



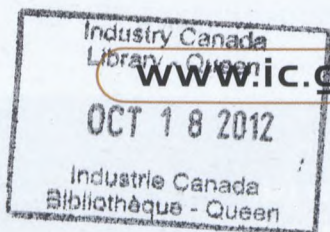
Industry
Canada

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INDUSTRY CANADA: **Making a Difference**



Our Priorities for
2001-02



Canada 

Industry Canada

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

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

Through its five strategic objectives (innovation, connectedness, marketplace, investment and trade), Industry Canada aims to help Canadians contribute to the knowledge economy and improve productivity and innovation performance.

To help deliver on its strategic objectives, Industry Canada is partnering with other government departments to offer businesses and consumers a variety of programs and services. To learn more, visit www.BusinessGateway.ca and www.ConsumerInformation.ca

Industry Canada is *making a difference* — contributing to an innovative society where all Canadians have the opportunity to benefit from economic and social prosperity.




www.ic.gc.ca/priorities

Improving Canada's innovation performance

- Increased recognition of innovation as a critical success factor in all sectors
- Expanded knowledge base, especially in fields with good opportunities
- Accelerated commercialization and adoption of innovation processes and products by Canadian organizations
- Increased development and application of eco-efficient practices and technologies in Canada

By supporting skills development, new technologies and research and development, Industry Canada is working to help build and strengthen Canada's economy in all regions and communities across the country.

We deliver on the government's priorities to promote an innovation culture in Canada and to brand our country as a world-leading innovator by working in partnership with all levels of government, academia, the research community and the private sector to increase the level of research and development and productivity in Canada.

 [**www.innovation.gc.ca**](http://www.innovation.gc.ca)


***Innovation is a crucial ingredient
of productivity growth***

Making Canada the most connected country in the world

- Canadians connected to each other and to the world in a way that is affordable and accessible
- A world-leading environment for electronic commerce
- Canadian digital content and applications on-line maximized
- Expanded on-line delivery of key government services and information in an integrated way to businesses and consumers

Connectedness is at the foundation of the knowledge economy and society. The speed and efficiency with which Canadians gain access to, and take advantage of, the Information Highway is of the utmost importance if we are to continue to foster a competitive Canadian presence in the global economy.

By improving access to the Internet, promoting the development of on-line content and applications, putting government services on-line and making it easier for Canadians to participate in e-commerce, Canada will become the most connected country in the world.

 [**www.connect.gc.ca**](http://www.connect.gc.ca)



Building a fair, efficient and competitive marketplace

- A responsive marketplace framework for business, consumers and investors that is fair, efficient, competitive and world-class
- A marketplace that operates in accordance with the framework statutes, regulations, policies and procedures
- Confidence in the marketplace

A fair, efficient and competitive marketplace is the cornerstone of a healthy and dynamic economy. Whether Canadians conduct business at home or abroad, on the Internet, face-to-face or through other media, Canada's marketplace must inspire confidence, both for Canadians and for foreign nationals.

The rules and regulations that affect Canadian businesses are being modernized and streamlined to promote more competition and to ensure a fair, efficient and competitive marketplace for both businesses and consumers. By setting the rules of the marketplace, promoting vigorous competition and providing accurate, timely and state-of-the-art information to business and consumers, Canada benefits in terms of increased innovation, investment, consumer spending, job growth and productivity.



www.strategis.gc.ca

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Investment


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

- Improved domestic and international investment climate
- Canada branded and recognized as an investment location of choice
- Increased attraction and retention of multinational investment in Canada
- Increased investment by small and medium-sized enterprises and by Aboriginal businesses

Investment and capital formation are essential for stimulating Canada's economic growth, innovation and sustainable development. In order to attract more foreign investment in Canada, we are increasing research and development spending, helping Canadians get the skills they need for today's economy and actively marketing Canada around the world as an attractive destination for investment. Canada's excellent economic fundamentals; easy access to markets; educated and skilled labour force; cost-competitive business environment; and high standard of living make it one of the most appealing places to invest and do business.



www.investincanada.gc.ca



***Industry Canada is working on the
adoption of an innova***



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

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

No other major economy is as trade-oriented as Canada. We are committed to increasing Canada's international opportunities for trade by helping more businesses become export-ready; improving access to information on trade and foreign markets; providing easy access to programs, services and regulatory information; and participating in international trade missions.

In partnership with other government departments, Industry Canada is developing new products and services that address the needs of exporters to increase Canada's share of global trade. The resulting export growth will play a major role in fostering knowledge-intensive, high-wage jobs for Canadians.

For more information on how Industry Canada is *making a difference*, see our other links at www.ic.gc.ca or call (613) 947-7466.

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Working to promote the
export culture in Canada.