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# Industry Sector Directory

Canada

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## Introduction

Responding to popular demand, we have produced the 2001 Industry Sector Directory, a streamlined version of the larger and more complex Industry Sector Access Guide. This handy briefcase or desktop reference tool is for

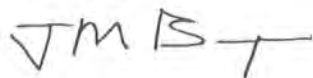
employees in the Industry Sector to distribute to their clients in businesses, associations, other levels of government, academia or in fact for anyone searching for points of contact in the Industry Sector. Browse through this practical book to find contact names in specific industry sector branches. It will also give you a good general overview of the Industry Sector and how it serves the Canadian economy. No matter

where you are located across Canada, sector contacts in every province as well as the National Capital Region, are available to serve you.

The Industry Sector of Industry Canada works in partnership with Canadian businesses to build their competitiveness and help them prosper in the knowledge-based economy. To this end, the Industry Sector develops initiatives to maximize Canada's share of global trade and investment, provides leading-edge tools and strategic information. In addition, it facilitates opportunities for Canadian companies to network, plan strategies and create partnerships with the private sector and other governments to achieve common goals nationally and internationally.

Your feedback enables us to continue to improve our services, so please let us know your opinions and suggestions. Any ideas should be directed to Mary Lefebvre at (613) 954-3395 or via e-mail at **lefebvre.mary@ic.gc.ca**. If, while browsing through the directory, you are unable to find a contact person who deals in your particular area of interest, please contact Mary and she will be able to point you in the right direction.

Thank you for using the 2001 Industry Sector Directory.

A handwritten signature in black ink, appearing to read 'JMBT'.

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Assistant Deputy Minister  
Industry Sector

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# Section 1 The Industry Sector

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### Overview:

The Industry Sector helps Canadian industry and businesses compete, grow and create jobs in the knowledge-based economy. Through its efforts, the Industry Sector contributes to Industry Canada's five strategic objectives – trade, investment, innovation, connectedness and marketplace.

The Industry Sector facilitates the delivery of industrial and related policy analyses and

strategies designed to promote the global competitiveness of Canadian industry.

The Sector offers a broad range of services, leading-edge information resources, and sector policies and strategies that support stronger business growth.

The Industry Sector comprises seven branches, including:

Aerospace and Automotive  
Environmental Affairs  
Life Sciences  
Manufacturing Industries  
Service Industries  
Industrial Analysis and Strategy  
Information, Planning and Program Management

<http://strategis.gc.ca/bis>

Web Sites

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

The Industry Sector connects Canadian businesses with an evolving collection of timely information products, business tools, research and strategic analyses, as well as data and information resources about a wide range of Canadian industries. For more information about Industry Sector products, visit the Business Information by Sector area on *Strategis*, Industry

Canada's on-line business information source at <http://strategis.gc.ca/bis>

In addition to this directory, which provides information about the Industry Sector, *Industry Canada: Making a Difference* is a good source of information about the department's priorities for 2000-2001. It can be viewed electronically at <http://info.ic.gc.ca/epublications>

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## Industry Sector's Functional Advisors

Industry Sector increasingly focusses its efforts on the strategic objectives of the department and the federal government. Accordingly, additional responsibilities have been given to the sector's Director Generals for particular areas. In their role as Functional Advisors, they provide specialized knowledge and advice in support of the department's major strategic objectives and priorities. They develop and implement Industry Sector strategies that support Connectedness, Innovation, Investment, Marketplace, Trade, Skills, and Sustainable Development. This involves integrating and promoting the Industry Sector's agenda in these key cross-sectoral, horizontal priorities and ensuring that necessary linkages are made and communicated within the

Industry Sector and throughout Industry Canada, as well as other departments and governments and with private sector organizations.

Functional Advisors provide essential coordination of policies and information products as well as the adoption of best practices. They are instrumental in forming and maintaining partnerships and networks to establish priorities, evolve strategies, manage and resolve issues, and ensure policy and program integration and consistency throughout the Canadian industrial development environment, including companies, industry associations and academic institutions.

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## Section 2

# Industry Sector Branches

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### Overview:

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sustainable growth in the aerospace, defence, automotive, truck, and rail sectors of the Canadian economy.

The Branch fulfils its mission by gathering and analyzing sectoral and business intelligence for which it develops policies and strategies for promoting trade, attracting investment, advancing new technologies, and enhancing productivity and employee skill levels. Aerospace and Automotive Branch also develop business intelligence information products for delivery to industry clients.

<http://strategis.gc.ca/atb>

Web Sites

[http://strategis.gc.ca/aerodef\\_e](http://strategis.gc.ca/aerodef_e)

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### Overview:

Environmental Affairs Branch (EAB) fulfils three important roles. It coordinates and integrates Industry Canada's input to the government's

environmental regulatory initiatives. The Branch also promotes the development and diffusion of key environmental science and technological capabilities, which enhance industrial competitiveness. As well, it promotes the growth and development of an internationally competitive environmental industry and facilitates the transfer of environmental technologies to other countries through trade and development work.

Web Site

<http://strategis.gc.ca/environment>

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## Life Sciences Branch

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### Overview:

The Life Sciences Branch (LSB) advances the economic growth and competitiveness of the Canadian health and biotechnology industries for the improvement of the quality of life of Canadians. It provides a national perspective for the formation of responsible economic policies for the health and biotechnology industries; conducts analysis; shapes policy and regulatory issues for industry clients based on sectoral intelligence and reasoned advocacy; and develops products, services and networks for

health and biotechnology stakeholders. LSB work contributes to the development of Canada's health and biotechnology industries with respect to: innovation and productivity; global sales; adoption of information technologies and telecommunications; investment climate; and in engendering confidence for businesses, investors and consumers in a fair, efficient and competitive marketplace.

Initiatives include: advocacy on regulatory issues such as the *Patent Act* and intellectual property policies; trade and investment development strategies and activities, including two Trade Team Canada initiatives and leadership of a Life Sciences Investment Round Table; Technology Roadmaps; and dissemination to industry of intelligence on trade, investment, regulation, technology and sectoral contacts through Web sites on *Strategis*.

Web Site

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## Manufacturing Industries Branch

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### Overview:

The Manufacturing Industries Branch (MIB) is responsible for a diverse group of manufacturing sectors located across Canada. These sectors include industrial products (e.g. steel, chemicals), consumer products (e.g. apparel, textiles, furniture), building and forestry products, and electric power and oil and gas equipment and services. Together, they account for more than 50 percent of Canadian manufacturing shipments, and almost 55 percent of manufacturing employment. MIB also focusses

on advanced manufacturing and processing technologies, ocean technologies, and advanced industrial materials that have application across all industrial sectors.

MIB's prime objective is to enhance the international competitiveness of its sectors by focussing on activities such as trade and investment, innovation, skills, e-commerce and information products, and sustainable development. With the objective of increasing Canadian exports, branch staff manage three Trade Team Canada sectors - Plastics, Electric Power Equipment and Services, and Building Products. MIB also participates actively in the promotion of sustainable development by working directly with industry and by participating in the development and implementation of Industry Canada's Sustainable Development Strategy.

Web Site

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Service Industries Branch (SIB) focusses on the business, professional, tourism, marketing and distribution industries and on capital projects-related industries such as consulting engineering, architecture and construction. It maintains a wide knowledge base on Canadian companies undertaking domestic and international capital projects and provides strategic information and analysis, services and policy products to improve

their international competitiveness. SIB works in partnership with the private sector and with industry associations to produce trade strategies and information products to meet their members' needs.

Specific activities include: promoting export readiness; encouraging partnerships and strategic alliances; promoting electronic commerce and the Internet economy; raising the profile of Canadian firms; assisting firms in exploiting major project opportunities; delivering timely market and other strategic information products; promoting participation in Public-Private Infrastructure projects; undertaking studies and analyses of policy and horizontal services industry issues; supporting Canadian industry access to both domestic and international

Web Site

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markets through such initiatives as SourceCan and Development Finance Institutions; and supporting international projects through the Sustainable Cities Initiative, a multistakeholder trade initiative whose key objective is the development of integrated strategies and

solutions, through cooperation and partnerships, to the range of urban problems generated by rapid urbanization. SIB also seeks to protect the interests of Canadian service firms through the WTO, GATS and NAFTA and ensures that existing agreements are effective.

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## Industrial Analysis and Strategy Branch

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### Overview:

The Industrial Analysis and Strategies Branch, in partnership with Industry Sector branches and other stakeholders in the department, government and industry, conducts a broad

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## Information, Planning and Program Management Branch

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### Overview:

Information, Planning and Program Management Branch (IPPM) takes the lead for the Industry Sector on cross-sectoral issues and initiatives and managing programs by providing other branches with leadership, specialized advice and support. Within the perspective of government, departmental and Industry Sector objectives and priorities, IPPM ensures smooth linkages and flow of information between

branches and organizations and consistency across horizontal issues. In addition, the branch is responsible for expanding the reach and influence of Industry Sector and the products, services and intelligence it generates.

Key areas of service include: planning; strategic issues and policy planning; briefings and correspondence; parliamentary affairs; connectedness and Industry Sector on-line presence; emergency planning; client outreach, including communications, marketing and the development and production of information products; human resource and organizational development; program repayments administration; best practices and network advice.

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# Section 3 Associated Groups

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### Overview:

The Canadian Biotechnology Secretariat oversees the implementation of the Canadian Biotechnology Strategy (CBS). Under this strategy, the Secretariat supports the Canadian Biotechnology Advisory Committee (CBAC) and the 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.

CBS includes a policy framework, a broad-based advisory committee, strengthened interdepartmental management and a ten-point work plan that is being developed with interested partners.

CBAC, an independent, expert panel, advises ministers on the ethical, social, economic, scientific, regulatory, environmental and health aspects of biotechnology. It also provides Canadians with an ongoing forum to voice their opinions and participate in an open and transparent dialogue on biotechnology issues.

A team of seven ministers (Agriculture and Agri-Food, Environment, Fisheries and Oceans, International Trade, Industry, Health, Natural Resources), coordinated by the Industry Minister, oversees the strategy and addresses issues that cut across the mandates of various federal department agencies.

Web Site

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### Overview:

Although not part of the Industry Sector, the Information and Communications Technologies (ICT) Branch is included in this guide because of its Industry Sector affiliation. The branch is part of Industry Canada's Spectrum, Information Technologies and Telecommunications Sector.

ICT is committed to improving the competitiveness of Canada's information and communications technologies industry (the

fastest growing sector in the economy) through business analysis, trade and policy advocacy, technology and investment activities. It administers research and development programs, formulates sector campaigns and is responsible for delivering programs and services under those campaigns.

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

Web Site

<http://strategis.gc.ca/infotech>

The ICT 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 and it leads the federal presence on CANARIE (Canadian Network for the Advancement of

Research, Industry and Education). Developing information products and services to improve access by SMEs to market intelligence is a major activity for the branch. These products and services include market studies, profiles on company capabilities, industry surveys and statistics, all are published on *Strategis*.

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International Business Opportunities Centre (IBOC) matches Canadian companies, particularly small and medium-sized enterprises (SMEs), with export leads generated by Canadian trade officers around the world. Operated jointly by Industry Canada and the Department of

Foreign Affairs and International Trade (DFAIT), IBOC works on a case-by-case basis to provide a useful, accurate and timely response to foreign buyers. Using search tools such as DFAIT's WIN Exports and Industry Canada's Canadian Company Capabilities (*Strategis*) databases as well as a broad network of other sources, IBOC contacts Canadian companies to advise them of product or service-specific inquiries from foreign buyers. To view a sample of daily international business opportunities, and to receive international business leads directly by way of e-mail, visit <http://www.iboc.gc.ca>

Web Site

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			Boreskie, Mary	(613) 952-2022 19
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Champagne, Nicole	(613) 954-3293	9	Cohen, Sharon L.	(613) 954-3203	22
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Dewar, Christine	(613) 954-3800	12
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