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# Industry Sector Access Guide

2000

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## A Message from the Assistant Deputy Minister



Welcome to the year 2000 edition of the *Industry Sector Access Guide*.

This directory is a resource for Industry Sector clients in Canadian businesses, professional and industry associations, private sector institutions and all levels of government and academia. It has been designed to help you identify the Industry Sector contact for each of the industrial sectors of the Canadian economy and for your particular business needs.

The Industry Sector provides leadership and support to Canadian businesses by helping Canada's industrial sectors become more innovative and internationally competitive. The sector does this by working with clients and partners to meet Industry Canada's five strategic objectives — innovation, connectedness, marketplace, investment and trade. We develop and deliver policies and strategies designed to promote the international competitiveness of Canadian industry, and we provide timely and relevant information based on sectoral analysis and international benchmarking.

I hope you find this guide useful, and I welcome your suggestions and comments. Please direct your ideas to Sylvie Cossette at (613) 941-0751 or via E-mail at [cossette.sylvie@ic.gc.ca](mailto:cossette.sylvie@ic.gc.ca)

Thank you for using the *Industry Sector Access Guide*.

A handwritten signature in black ink, appearing to read "J M Banigan".

John M. Banigan



## This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

# Industry Sector Access Guide

# 2000

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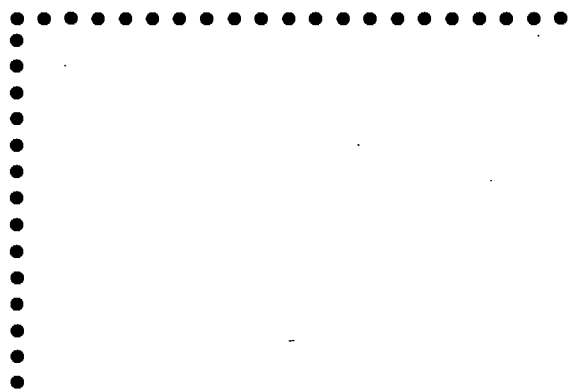
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# The Industry Sector

## The Industry Sector





# The Industry Sector

## Overview

The Industry Sector contributes to Industry Canada's mandate by helping Canadian industry and businesses compete, grow and create jobs in the knowledge-based economy.

The Industry Sector works in partnership with Canadian industries, their associations and other stakeholders to make businesses more productive and competitive at home and abroad. It offers a broad range of services, leading-edge information resources, and sector policies and strategies that also support stronger business growth.

The Industry Sector works to:

- identify new markets and opportunities for business
- increase the number of exporting firms and markets for Canadian goods and services
- promote the use of electronic commerce for competitive advantage
- encourage innovative practices and technology diffusion among Canadian industries
- develop initiatives to maximize Canada's share of global trade and investment

Through Industry Sector's Business Information by Sector Web site, Canadian businesses can connect to information products, business tools and analyses that focus on their particular sector. For more information on Industry Sector's products, visit the Business Information by Sector area on *Strategis*, Industry Canada's on-line business information source, at <http://strategis.ic.gc.ca/bis>

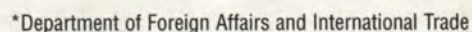
In addition to this Access Guide, which provides information about the Industry Sector, *Industry Canada: Making a Difference* gives information on the department's priorities for 1999–2000. It can be viewed electronically at <http://info.ic.gc.ca/epublications>

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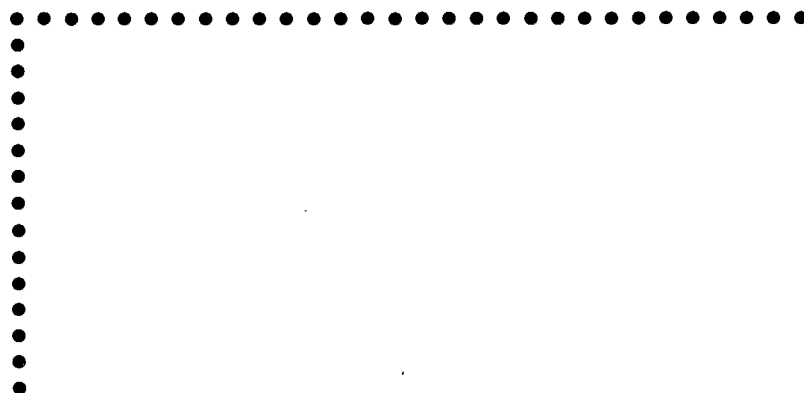






# Sector Branches

## Sector Branches



# Aerospace and Defence Branch

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

## Overview

### Trade

The Aerospace and Defence Branch seeks to increase industry participation in international projects and opportunities, following the strategic directions developed for the Canadian International Business Strategy. The branch's business strategy features the following elements:

- establishing strong links between Canadian supply and global demand for aerospace and defence products and services
- working in conjunction with the Department of Foreign Affairs and International Trade to provide domestic advice to exporting firms
- ensuring fair market access opportunities for Canadian firms

### Innovation

The branch launches and supports strategic initiatives such as the Technology Roadmap exercise. This forum allows the private and public sectors to exchange information and, as a result, identify technologies and skills that specific industries will need to meet the market demands of the future. Related activities include the following:

- developing private and public sector technology networks and supporting new initiatives such as electronic commerce
- providing input to the government's innovation policy agenda
- providing strategic technology advice to Technology Partnerships Canada
- improving the competitiveness of small and medium-sized enterprises in the sector

### Investment

Using investment strategies, the branch:

- provides information and advice to increase international awareness of Canada as a preferred place to invest in the aerospace and defence sector
- identifies new investment and strategic partnering opportunities of potential interest to foreign investors
- prepares tailored intelligence for potential investors
- promotes new investment into Canada through the Industrial and Regional Benefits Program

### Our Products

The branch conducts sector and company analysis work, including the following:

- *Overview and Prospects — Aircraft and Aircraft Parts*: a report on the aircraft and aircraft parts sector in the *Sector Competitiveness Framework* series
- *Framework for Action*: a follow-up to the successful *Overview and Prospects*
- *Overview and Prospects — Aerospace and Defence*: a report on the aerospace and defence electronics sector

These documents are available at <http://strategis.ic.gc.ca/scf>

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# Automotive and Transportation Branch

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## Overview

The mandate of the Automotive and Transportation Branch is to foster the international growth and competitiveness of industry by focusing on surface transportation issues and opportunities, with an emphasis on the automotive sector (including cars, trucks and buses), the rail sector (including rail equipment and urban transit) and related services in both industries.

In the international arena, the branch participates in trade negotiations, trade development and investment promotion. Other key duties of the branch include administering the Auto Pact, contributing to safety and environmental policy analyses, and developing automotive and transportation policy. The branch continues to focus its efforts on human resource issues within the sector, and it also acts as a secretariat for the Minister's Automotive Advisory Committee, which features broad industry representation.

## Our Products

- *1998 Automotive Competitiveness Review*: a look at the issues surrounding the Canadian automotive industry
- Automotive industry statistics: facts and figures on the industry; also includes information on ordering copies of quarterly, semi-annual or annual statistical publications
- International trade: details on the automotive sector's Canadian International Business Strategy, international trade agreements and the Auto Pact
- Upcoming events: a comprehensive listing of trade show dates in the automotive, bus and trucking, rail and urban transit, and transportation sectors, both at home and abroad
- Associations and organizations: a who's who of the automotive and transportation industry
- Heavy-duty truck manufacturing: information on the big names in manufacturing and assembly, and on truck classifications
- Bus manufacturing: details on the bus industry in Canada
- Railway industries: the inside track on the industry, with information on railway service providers, railway-related associations, railway equipment manufacturing and railroad equipment
- Technology: a listing of Canadian research universities and research and development centres, and details about government assistance programs
- Trucking: the straight goods on carriers and regulations, with information on Canada's private trucking industry and trucking associations

More information on the branch can be found on-line (<http://strategis.ic.gc.ca/atb>).

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## Overview

The Environmental Affairs Branch provides leadership and support to the private sector. The branch's goal is to accelerate job growth and creation by helping Canadian environmental firms become more competitive domestically and internationally. The regulatory and policy advocacy work the branch does helps ensure that environmental objectives are pursued in a way that promotes innovation and investment in Canada.

## Industry Development

- developing competitiveness profiles
- conducting market analyses
- encouraging strategic alliances and fostering partnerships
- coordinating and facilitating workshops
- compiling trade market reports
- building human resources and skills
- organizing and participating in trade shows and conferences

## Sustainable Development

- developing policies and providing advocacy
- negotiating and implementing international agreements
- marketing climate change technologies
- developing climate change policy and strategy
- approving climate change technology early-action measures
- encouraging voluntary approaches to remediation
- promoting the *Canadian Environmental Protection Act*

## International Development

- negotiating and implementing bilateral co-operation agreements
- conducting technology demonstrations
- organizing and leading trade missions
- building consortia
- fostering international technology exchange
- expanding access to international markets
- providing leadership to Trade Team Canada
- producing the *International Project Development Roadmap*

## Our Products

- Canadian Environmental Solutions: providing solutions to environmental problems (<http://strategis.ic.gc.ca/ces>)
- Environmental Industry Virtual Office: the environmental industry's premiere information source (<http://virtualoffice.ic.gc.ca>)
- Canadian Business Environmental Performance Office: where environmental and business strategies meet (<http://virtualoffice.ic.gc.ca/liepo>)



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# Forest, Metal and Building Products Branch

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## Overview

The Forest, Metal and Building Products Branch's mission is to lead in the development and delivery of services and products to industry and government to promote sustainable economic growth.

The branch's activities focus on innovation, connectedness, including electronic commerce, promoting Canada as the location of choice for domestic and foreign investment, and trade.

On the innovation front, the branch concentrates on climate change, Technology Roadmaps, and developing and implementing strategies to promote increased value-added in the resource sector.

Through metal and forest products on-line information products, the branch strives to enhance client databases and to produce and distribute new strategic information products to promote connectedness (i.e. Techroute). Concurrently, the branch contributes to an electronic commerce strategy through active promotion of the concept to its client industries.

To encourage increased investment by both Canadian and foreign multinational enterprises, the branch supports sector campaigns and the Deputy Minister Country Champion Program by developing relevant strategies and information products based on competitive intelligence and analysis.

Respecting trade, the branch continues to nurture and strengthen the Building Products Trade Team Canada Sectors (TTCS) and its subsidiary country working groups. It supports the TTCS by delivering information products and services to export-ready companies, and promotes continued market access through participation in international trade organizations.

The branch relies on its ability to form effective partnerships with key stakeholders — other government departments and industry — to promote greater coordination and management of its efforts.

## Our Products

### *Canadian Building Products Directory Site*

Canadabuild (<http://canadabuild.com>) generates new opportunities for Canadian business by providing access to services in four key areas: exporter preparation, market information and intelligence, export counselling and international financing. The Product Finder helps users locate a specific product and the company that produces it. Businesses can register to the *Canadian Building Products Directory*, which includes listings of export-ready building and renovation products.

### *Quarterly Reviews*

Industry Canada publishes reviews of the prefabricated housing, kitchen cabinet, and window and door industries.

### *Techroute*

Techroute (<http://strategis.ic.gc.ca/techroute>) provides technology-related information on the metals and minerals sector. This product offers dynamic search capabilities, contains numerous links, and provides contact information for a multitude of Canadian and international experts in the metals and minerals processing industry.

### *Trade Team Canada Building Products*

This group is dedicated to increasing Canada's building products exports, and ensuring that the industry is recognized as a major global player. The group provides information about target markets and intelligence about business opportunities, trade fairs and missions, and matchmaking events (<http://forestindustries.com/ttc>).



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# Industrial and Consumer Products Branch

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## Overview

The Industrial and Consumer Products Branch provides business intelligence and strategic information to enterprises in the advanced materials, chemicals, plastics, rubber and consumer products industries (with a focus on textiles, apparel, furniture, sporting goods and recreational products). The branch is involved in trade policy formulation, international negotiations and promotional activities. Through alliances with industry associations and companies, the branch works to ensure that government policy makers address competitiveness and sustainable development issues.

The branch plays an advocacy role on environmental issues and supports human resource initiatives. Furthermore, it helps client industries to expand their domestic and global markets by providing intelligence on sectors and markets, promoting the use of technology and electronic commerce, and advocating for policy decisions that foster greater competitiveness.

## Our Products

### *Market Intelligence Information, Industrial Profiles, Benchmarking Reports*

- <http://strategis.ic.gc.ca/advancedmaterials>
- <http://strategis.ic.gc.ca/chemicals>
- <http://strategis.ic.gc.ca/plastics>
- <http://strategis.ic.gc.ca/rubber>
- <http://strategis.ic.gc.ca/cp>

### *Plastics Newsletter and Advanced Materials Bulletin*

These electronic newsletters keep the industry up to date on important issues and opportunities (<http://strategis.ic.gc.ca/plastics> and <http://strategis.ic.gc.ca/advancedmaterials>).

### *Sector Competitiveness Frameworks*

These documents are detailed industry profiles that highlight strengths and weaknesses of client industry sectors and identify areas for growth and job creation. They provide a starting point for government-private sector discussions on how to address the challenges and opportunities that face client industries. Frameworks are available for industrial chemicals, plastic products, apparel and household furniture (<http://strategis.ic.gc.ca/scf>).

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# Life Sciences Branch

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## Overview

The Life Sciences Branch promotes the growth and responsible development of the life sciences sectors, including the health and biotechnology industries. The branch provides sectoral expertise on pharmaceuticals, medical devices, health services and biotechnology, including bio-pharmaceuticals, bio-agriculture, bio-environmental, bio-forestry, bio-mining and bio-energy.

The branch's primary role is to act as a responsible and reasoned advocate on behalf of industry in both domestic and international fora, such as the Organisation for Economic Co-operation and Development, to further the strategic interests of the Canadian health and biotechnology industries. The branch leads in the formulation of industrial development policies to enhance the international competitiveness of Canadian-based life science industries.

In policy development and analysis, the branch's key role is to improve the business and investment environment, and enhance industrial growth through innovation and technology diffusion, sustainable development and improved trade access. The branch also plays a lead role in commercialization through targeted sectoral strategies under the Canadian Biotechnology Strategy and through strategic advice to the Technology Partnerships Canada program.

The branch uses its analytical work when developing *Sector Competitiveness Frameworks* and other research documents that provide market intelligence and economic analysis to facilitate sound business and policy decisions both within and outside government.

Branch initiatives include the following:

- advocacy on regulatory issues such as the efficiency of the product regulatory review process and follow-up on the review of Bill C-91 amendments to the *Patent Act*
- the Biosafety Protocol under the Biodiversity Convention
- trade and investment development strategies and activities, including preparing the health and biotechnology industries section of the Canadian International Business Strategy
- Trade Team Canada for health industries and Trade Team Canada for bio-industries to enhance trade performance, and establishing the Life Sciences Investment Round Table to capitalize on investment opportunities
- disseminating to industry intelligence on trade, investment, regulation, technology and sectoral contacts through information products on *Strategis*

The branch works in partnership with industry to foster links between private sector networks and key federal and provincial departments and agencies.

## Our Products

### *Life Sciences Investment Strategy*

The strategy's objectives are to maintain and expand existing investments, to attract new money to Canada and to increase international awareness of the advantages of investing in Canada.

### *Medical Imaging Technology Roadmap*

Technology Roadmaps (<http://strategis.ic.gc.ca/trm>) identify technologies critical for industries to meet market needs 5–10 years down the road. The *Medical Imaging Technology Roadmap* will help identify areas of imaging expertise in which Canadian companies can advance their international competitive position.

**Publications**

The following publications are available in electronic format in the Industry Sector's virtual business library, Business Information by Sector (<http://strategis.ic.gc.ca/bis>):

- *National Biotechnology Advisory Committee's Sixth Report*
- *BioTech Times* newsletter
- *Sector Competitiveness Frameworks*: Industrial analyses of sectors with high potential for growth focusing on challenges facing the sectors and on business opportunities at home and abroad. The Frameworks are available for bio-industries, pharmaceuticals and telehealth (<http://strategis.ic.gc.ca/scf>).

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# Manufacturing and Processing Technologies Branch

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## Overview

The Manufacturing and Processing Technologies Branch is responsible for advanced manufacturing technologies, electrical and energy equipment and technologies, including nuclear energy, the petroleum refining and oil and gas equipment sectors, and the resource equipment and technologies sectors, including the agriculture, forest, mining, pulp and paper, plastics equipment and machine tool, die and mould industries.

Specific activities of the branch include the following:

- encouraging technological innovation and diffusion within Canadian industry to stimulate growth and create jobs
- enhancing competitiveness and productivity within manufacturing and processing industries in Canada by encouraging companies to adopt electronic data exchange capabilities and the availability of skilled human resources
- increasing industry participation in international projects and opportunities through Trade Team Canada Sectors in the electrical power equipment and services, advanced manufacturing technologies sectors and National Trade Teams in the oil and gas, agriculture, and ocean technologies sectors

The branch takes a sectoral approach to trade development, planning and delivery through the Trade Teams and focuses on attracting and retaining investment, and promoting technology innovation and the adoption of enabling technologies.

## Our Products

### *Solutions for Advanced Manufacturing (SAM)*

This tool (<http://strategis.ic.gc.ca/sam>) provides advanced manufacturing technology (AMT) information to buyers and companies looking for leading-edge technology solutions to their manufacturing challenges. It showcases products and services offered by Canadian AMT suppliers and promotes nearly 1500 AMT applications that manufacturers have used successfully to improve their competitive positions at home and abroad.

### *Connectedness in Manufacturing Project*

The project is intended to improve awareness and provide guidance to Canadian manufacturers adopting connectedness standards. *Connectedness in Manufacturing: Results of a Survey on Standards Adoption in Canada* ([http://strategis.ic.gc.ca/manufacturing\\_connectedness](http://strategis.ic.gc.ca/manufacturing_connectedness)) reviews the current and planned use of electronic collaboration by more than 400 Canadian manufacturers.

### *Performance in Manufacturing Project*

The project reviews current productivity levels and seeks to encourage manufacturing industries to adopt technology as a means to improve competitiveness.

### *AMT Trade Team Canada Web Site*

The Trade Team Canada Web site for advanced manufacturing technologies (<http://exportsource.gc.ca/TTCS.HTM>) supports the export promotion activities of Canadian companies by providing information on target markets, business opportunities, trade fairs and missions, and matchmaking events.

### *Canada and Independent Power Producers Report*

This report (<http://strategis.ic.gc.ca/SSG/ep01178e.html>) resulted from a workshop on the Canadian capability of meeting the needs of independent power producers that was held at the Canadian Embassy in Washington, D.C. on January 26 and 27, 1998.

**Electrical Capability Guide**

*Electrical Power Equipment and Services* (last published in January 1998) contains company profiles for the sector, together with key products and services, street and Internet addresses, and telephone and fax numbers (<http://strategis.ic.gc.ca/SSG/ep01200e.html>).

**Electrical Power: A Canadian Specialty*****The Canadian Electric Power Industry at the Service of Latin America***

This report provides an overview of Canada's electric power industry and highlights some of Canada's key capabilities. This product is located at <http://napoleon.ic.gc.ca/ttcelectrical> (select the language of your choice, then *competitive intelligence*, followed by *general public*, and finally *other*).

***The Electric Power Technology Roadmap***

This document (<http://strategis.ic.gc.ca/trm>) features analysis of the technologies that companies need to invest in today to be able to provide the products that will be in demand in the future.

***Electric Power Equipment and Services Web Site***

Various interface pages (<http://strategis.ic.gc.ca/electrical>) present information on the electrical power equipment and services sector, including company and product directories for more than 700 Canadian companies, links to related industry, utility and governments sites, climate change and the new Trade Team Canada interactive Web site, a key feature of which is a virtual network of more than 150 individuals.

***CD-ROMS for Agriculture Equipment, Services and Technology***

This searchable database includes information on Canadian companies involved in the manufacturing and supply of agricultural machinery, services and technology.

***CD-ROMs for Oil Sands, Offshore Oil and Gas, and In-field Oil and Gas Equipment Services and Technology***

These CD-ROMs provide users of products and equipment for oil and gas with a detailed cross-reference of machinery and services available from Canadian manufacturers.

***Guide to Canadian Industries***

This guide (<http://strategis.ic.gc.ca/gci>) provides information on companies, industry contacts, trends, financing, exporting, trade shows and more. Each manufacturing industry contained in the guide is organized according to Statistics Canada's system of industrial classification.

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# Service Industries and Capital Projects Branch

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## Overview

The Service Industries and Capital Projects Branch maintains a knowledge base on service industries and industries involved in domestic and international capital projects.

The branch focuses on business, professional, distribution and marketing service industries and on capital projects-related industries, such as consulting engineering, architecture and construction.

The branch helps Canadian service industries increase their competitiveness both at home and abroad by providing intelligence on sectors and markets and by advocating government policy decisions that foster greater competitiveness. Through partnerships, the branch works with the private sector on trade strategies, and with various industry associations to produce information products that meet their members' needs.

## Our Products

### *International Project Development Roadmap*

This tool (<http://strategis.ic.gc.ca/ipdr>) gives Canadian exporters information on how to successfully prepare winning proposals for the development of international capital projects.

### *Quality Assurance in Services: An ISO 9000 Workbook for Small Professional Service Firms*

This practical, straightforward guide (<http://strategis.ic.gc.ca/isoworkbook>) is designed to help small professional service firms become registered with the world's premier quality assurance program.

### *Retailing on the Internet: A Guide*

This guide (<http://strategis.ic.gc.ca/shopping>) helps small and medium-sized Canadian retailers make strategic decisions about the Internet. It is a valuable tool for those retailers who are interested in learning what the excitement of the Internet is all about, are considering setting up an Internet presence, or are preparing to launch their second-, third- or fourth-generation Internet site.

### *Sector Competitiveness Frameworks*

These documents (<http://strategis.ic.gc.ca/scf>) present detailed profiles of various industries, highlighting their strengths and weaknesses as well as potential areas for growth and job creation. Frameworks have been developed for consulting engineering, education and training services, geomatics, management consulting, construction and architecture.

### *STEPS to Competitiveness*

STEPS (<http://strategis.ic.gc.ca/steps>) contains interactive self-assessment and diagnostic tools geared to the issues and needs of growth-oriented service firms. The product helps these firms expand by showing them what they require to become more competitive.

### *Take a World View... Export Your Services!*

This product (<http://strategis.ic.gc.ca/twv>) shows service firms how they can expand their business into foreign markets. It provides information on exporting services and export readiness, and helps companies prepare to do business internationally. Businesses in other sectors will also find this product useful.

### *Technology Diffusion in Services*

This report (<http://strategis.ic.gc.ca/SSG/sc01639e.html>) discusses how and where electronic commerce technologies are used and what factors are delaying the implementation of additional ones, what government initiatives may promote their use, and a number of other related issues. The report also summarizes the findings of a 1996 Statistics Canada survey on how the use of electronic commerce technologies has affected customer service and how satisfied users of these technologies are.

## Winning Retail

This self-assessment and instructional on-line guide (<http://strategis.ic.gc.ca/winning>) provides retailers with a tool with which they can refine their retail business. It is directed at business owners and managers.

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# Coordination and Management Services Branch

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## Overview

The Coordination and Management Services Branch (CMS) provides corporate and specialized services to the Assistant Deputy Minister and the other Industry-Sector branches. CMS deals with cross-sectoral issues, provides links with other departments and organizations and develops new methods of delivering Industry Sector's products and services for Canadian industries.

## Briefings and Strategic Management

- strategic planning and analysis
- research, drafting and editing (briefings and correspondence)
- parliamentary affairs
- management of sensitive files
- functional advisor support for trade, investment, marketplace and sustainable development, connectedness and innovation, and skills

## Coordination, Planning and Program Management

- management of contribution programs
- repayments administration
- policy and economic analysis
- planning and coordination
- emergency preparedness
- project management of large projects with horizontal impacts

## Marketing and Information Services

- strategic marketing, electronic-product management and communications services
- analytical support for information products
- audio-visual and multimedia presentations
- exhibitions, trade shows, small business info fairs and special events coordination
- corporate identity and standards advice and development
- human resource development and best practices advice

## Finance, Administration and Special Services

- finance
- general administration
- special services

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# Associated Groups

## **Associated Groups**



# Canadian Biotechnology Secretariat

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## Overview

The federal government's renewed Canadian Biotechnology Strategy includes a new policy framework, a new broad-based advisory committee, strengthened interdepartmental management, and a 10-point work plan to be developed with interested partners.

The new Canadian Biotechnology Advisory Committee (CBAC) is an independent, expert panel that will advise ministers on the ethical, social, economic, scientific, regulatory, environmental and health aspects of biotechnology. It will also give Canadians a forum in which to voice their views and participate in an open and transparent dialogue on biotechnology issues.

A team of seven ministers (agriculture and agri-food, environment, fisheries and oceans, foreign affairs and international trade, industry, health and natural resources) coordinated by the Minister of Industry, will oversee the strategy and address issues that cut across the mandates of various federal agencies.

A secretariat has been established to support CBAC and the new interdepartmental coordinating structures. The Executive Director reports to the Assistant Deputy Minister, Industry Sector, Industry Canada, and the Assistant Deputy Minister, Health Protection Branch, Health Canada.

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## Overview

Although not part of the Industry Sector, the Information and Communications Technologies Branch is included in this guide because of its Industry Sector affiliations. The branch is part of the Spectrum, Information Technologies and Telecommunications Sector.

The branch is committed to improving the competitiveness of the Canadian information and communications technologies (ICT) industries through business analysis, trade, policy advocacy, technology and investment activities. It delivers research and development programs, formulates sector campaigns and is responsible for delivering programs and services under those campaigns.

It develops strategies and implements promotional programs to attract and retain value-added multinational enterprise activities in Canada. In addition, the branch supports industry associations in their work in areas such as quality, standards and international marketing, and promotes strategic alliances for the ICT industry.

The branch promotes Canadian interests in multilateral and bilateral telecommunications trade development and assists Canadian information and communications industries in assessing export markets and foreign technology. It leads the federal presence on CANARIE (Canadian Network for the Advancement of Research, Industry and Education) and develops initiatives to promote Internet service providers and electronic commerce in Canada. A major activity for the branch is developing information products and services to improve access by SMEs to market intelligence. These products and services include market studies, a clearinghouse on networking initiatives, profiles on company capabilities, a database on financing options and sources, industry surveys and statistics, all published on *Strategis*.

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## Overview

Industry Canada and the Department of Foreign Affairs and International Trade established the International Business Opportunities Centre in Ottawa to match business leads provided by trade commissioners abroad with business interests of Canadian companies, particularly small and medium-sized enterprises. The centre uses electronic databases and engages a broad network of contacts in Industry Sector branches, other government departments and private industry to identify potential suppliers of products and services to foreign markets.

Since its establishment in September 1995, the centre has contacted more than 25 000 Canadian companies in direct response to more than 12 000 business leads from around the world. Centre staff provide Canadian businesses with timely and accurate information about opportunities in foreign markets by contacting potential suppliers by telephone and discussing specific opportunities in detail.

Companies that are interested in, and capable of, meeting a requirement are referred to either the trade commissioner who generated the lead or directly to the foreign buyer.

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Investment Partnerships Canada (IPC), a joint venture between Industry Canada and the Department of Foreign Affairs and International Trade, undertakes research and analysis to target investment prospects, and develops and manages investment campaigns directed at selected multinational enterprises in key strategic sectors.

IPC also provides one-stop servicing of the investment interests of client companies and other major investors. IPC acts as the federal government's focal point in partnership ventures with sector branches, other departments and posts abroad.

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## Technology Partnerships Canada

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Technology Partnerships Canada (TPC), a special operating agency, works in partnership with the private sector. TPC invests in the research, development and innovation of environmental technologies, enabling technologies and aerospace and defence industries (including defence conversion). Industry Sector supplies TPC with ongoing analytical support by evaluating business cases that are submitted for investment consideration.

For more information, please call our general inquiries number at (613) 954-0870 or 1-800-266-7531.

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## Women's Bureau

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### Overview

The Women's Bureau provides research, development, delivery, evaluation, communication, secretarial and coordination support to the Action Committee on Women's Issues, which is co-chaired by the Assistant Deputy Minister, Spectrum, Information Technologies and Telecommunications, and the Corporate Secretary.

The bureau works closely with other departmental units to improve the work environment and help employees balance their work and personal life. The bureau also facilitates career development for women in areas in which they are clearly underrepresented, and helps support staff (80 percent of whom are women) make the transition to a professional career.

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# Products and **Products and Services** Services



# Industry Sector Products and Services

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Canadian industry is known worldwide for its commitment to excellence. The Industry Sector contributes to this reputation by providing Canadian industrial sectors with innovative information products and services to help them build their competitive edge.

Following are summaries of the Industry Sector's latest offerings. In most cases, direct access or more information is available electronically through our virtual business library, Business Information by Sector (<http://strategis.ic.gc.ca/bis>).

## Canadian Building Products Directory

Canadabuild (<http://canadabuild.com>) generates new opportunities for Canadian business by providing access to services in four key areas: exporter preparation, market information and intelligence, export counselling and international financing. The Product Finder helps users locate a specific product and the company that produces it. Businesses can register to the *Canadian Building Products Directory*, which includes listings of export-ready building and renovation products.

## Canadian Business Environmental Performance Office

This office (<http://virtualoffice.ic.gc.ca/bepo>) is a one-stop centre for information and services for all Canadian industries to help improve their environmental performance, and is a public-private sector partnership involving more than 30 organizations.

## Canadian Environmental Solutions

This product (<http://strategis.ic.gc.ca/ces>) provides solutions to environmental problems, currently addressing those related to water, air, soil, research and development, and energy.

## Canadian International Business Strategies

Government and industry jointly develop these sector-specific strategies ([http://strategis.ic.gc.ca/sc\\_mrkti/ibin/engdoc/1b1.html](http://strategis.ic.gc.ca/sc_mrkti/ibin/engdoc/1b1.html)) to capture global trade opportunities. Each strategy describes a trade plan and a supporting set of events and activities.

## Dynamic Sector Directories

A new way to publish sector directories on *Strategis*. Using newly developed tools, these directories are dynamically generated on sector home pages using company-provided data from the Canadian Companies Capabilities database on *Strategis*. Companies can register and update from the sector home pages and these changes are automatically reflected on the dynamic directories. To access all of the available directories, including the dynamic on-line directories, go to <http://strategis.ic.gc.ca/edncc>

## Environmental Industry Virtual Office

The Virtual Office (<http://virtualoffice.ic.gc.ca>) is a unique partnership among all levels of government, industry, academia and associations. It promotes the growth and development of the environmental industry by providing quick, easy and integrated access to major providers or sources of information, and services and advice on human resources, research and development, domestic and international markets and investment and financing.

## Guide to Canadian Industries

This guide (<http://strategis.ic.gc.ca/gci>) provides information on companies, industry contacts, trends, financing, exporting, trade shows and more. Each manufacturing industry contained in the guide is organized according to Statistics Canada's System of Industrial Classification.



## International Project Development Roadmap

This tool (<http://strategis.ic.gc.ca/ipdr>) gives Canadian exporters information on how to successfully prepare winning proposals for the development of international capital projects.

## Investment in Canada

Canada continues to provide excellent economic fundamentals, easy access to markets and a cost-competitive business environment, and is an excellent place for businesses to invest, prosper and grow. The *Investment in Canada* guide provides valuable information on the Canadian investment climate. For more information, go to <http://strategis.ic.gc.ca/bis> and select Investment in Canada from the list of strategic information guides.

## Net Gain

This on-line resource (<http://strategis.ic.gc.ca/netgain>) is designed to help Canadian firms increase their understanding of the latest Internet applications, practices and issues. Subject areas include effective site design, a primer on electronic commerce, Internet best practices, competitive research, on-line marketing and integration with other business functions.

## Quality Assurance in Services: An ISO 9000 Workbook for Small Professional Service Firms

This practical, straightforward guide (<http://strategis.ic.gc.ca/isoworkbook>) is designed to help small professional service firms become registered with the world's premier quality assurance program.

## Retailing on the Internet: A Guide

This guide (<http://strategis.ic.gc.ca/shopping>) helps small and medium-sized Canadian retailers make strategic decisions about the Internet. It is a valuable tool for those retailers who are interested in learning what the excitement of the Internet is all about, are considering setting up an Internet presence, or are preparing to launch their second-, third- or fourth-generation Internet site.

## Sector Competitiveness Frameworks

These documents (<http://strategis.ic.gc.ca/scf>) present detailed profiles of various industries, highlighting their strengths and weaknesses as well as potential areas for growth and job creation. Frameworks have been developed in the following areas:

- advanced manufacturing technologies
- aerospace and defence electronics
- aircraft and aircraft parts
- apparel
- architecture
- automotive
- bio-industries
- bus manufacturing
- computer equipment
- construction
- consulting engineering
- education and training services
- electric power equipment and services
- environmental industry
- forest products
- geomatics
- household furniture
- industrial chemicals
- management consulting
- petroleum products
- pharmaceuticals
- plastic products
- primary steel
- rail and guided urban transit equipment
- software and computer equipment
- telehealth industry
- third-party logistics

## Solutions for Advanced Manufacturing

This tool (<http://strategis.ic.gc.ca/sam>) provides advanced manufacturing technology (AMT) information to buyers and companies looking for leading-edge technology solutions to their manufacturing challenges. It showcases products and services offered by Canadian AMT suppliers and promotes nearly 1500 AMT applications that manufacturers have used successfully to improve their competitive positions at home and abroad.

## STEPS to Competitiveness

STEPS (<http://strategis.ic.gc.ca/steps>) contains interactive self-assessment and diagnostic tools geared to the issues and needs of growth-oriented service firms. The product helps these firms expand by showing them what they require to become more competitive.

## Take a World View... Export Your Services!

This product (<http://strategis.ic.gc.ca/twv>) shows service firms how they can expand their business into foreign markets. It provides information on exporting services and export readiness, and helps companies prepare to do business internationally. Businesses in other sectors will also find this product useful.

## Technology Diffusion in Services

This report (<http://strategis.ic.gc.ca/SSG/sc01639e.html>) discusses how and where electronic commerce technologies are used and what factors are delaying the implementation of additional ones, what government initiatives may promote their use, and a number of other related issues. The report also summarizes the findings of a 1996 Statistics Canada survey on how the use of electronic commerce technologies has affected customer service and how satisfied users of these technologies are.

## Technology Roadmaps

Through Technology Roadmaps (<http://strategis.ic.gc.ca/trm>), Industry Canada facilitates private sector exercises to identify the technologies that companies need to invest in today to meet future market demands. Industry Sector has developed Technology Roadmaps for the following Canadian industry sectors: aircraft design, manufacturing, repair and overhaul, forest operations, geomatics and wood-based panel products. Additional Technology Roadmaps are under development.

## Techroute

Techroute (<http://strategis.ic.gc.ca/techroute>) provides technology-related information on the metals and minerals sector. This product offers dynamic search capabilities, contains numerous links, and provides contact information for a multitude of Canadian and international experts in the metals and minerals processing industry.

## Trade Team Canada Sectors

Through a wide range of information and services, Trade Team Canada partners provide companies with the support they need to succeed in global markets. Services and activities include information about target markets, business opportunities, trade fairs and missions, and matchmaking events. The following industry sectors participate in the Trade Team Canada initiative (<http://exportsource.gc.ca/TTCS.htm>):

- advanced manufacturing technologies
- aerospace and defence
- agriculture, food and beverages
- automotive
- bio-industries
- building products
- electric power equipment and services
- environmental industries
- health industries
- information technologies and telecommunications
- plastics
- service industries and capital projects

## Winning Retail

This self-assessment and instructional on-line guide (<http://strategis.ic.gc.ca/winning>) provides retailers with a tool with which they can refine their retail business. It is directed at business owners and managers.



# Industry Canada Products and Services

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The following is an overview of selected Industry Canada products and services available on *Strategis* (<http://strategis.ic.gc.ca>).

## Community Access Program

This program (<http://cap.ic.gc.ca>) helps communities in Canada's rural and remote areas obtain affordable public access to the Internet and acquire the skills to use it effectively. The goal is to foster economic, social and cultural growth in Canada.

## Canadian Business Map

The Canadian Business Map (<http://strategis.ic.gc.ca/bizmap>) provides quick and seamless access to international, national, provincial, territorial and municipal business information, and describes the Canadian economy as information-rich, export-oriented and receptive to new technologies.

## Canada Business Service Centres

The centres (<http://cbsc.org>) offer products and services tailored to meet the needs of clients to ensure they get accurate and comprehensive business information. The centres reduce the complexity of dealing with various levels of government by providing one point of contact to a wide range of government services, programs and regulations.

## Canadian Company Capabilities

This on-line database (<http://strategis.ic.gc.ca/cdncc>) profiles tens of thousands of Canadian companies. Registration is easy and it's free. People around the world use Canadian Company Capabilities to locate Canadian supply sources, potential business partners, clients, joint venture projects and more.

## Consumer Connection

Consumer Connection (<http://strategis.ic.gc.ca/OCA>) provides Canadians with advice, support and accurate consumer business information on service charges, credit card costs, and product recalls and fraud.

## CONTACT!

CONTACT! (<http://strategis.ic.gc.ca/contact>) is a forum in which Canadian small businesses and their support organizations can meet, learn from each other, develop business opportunities, and connect and form partnerships with individuals who otherwise would be outside of their network.

## ExportSource

ExportSource (<http://exportsource.gc.ca>) is an on-line resource for export information that is useful to both export-ready and new-to-exporting Canadian businesses. It provides information on foreign markets, trade statistics, export financing, the logistics of delivery, trade shows, export missions and sources of assistance.

## Interactive Business Planner

The planner (<http://www.cbsc.org/ibp>) uses the capabilities of the Internet to help new and existing entrepreneurs prepare a three-year business plan. This interactive product shows what to include in a business plan, how to gather and collect the information required, and also helps business people write their plan.

## Quality Management for Associations: A Practical Guide to ISO 9000

Created in partnership with associations, other government departments and quality experts, this guide ([www.associationplace.com/iso](http://www.associationplace.com/iso)) is specifically designed to help associations benefit from applying quality management standards. It shows how associations can adopt elements of the ISO 9000 quality management system to improve productivity and service to members.

## Services 2000

This site (<http://strategis.ic.gc.ca/services2000>) helps Canadian businesses export and deliver their services around the world. It contains information on numerous international trading agreements and has an assortment of tools to assist service exporters.

## Small Business Financial Service Charges Calculator

The calculator (<http://strategis.ic.gc.ca/calculator>) is part of a tool kit Industry Canada developed for small businesses. Users work through an interactive questionnaire to develop their individual profile, which the system then uses to determine the cost of maintaining an account with 52 different financial service providers.

## Small Business Info Fairs

The Government of Canada Info-Fairs (<http://business-infofairs.ic.gc.ca>) showcase a range of government products and services available to small and medium-sized enterprises (SMEs). The events include a by-invitation conference, an information fair open to the public and seminars that focus on a variety of SME issues.

## Sources of Financing

Sources of Financing (<http://strategis.ic.gc.ca/sources>) offers financial information for SMEs and provides diversified resources to help build their financing knowledge. This product enables SMEs to gain access to objective information on appropriate public and private sector sources of debt and equity financing.

## Steps to Growth Capital

This product (<http://strategis.ic.gc.ca/growth>) is a valuable resource for Canadian businesses that aspire to become "investor ready" and attract outside investors with growth capital.

## Task Force on Electronic Commerce

The task force (<http://e-com.ic.gc.ca>) coordinates the development of the national electronic commerce strategy, and examines both domestic and international aspects of electronic commerce.

## Your Guide to Government of Canada Services and Support for Small Business 1998-1999

The federal government has made providing information one of the cornerstones of its efforts to assist Canadian SMEs. The guide (<http://strategis.ic.gc.ca/SSG/mi02983e.html>) is one of the most useful sources of information on government programs and services for small business.



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**P**

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