<b>David Thomson</b> .....	(613) 954-3259
Senior Information Product Officer	Fax 954-3724
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<b>Vacant</b> .....	(613) 954-3258
Secretary	Fax 941-0390
Room 1015A	@ic.gc.ca

# Marketing and Promotion Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

- Practices and encourages a marketing approach to the development and delivery of industry sector outputs. Provides advice and assistance to staff in developing and implementing marketing plans that focus on industry needs.

<b>Linda Barber</b> .....	<b>(613) 954-2776</b>
Team Coordinator	Fax 954-3724
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Marketing & Promotions Assistant	Fax 954-3724
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<b>John De Genova</b> .....	<b>(613) 954-1860</b>
Marketing & Promotions Advisor	Fax 954-3724
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<b>Joanne Madore</b> .....	<b>(613) 952-5589</b>
Graphics Specialist	Fax 954-3724
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Marketing & Promotions Advisor	Fax 954-3724
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**Marsha Permut** ..... (613) 954-3225  
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ENVIRONMENTAL AFFAIRS BRANCH

## Management Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

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**Cynthia Serrao** ..... (613) 954-3055  
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# Air and Waste Management Sector Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To facilitate and support trade, technology and investment activities to develop and enlarge Canada's air, earth sciences and waste management industry sector/networks covering clean air technologies, GIS, land-use planning, and solid and hazardous wastes.

**Sherrill Owen** ..... (613) 954-2933

Team Coordinator  
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Halifax

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# Atmospheric Issues Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Coordinate advocacy and analysis on climate change and other atmospheric policy issues; promote climate change-related technologies and market opportunities; and support pollution prevention and sustainable development.

**Philip Fleming** ..... (613) 954-3014

Team Coordinator  
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# Canadian Office for Technology Exchange/International Financial Institutions (IFIs) in Environment Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

International exchanges of environmentally sound technologies.

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<b>Derek Yue</b> .....	(416) 973-5159
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Toronto	yue.derek@ic.gc.ca

# **Environmental Industry Strategy Implementation Team**

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## **PURPOSE:**

Implement the EI Strategy – 12 initiatives across three themes – streamlining government assistance to the industry; supporting industry and technology; and improving access to international opportunities development.

**Don Stewart.....(613) 954-3491**  
Team Coordinator  
Room 742A

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**Sherri Watson.....(613) 954-3382**  
Officer  
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# Information Products Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

To develop, innovate and disseminate a value-added, world-class information product that showcases the Canadian environmental industry sector, including Canadian Environmental Solutions (CES); Env-I-Net, an on-line database; developing the environmental component of the Industry Canada Gopher and World Wide Web site; promoting the use of electronic conferencing and Lotus notes; and exploring new information products such as specific market export guides.

<b>Ewa Burk</b> .....	<b>(613) 941-4212</b>
Team Coordinator, Information Products	Fax 952-9564
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Officer – Env-I-Net	Fax 952-9564
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<b>Vera Jozwiak</b>	.....	(613) 952-4166
Promotion/CES Sales		Fax 952-9564
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<b>Derek Yue</b>	.....	(416) 973-5159
Officer, Export Guides		Fax (416) 973-8714
Toronto		yue.derek@ic.gc.ca

# International Business Development Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Facilitate and support the National Sector Team on Environment. Coordinate federal, provincial and industry input into the 1996/97 Canadian International Business Strategy. Develop an international action plan for the environmental industry sector. Support the International Business Sourcing Centre.

**Sherrill Owen** ..... (613) 954-2938  
Team Coordinator  
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**ENVIRONMENTAL AFFAIRS BRANCH**

## **Sustainable Development Team**

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

CEPA Review; CEAA Joint Monitoring Program Cost Recovery;  
Environmental Regulatory Reform; Industry Canada's Sustainable  
Development Strategy.

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## Toxics/International Issues Team

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K1A 0H5

### PURPOSE:

Industry Canada's lead role with Environment Canada and industry on key issues related to risk reduction at international and national levels. These issues include chlorine, the priority substances list, ARET, the strategic options process, base/hazardous wastes, POPs/heavy metals, toxics policy, etc.

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## Water Sector Team

7th Floor, East Tower  
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K1A 0H5

### PURPOSE:

To facilitate and support trade, technology and investment activities. To develop and enlarge Canada's water industry sector/networks, focusing on municipal and industrial applications.

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## Management Team

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# World Trade Organization (WTO) Team

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## PURPOSE:

Represent interests of Canadian consumer product industries regarding implementation of the Uruguay Round Agreement.

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# Industry Statistics Team

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## PURPOSE:

To develop, innovate and disseminate a wide variety of electronic and hard copy information products that showcases the fashion, leisure and household products industry sectors.

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## **FASHION, LEISURE AND HOUSEHOLD PRODUCTS BRANCH**

# **Insight Team**

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**PURPOSE:**

Insight is a suite of information products focused on specific industry sectors and is available on diskette and online.

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#### FASHION, LEISURE AND HOUSEHOLD PRODUCTS BRANCH

## Investment Opportunities Team

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### PURPOSE:

To develop business use for continued investment in Canadian operations of MNEs in major appliance and power tool sectors.

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# Marketing Intelligence Team

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## PURPOSE:

Forum for the exchange of information/intelligence between FLH Branch and industry clients.

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# **North American Sourcing Database Team**

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**PURPOSE:**

Development of apparel fabric sourcing database – wool fabrics, cotton and man-made portions to be completed in 1996/97.

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# SCF Working Group – Apparel

10th Floor, East Tower  
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## PURPOSE:

Management of Sector Competitiveness Framework (SCF) process for apparel.

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# **SCF Working Group – Household Furniture**

10th Floor, East Tower  
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**PURPOSE:-**

## Management of Sector Competitiveness Framework (SCF) process for household furniture industry.

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# International Trade and Technology Development Team

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## PURPOSE:

Oversee and coordinate the branch's activities relating to international trade and technology development and develop eight CIBS for 1997/98.

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## International Business Opportunities Centre (IBOC)

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## Human Resources Team

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To facilitate development of a competitive Canadian forest products labour force through access and awareness to best human resources practices for industry and all levels of government.

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# Investment & Business Climate Team

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## PURPOSE:

To further industry international competitiveness by providing an analytic base for stakeholders to address sectoral issues, supporting sector strategy development and promoting investment opportunities. Conduct consultations with sector stakeholders, principally through FSAC and the FIDC, on key issues and future awareness. Outputs will include strategic studies, special projects and information products.

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FOREST INDUSTRIES AND BUILDING PRODUCTS BRANCH

## Sustainable Development & Regulation Working Group

9th Floor, East Tower  
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K1A 0H5

### PURPOSE:

CEPA Review; CEAA Joint Monitoring Program Cost Recovery;  
Environmental Regulatory Reform; Industry Canada's Sustainable  
Development Strategy.

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## Technology Team

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### PURPOSE:

To assist sector to enhance global competitiveness and to increase environmental sustainability of our forest and mills. Manage R&D projects; produce technology road maps; develop strategies and priorities for federal labs; implement S&T agreement with EU; and produce strategies to promote environmental technologies and technology transfer activities.

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**FOREST INDUSTRIES AND BUILDING PRODUCTS BRANCH**

**Trade Team**

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To enhance export opportunities for Canadian manufacturers of forest and building products. Development of trade strategies in consultation with industry and government partners; delivery of outputs identified in the Canadian International Business Strategy. In addition, on market access issues, to assist the Canadian forest industry in identifying and overcoming NTBs to export trade.

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## Management Team

9th Floor, East Tower  
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- Ginette Lacombe** ..... (613) 954-3077  
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## Clients & Partners Communications Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### PURPOSE:

Develops and delivers a strategy to communicate our vision, role and accomplishments to health industries' clients and partners, and to communicate our clients' needs and concerns back to partner organizations. This team will also work to advance health industries' agenda in government by communicating the interests of our industry clients to ministers and government colleagues.

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# Database Team

9th Floor, East Tower  
 235 Queen Street  
 Ottawa, Ontario  
 K1A 0H5

## PURPOSE:

Implements a strategy to develop the health industry company and contact information for publication on STRATEGIS and on an internal electronic platform. Sectors include medical devices, health services and pharmaceuticals.

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# Information Strategy Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Delivers a strategy to meet the business and sector information needs of our clients in the medical devices, health services and pharmaceutical sectors. The team develops, markets and evaluates information products in partnership with other teams in the branch and with our clients.

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# Investment Team

9th Floor, East Tower  
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K1A 0H5

## PURPOSE:

Develop health industries' investment framework and the pharmaceutical sector competitiveness framework, and promote investment opportunities in the Canadian health industry.

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# Trade Strategy Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

Through the National Sector Team, composed of government and private sector members, develop and implement a strategy for international business development, promote and deliver international and trade investment and technology services, and facilitate communication and cooperation in international business ventures.

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**HEALTH INDUSTRIES BRANCH**

# **Opportunities Team**

9th Floor, East Tower  
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Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

Explore emerging industrial development opportunities in the health sector in areas such as tele-medicine, information and communications (e.g., CANARIE and the Information Highway) technology, and health care reform.

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**HEALTH INDUSTRIES BRANCH**

# **Pharmaceutical Industry Sector Team**

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To develop the pharmaceutical industry SCF and implement its recommendations, in partnership with stakeholders. To monitor developments, trends and issues related to the industry, and assist the industry to remain internationally competitive. To contribute to the evolution of the policy environment surrounding pharmaceutical production, distribution and availability in Canada, and to participate in the review of Bill C-91.

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HEALTH INDUSTRIES BRANCH

## Regulatory Issues Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

### **PURPOSE:**

Monitor health industries' related regulatory issues and advise Industry Canada and Health Canada ministers on their industrial implications. Issues include cost recovery, risk-based regulation, performance standards, harmonization and mutual recognition agreements. The team will also disseminate information to industry on regulatory issues and requirements, and consult with industry on them.

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# Technology Strategy Team

9th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Create an approach to technology development, transfer and support for Canadian-based health industries. The team will manage relationships with federal agencies, such as MRC, NRC and NSERC; provincial government science and technology agencies; and private sector research and development networks.

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MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Management Team

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K1A 0H5

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MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Electrical Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

**PURPOSE:**

To deliver departmental support for the Round Table on Electricity and to prepare and disseminate the Sector Competitiveness Framework (SCF) for the electric power equipment and services sector.

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#### MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Market Development Team

10th Floor, East Tower  
235 Queen Street  
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K1A 0H5

#### PURPOSE:

Four Canadian International Business Strategies (CIBS), i.e., primary and secondary industries equipment, advanced manufacturing technologies (AMT), oil and gas, and electrical power. Provide advice on standards. Trade policy issues and negotiations, e.g., NAFTA, World Trade Organization (WTO) and GATT, with inputs as requested. Membership on two National Sector Teams, in the CIBS areas, i.e., AMT and electrical power. Secretariat to the AMT Sector Advisory Group on International Trade (SAGIT) for the branch.

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# Manufacturing & Processing Team

10th Floor, East Tower  
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## PURPOSE:

To develop the manufacturing Sector Competitiveness Framework (SCF), organize the survey of world-class manufacturing and coordinate the manufacturing forum.

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MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Information Products Team

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
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### PURPOSE:

To produce, market and distribute information products produced by the MPT Branch, such as INSIGHT (diskette and Internet versions), directories and the Year 2000 update.

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**MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH**

**Petroleum, Oil & Gas Team**

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
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**PURPOSE:**

To implement recommendations of the petroleum Sector Competitiveness Framework (SCF) in partnership with the stakeholders. To successfully market the SCF and ensure that the document is updated on a regular basis. To assess the current oil sands supplier industry and identify those elements that will further the international competitiveness of Canadian oil sands suppliers – for the purpose of the Oil Sands Initiative.

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MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Technology Road Map Virtual Team

10th Floor, East Tower  
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**PURPOSE:**

Coordination of departmental road map exercise.

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# Technology Working Group

10th Floor, East Tower  
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**PURPOSE:**

Road maps, benchmarking/diagnostics, Fraunhofer, Technology Partnerships Canada (TPC), Science and Technology Review (S & T Review) Branch Response, Machinery and Equipment Manufacturers Association of Canada (MEMAC), Teaching Factory, Japan Manufacturing Engineer Exchange (JMEE), MPT Branch Technology Support.

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MANUFACTURING AND PROCESSING TECHNOLOGIES BRANCH

## Technology Team – Fraunhofer

10th Floor, East Tower  
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**PURPOSE:**

Development of Institute.

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## **Working Environment Team**

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**PURPOSE:**

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## Management Team

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## Environment Team

9th Floor, East Tower  
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To develop strategies to address adverse trade and market distortion caused by environmental regulations.

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**METALS AND MINERALS PROCESSING BRANCH**

# **Information Products Team**

9th Floor, East Tower  
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K1A 0H5

**PURPOSE:**

To develop and distribute a variety of information products, including Metals and Minerals Insight, Electronic Conference, Canadian Company Capabilities and the Sector Competitiveness Frameworks.

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# Sectoral Analysis & Statistics Team

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To broaden and enhance the knowledge, analytical capabilities and information base of MMPB and to develop, deliver and maintain products that reflect these attributes.

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## Trade Team

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### PURPOSE:

To develop, deliver and maintain a sectoral trade strategy as well as trade-related sectoral outputs for the metals and minerals processing industry.

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# Business and Professional Services Team

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## PURPOSE:

To increase the competitiveness of Canadian business and professional services industries through the client-focused delivery of innovative products, services and policies, including a number of Sector Competitiveness Frameworks, support for the Business and Professional Services National Sector Team, the marketing of the ISO 9000 workbook, the production of an investment deck and other projects.

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# Capital Projects Team

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## PURPOSE:

To increase the international competitiveness and exports of capital project-related service firms (construction, consulting engineers, architects, etc.) through activities such as supporting the work of the Construction and Engineering National Sector Team, implementing a trade mission strategy, completing an investment deck promoting these industries and facilitating successful international bids by Canadian firms.

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SERVICES INDUSTRIES AND CAPITAL PROJECTS BRANCH

## Distribution and Marketing Services Team

7th Floor, East Tower  
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Ottawa, Ontario  
K1A 0H5

### PURPOSE:

With the industries as partners, assist the industrial development activities of the distribution and marketing services industries by, for example, implementation of the supply chain strategy; enhancement of the successful export promotion tool "Take A World View"; completion of an investment deck for the relevant industries and work on the modular Steps to Competitiveness project.

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# Interdepartmental Capital Project Action Team – Cross-Sectoral Industry Canada Support Group

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## PURPOSE:

- To coordinate Industry Canada participation in and support of the Capital Project Action Team (CPAT) initiative aimed at augmenting industry's cooperation in CPAT and increasing Canadian success in bidding on projects financed by international financial institutions (IFIs) in selected priority sectors and countries.

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SERVICES INDUSTRIES AND CAPITAL PROJECTS BRANCH

## **Sector Policy and Analysis Team**

7th Floor, East Tower  
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### **PURPOSE:**

To increase the competitiveness of Canadian service and capital projects industries through activities such as the development of better data, work on technology utilization and the innovation process in service and capital projects industries, and sectoral policies based on economic analysis, research and improved data sources.

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**TRANSPORTATION INDUSTRIES BRANCH**

## **Management Team**

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**TRANSPORTATION INDUSTRIES BRANCH**

## **Information Products Team**

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**PURPOSE:**

To coordinate branch input into STRATEGIS, the branch homepage and industry databases.

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# Inter-Industry Analysis Team

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## PURPOSE:

To undertake a research project in partnership with other industry sector branches to study and improve the understanding of the role and importance of transportation in other industry sectors.

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# Marine Industries Sector Team

7th Floor, East Tower  
235 Queen Street  
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K1A 0H5

## PURPOSE:

Core sector team covering the shipbuilding and ship repair industries and marine transportation service industries. Monitors developments, trends and issues, and develops products and services to assist companies to promote innovation and international competitiveness.

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# Rail Industries Sector Team

7th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## PURPOSE:

Core sector team covering the industrial manufacturing and rail transportation service sectors, including rail car, locomotive and subway manufacturing and rail service industries. Monitors developments, trends and issues, and develops products and services to assist companies to promote innovation and international competitiveness.

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# Sector Analysis Team

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K1A 0H5

## PURPOSE:

To coordinate Sector Competitiveness Frameworks and the development of industry sector profiles.

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# Technology Road Map Team

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K1A 0H5

## PURPOSE:

To provide a market-focused planning tool that companies in the sector will use in making their technology investment decisions.

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# Trade and National Sector Team

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K1A 0H5

## PURPOSE:

To develop the Canadian International Trade Business Strategy and coordinate the National Sector Team as well as international trade promotion activities.

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# Trucking and Bus Industries Sector Team

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K1A 0H5

## PURPOSE:

Core sector team covering the heavy truck and component manufacturing industry, the bus manufacturing industry and the trucking services industries. Monitors developments, trends and issues, and develops products and services to assist companies to promote innovation and international competitiveness.

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# **Women's Bureau**

10th Floor, East Tower  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5

## **PURPOSE:**

Reinforces change through a variety of awareness programs and training sessions that benefit all employees. The Women's Bureau acts as secretary for ACWI (Action Committee on Women's Issues).

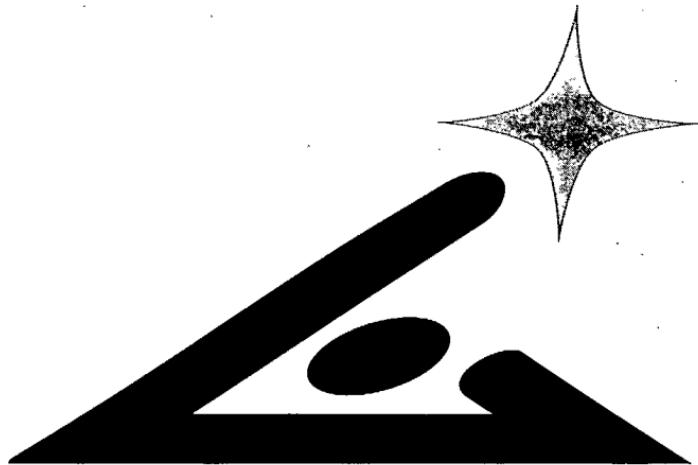
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