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Information

PORTFOLIO KITS

I am pleased to provide you with a copy of the *Industry Portfolio Kit*. The Industry Portfolio brings together key departments and agencies responsible for science and technology, regional development, energy, environment, and international trade policy. The Portfolio fosters a better understanding of the needs and interests of businesses and those of the private sector.

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of fact sheets with useful information on the Industry Portfolio.

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*The Government
of Canada's
Industry Portfolio*

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Information

PORTFOLIO KITS

I am pleased to provide you with a copy of the *Industry Portfolio Kit*. The Industry Portfolio brings together key departments and agencies responsible for science and technology, regional development, marketplace services, and micro-economic policy. The Portfolio fosters a climate of partnership and innovation, drawing on its own strengths and those of the private sector.

The Industry Portfolio kit contains a brochure and series of fact sheets with useful information about the thirteen agencies that make up the Industry Portfolio.

For your convenience, this information is also available on the World Wide Web at the following address: <http://strategis.ic.gc.ca/aboutus/ic-eng.html>

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INDUSTRY Portfolio

The Government of Canada's Industry Portfolio

Building Jobs and Growth
Through Innovation
and Partnership

The industrialized world is facing unprecedented change as it races toward a globalized, knowledge-based economy. The new economy is driven by expanding communications networks, advanced science and technology and new production processes.

The government's response to this challenge has been folded into one Industry Portfolio with a central goal: to foster an innovative, competitive and fair marketplace for businesses and consumers.

Agencies and programs gathered under the Portfolio umbrella focus on three areas that will shape Canada's collective economic prosperity now, and into the twenty-first century:

Assisting business to grow by providing information, advice and financing.

Promoting innovation.

Ensuring a fair, efficient and competitive marketplace.

Assisting *business*

Small and medium-sized enterprises (SMEs) have emerged as the backbone of the Canadian economy. Together, they create almost half of all new jobs in Canada and produce more than one half of our economic output. All this from a sector where 90% of companies have five or fewer employees.

This entrepreneurial and innovative segment of the business community offers tremendous promise for future growth and jobs in Canada, and the Industry Portfolio has a wide range of services to help SMEs realize their potential.

- **Financial support** is available through carefully targeted lending programs offered by the **Business Development Bank of Canada (BDC)**, which is Canada's small business bank. It plays a leadership role in delivering financial management services, with a particular focus on the emerging and exporting sectors of the economy.
- **Market intelligence** is available from several Portfolio sources. For example, **Canada Business Service Centres (CBCSCs)** direct SMEs to information about domestic and international market opportunities. Information on markets, economic trends, demographics and other important data are available through **Statistics Canada**. As well, direct access to a wealth of timely and critical business information can be called up on the **Strategis** Internet service. Check it out at: <http://strategis.ic.gc.ca>
- **Expert advice** on a wide variety of business, trade, research and alliance-building issues is offered at Industry Portfolio regional agencies: the **Atlantic Canada Opportunities Agency**, the **Federal Office of Regional Development (Quebec)**, the **Federal Regional Development Initiative for Northern Ontario**, and **Western Economic Diversification Canada**.
- **Support for international trade and investment** is available through **Trade Team Canada**. By working with their government and business partners, the Industry Portfolio provides Canadian businesses with the information, skills and tools they need to become export-ready and expand into new markets. As part of the Team Canada initiative, **Investment Partnerships Canada** was launched in October 1996 to coordinate targeted campaigns that attract multinational investors to Canada.

In Canada, SMEs create most of our new jobs, produce more than one half of our economic output, and are among the most flexible and dynamic organizations in the country. Some 90% of businesses in Canada have 5 or fewer employees.

- *The promotion of Canada as a four-season tourist destination in primary markets by the **Canadian Tourism Commission** helps to boost this highly labour-intensive service sector, leading to increased growth and job creation. Recent additional funding has been channelled toward tourism promotion overseas, and an injection of equity into the Business Development Bank of Canada will help finance high-quality mid-sized tourism infrastructure in non-urban areas.*

Promoting *innovation*

In a global economy, innovation is the key to success. Advanced technologies and processes are launching new industries and helping traditional sectors remain competitive. The Industry Portfolio invests more than \$2 billion annually in advanced scientific and technological projects that have the potential to create economic growth and jobs for Canadians. This investment accounts for about 42% of total federal S&T spending.

- The new **Canada Foundation for Innovation** will provide financial support for the modernization of the research infrastructure at Canadian post-secondary educational institutions and research hospitals in the areas of health, environment, science and engineering. The Foundation is an independent corporation, at arm's length from government, and its members are drawn from the research community and the private sector. The 1997 Federal Budget committed \$800 million in up-front investment over 5 years. Through partnerships, the Foundation has the potential to trigger up to \$2 billion in investments in research infrastructure.
- **Networks of Centres of Excellence** link Canada's centres of scientific expertise into public and private sector research communities to facilitate the sharing of R&D goals and resources. The idea is to include the private sector as early as possible in the research/innovation cycle. Many of the 400 participating companies are small and medium-sized enterprises. The **Natural Sciences and Engineering Research Council of Canada (NSERC)** is a key player in the current 14-centre network. The 1997 Federal Budget stabilized program funding at an annual \$47.4 million.

- Through **Technology Partnerships Canada**, the federal government invests in key sectors of the new economy: aerospace and defence, environmental industries, and enabling technologies, such as biotechnology and advanced materials. These repayable investments leverage additional funds from the private sector, and help to ensure that growth and employment opportunities stay in Canada.

- The **National Research Council of Canada (NRC)** emphasizes collaboration between the private and public sectors, with a focus on technology assistance for small and medium-sized businesses. Project support through the NRC's **Industrial Research Assistance Program (IRAP)** and the **Canadian Technology Network (CTN)** stimulate R&D in Canada and help partners build technical knowledge and expertise.

- Several Portfolio programs related to the **Information Highway** are helping to expand convergence and competition and improve connectivity among Canadians through cable, satellite, microwave and advanced wireless systems. The Information Highway will carry a host of services, from education to entertainment, into every Canadian community.

- The **Canadian Space Agency** coordinates all elements of our space program, including Canada's activities within the International Space Station (in particular, the **Mobile Servicing System**) and Astronaut programs with NASA. In Canada, the Agency is responsible for the RADARSAT remote sensing satellite. Launched in 1995, the satellite's imagery is now commercially available.

- The **Natural Sciences and Engineering Research Council of Canada (NSERC)** provides grants for basic university research, and encourages partnerships between universities and industry on specific projects. With industry support, it also promotes the hiring and training of qualified research graduates.

- Also promoting the type of research that will be critical to Canada's economic prosperity is the **Social Sciences and Humanities Research Council of Canada (SSHRC)**. Its findings help Canadian firms integrate new technologies into existing business environments.

- As part of the government-wide **Youth Employment Strategy**, the Industry Portfolio has launched a number of programs that help young Canadians get a head start on skills development and jobs. Through student summer placements delivered in partnership with the private and non-profit sectors, and internship programs in the fields of international business, technology and science, the Industry Portfolio is helping prepare young Canadians to take advantage of the challenges of the new economy.

A fair, efficient and competitive marketplace

Specific activities within the Industry Portfolio ensure that the marketplace is transparent and efficient, while at the same time remaining fair and competitive. Portfolio partners work together to maintain a level playing field for business, while protecting investor and consumer interests.

The Industry Portfolio approach provides opportunities to pool resources, to collaborate on projects, to share initiatives — activities that make the most of government expertise for Canadians and businesses.

- The Portfolio's marketplace activities include **consumer protection and information**, and the **maintenance of national standards**

through the **Standards Council of Canada (SCC)**, which contributes to the safety of products. The **incorporation of businesses and non-profit organizations** and **intellectual property protection** are also part and parcel of the Portfolio's broad mandate.

- **Competition legislation** sets out the "rules of the game" in Canada by administering and enforcing laws and regulations that maintain business and consumer confidence. The mandate of the **Competition Tribunal** is to encourage competition in Canada, ensure that competition is fair, and set rules for the efficient operation of markets.

By supporting business, providing a climate for innovation, and promoting a fair and transparent marketplace, the Industry Portfolio is contributing to economic growth, increased employment and higher living standards for all Canadians.

The Industry Portfolio is:

Atlantic Canada Opportunities Agency

Business Development Bank of Canada

Canadian Space Agency

Competition Tribunal

Copyright Board Canada

Federal Office of Regional Development (Quebec)

Industry Canada

National Research Council of Canada

Natural Sciences and Engineering Research Council of Canada

Social Sciences and Humanities Research Council of Canada

Standards Council of Canada

Statistics Canada

Western Economic Diversification Canada

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Building Jobs and Growth Through Innovation and Partnership

Key Contacts

Industry Portfolio agencies

***Atlantic Canada
Opportunities Agency***

644 Main Street
P.O. Box 6051
Moncton NB E1C 9J8
Tel.: 1-800-561-7862
(506) 851-2271
Fax: (506) 851-7403
<http://www.acoa.ca>

***Business Development
Bank of Canada***

Suite 400
5 Place Ville-Marie
Montréal QC H3B 5E7
Tel.: 1-888-INFO-BDC
(1-888-463-6232)
Fax: (514) 283-2872
<http://www.bdc.ca>

Canadian Space Agency

6767 Route de l'Aéroport
Saint-Hubert QC J3Y 8Y9
Tel.: (514) 926-4800
Fax: (514) 926-4352
<http://www.space.gc.ca>

Competition Tribunal

Suite 600
90 Sparks Street
Ottawa ON K1P 5B4
Tel.: (613) 957-3172
Fax: (613) 957-3170
<http://www.ct-tc.gc.ca>

***Copyright Board
Canada***

Suite 800
56 Sparks Street
Ottawa ON K1A 0C9
Tel.: (613) 952-8621
Fax: (613) 952-8630

***Federal Office of
Regional Development
(Quebec)***

Suite 3800
800 Place Victoria Tower
P.O. Box 247
Montréal QC H4Z 1E8
Tel.: (514) 283-6412
Fax: (514) 283-3302

**Industry Canada
Head Office**

235 Queen Street
Ottawa ON K1A 0H5

Tel.: (613) 941-0222
Fax: (613) 954-6436
<http://strategis.ic.gc.ca>

**National Research
Council of Canada**

Building M-58, Office E307
1500 Montreal Road
Ottawa ON K1A 0R6

Tel.: (613) 993-9101
<http://www.corpserv.nrc.ca>

**Natural Sciences and
Engineering Research
Council of Canada**

350 Albert Street
Ottawa ON K1A 1H5

Tel.: (613) 995-6295
Fax: (613) 992-5337
<http://www.nserc.ca>

**Social Sciences and
Humanities Research
Council of Canada**

350 Albert Street
P.O. Box 1610
Ottawa ON K1P 6G4

Tel.: (613) 992-0691
Fax: (613) 992-1787
E-mail: z-info@SSHRC.CA

**Standards Council
of Canada**

Suite 1200
45 O'Connor Street
Ottawa ON K1P 6N7

Tel.: (613) 238-3222
Fax: (613) 995-4564
<http://www.scc.ca>

Statistics Canada

R.H. Coats Building
Holland Ave. and Scott St.
Tunney's Pasture
Ottawa ON K1A 0T6

Tel.: 1-800-263-1136
(613) 951-8119
TDD: 1-800-363-7629
Fax: (613) 951-0581
<http://www.statcan.ca>

**Western Economic
Diversification Canada**

8th Floor
200 Kent Street
P.O. Box 2128, Station D
Ottawa ON K1P 5W3

Tel.: (613) 952-9378
Fax: (613) 952-9384
<http://www.wd.gc.ca>

Canada Business Service Centres

<http://www.cbcs.org>

Canada/Yukon Business Service Centre

Suite 201
208 Main Street
Whitehorse YK Y1A 2A9

Tel.: 1-800-661-0543
(403) 633-6257
Fax: (403) 667-2001

Canada/NWT Business Service Centre

3rd Floor
5004 - 54th Street
Yellowknife NT X1A 2L9

Tel.: 1-800-661-0599
(403) 873-7958
Fax: (403) 873-0101
Info-FAX: (403) 873-0575
Info-FAX: 1-800-661-0825

Canada/British Columbia Business Service Centre

601 West Cordova Street
Vancouver BC V6B 1G1

Tel.: 1-800-667-2272
(604) 775-5525
Fax: (604) 775-5520
Info-FAX: (604) 775-5515

The Business Link (Edmonton, Alberta) Business Service Centre

Suite 100
10237 - 104th Street
Edmonton AB T5J 1B1

Tel.: 1-800-272-9675
(403) 422-7722
Fax: (403) 422-0040
Info-FAX: (403) 495-4138
Info-FAX: 1-800-563-9926

Canada/Saskatchewan Business Service Centre

122 - Third Avenue North
Saskatoon SK S7K 2H6

Tel.: 1-800-667-4374
(306) 956-2323
Fax: (306) 956-2328
Info-FAX: (306) 956-2310
Info-FAX: 1-800-667-9433

Canada Business Service Centre (Winnipeg, Manitoba)

8th Floor
330 Portage Avenue
P.O. Box 2609
Winnipeg MB R3C 4B3

Tel.: 1-800-665-2019
(204) 984-2272
Fax: (204) 983-3852
Info-FAX: (204) 984-5527
Info-FAX: 1-800-665-9386

Canada — Ontario Business Call Centre

9th Floor
230 Richmond Street West
Toronto ON M5V 3E5

Tel.: 1-800-567-2345
(416) 954-INFO (4636)
Fax: (416) 954-8597
Info-FAX: (416) 954-8555
Info-FAX: 1-800-240-4192

Info entrepreneurs (Montréal, Quebec)

Suite 12500
5 Place Ville-Marie
Montréal QC H3B 4Y2

Tel.: 1-800-322-INFO (4636)
(514) 496-INFO (4636)
Fax: (514) 496-5934
Info-FAX: (514) 496-4010
Info-FAX: 1-800-322-4010

Canada/New Brunswick Business Service Centre

1st Floor
570 Queen Street
Fredericton NB E3B 6Z6

Tel.: 1-800-668-1010
(506) 444-6140
Fax: (506) 444-6172
Info-FAX: (506) 444-6169
Info-FAX: 1-800-401-3201
TDD: 1-800-887-6550

Canada/Nova Scotia Business Service Centre

1575 Brunswick Street
Halifax NS B3J 2G1

Tel.: 1-800-668-1010
(902) 426-8604
Fax: (902) 426-6530
Info-FAX: (902) 426-3201
Info-FAX: 1-800-401-3201
TDD: 1-800-797-4188

Canada/Prince Edward Island Business Service Centre

75 Fitzroy Street
P.O. Box 40
Charlottetown PE C1A 7K2

Tel.: 1-800-668-1010
(902) 368-0771
Fax: (902) 566-7377
Info-FAX: (902) 368-0776
Info-FAX: 1-800-401-3201
TDD: (902) 368-0724

Canada Business Service Centre (St. John's, Newfoundland)

90 O'Leary Avenue
P.O. Box 8687
St. John's NF A1B 3T1

Tel.: 1-800-668-1010
(709) 772-6022
Fax: (709) 772-6090
Info-FAX: (709) 772-6030

Industry Canada Regional Offices

Atlantic Region

Industry Canada

1801 Hollis Street
P.O. Box 940, Station M
Halifax NS B3J 2V9
Tel.: (902) 426-3458
Fax: (902) 426-2624

Quebec Region

Industry Canada

8th Floor
5 Place Ville-Marie
Montréal QC H3B 2G2
Tel.: (514) 283-1885
Fax: (514) 496-7003

Ontario Region

Industry Canada

4th Floor
1 Front Street West
Toronto ON M5J 1A5
Tel.: (416) 973-5001
Fax: (416) 973-8714

FedNor

Suite 407
30 Cedar Street
Sudbury ON P3E 1A4
Tel.: (705) 671-6513
Fax: (705) 670-6103

Prairies and Northwest Territories Region

Industry Canada

Suite 540
9700 Jasper Avenue
Edmonton AB T5J 4C3
Tel.: (403) 495-2951
Fax: (403) 495-4582

Pacific Region (including Yukon)

Industry Canada

Suite 2000
300 West Georgia Street
Vancouver BC V6B 6E1
Tel.: (604) 666-1400
Fax: (604) 666-8330

Building Jobs and Growth Through Innovation and Partnership

Small and Medium-Sized Enterprises

Canada's almost 2.3 million small and medium-sized enterprises (SMEs) form the backbone of the country's economy in terms of business activity and job creation.

This vibrant sector, including home-based enterprises, now accounts for 50% of all private sector employment, and produces almost 43% of Canada's private sector economic output. Moreover, the flexibility and entrepreneurial spirit inherent in small and medium-sized enterprises is moving this sector to the forefront of our new, knowledge-based society.

Helping SMEs grow

SMEs are the primary generators of growth, leading to jobs for Canadians, so their needs are of particular importance to the Industry Portfolio. To meet these needs, and to ensure

that business can grow and prosper, the Portfolio and other government departments are working to create a business climate that rewards enterprise.

To create the right business climate, the federal government has set firm debt and deficit reduction targets; it is reducing red tape and eliminating unnecessary regulations; and it sets standards for open competition that are innovative, fair, and transparent.

To increase access to financing, the Industry Portfolio provides advice and assistance to entrepreneurs starting small businesses, and to those looking for funding to make capital improvements. Portfolio partners also work with financial institutions to meet SME needs.

To ensure businesses can capitalize on new opportunities, Industry Portfolio partners provide professional services, timely market information, and advice to entrepreneurs involved in trade and export, as well as in the fields of research, science and advanced technology.



INDUSTRY *Portfolio*

Building Jobs and Growth Through Innovation and Partnership

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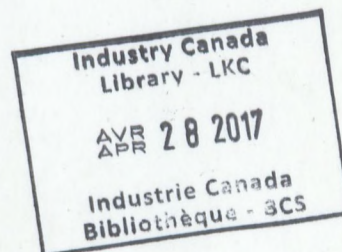
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To ensure businesses can capitalize on new



How the Industry Portfolio works for SMEs

Strategis, Industry Canada's award-winning Internet site, provides large and small businesses with direct access to the latest commercial information. Users will find data on specific industries, export opportunities, company capabilities, international intelligence and business contacts, new technologies and processes, management experts, market services, government programs, micro-economic research and much more. In addition, **Strategis** can be used to gain quick access to Industry Canada experts. Check it out at: <http://strategis.ic.gc.ca>

The **Student Connection Program** helps both students and business. Under this Portfolio initiative, university and college students show small and medium-sized enterprises how to use the Internet to research new market opportunities and improve overall competitiveness, through one-on-one advising sessions. The Student Connection Program may be reached toll-free at: **1-888-807-7777**.

A Canada-wide network of **Canada Business Service Centres (CBSCs)** provides businesses with one-stop access to government programs, services and sources of information. Most Centres are operated in cooperation with provincial and private sector partners. Centres can be accessed in person, or by telephone, facsimile and e-mail.

The **Business Development Bank of Canada (BDC)** offers a wide range of financing products for every type of business, from micro-enterprises to larger firms poised for expansion, through its extensive network of 80 branches across Canada. The BDC also provides business counselling and monitoring services to help entrepreneurs manage their business at every stage of development. The Federal Office of Regional Development (Quebec) has developed an IDEA-SME Fund with the BDC. This fund offers small and medium-sized businesses financing to develop and market advanced technology products.

The *Small Business Loans Act* assists small businesses in accessing term financing at financial lending institutions, under reasonable conditions. All businesses in Canada with annual gross revenues under \$5 million (excluding farming, non-profit and religious organizations) can apply for loans. At the discretion of the lender, loans may finance up to 90% of purchase and improvement costs in three fixed-asset categories: land, business premises and equipment.

The private-sector led **Canada Business Networks Coalition** encourages SMEs to form strategic alliances to help them improve their competitiveness and break into new markets. Growth-oriented firms needing access to risk capital can turn to the **Canada Community Investment Plan**, which helps communities draw on their own resources.

Four regional development agencies – **Atlantic Canada Opportunities Agency (ACOA)**, **Federal Office of Regional Development (Quebec) (FORDQ)**, **Federal Regional Development**

Initiative for Northern Ontario (FedNor) and **Western Economic Diversification Canada (WD)** – build on regional strengths and opportunities. Typically, they evaluate and support economic development initiatives that fall outside of a private sector financial institution's regular mandate. For example, **Western Economic Diversification Canada** has secured funding for small businesses on commercial terms with financial institutions, co-operatives, the Farm Credit Corporation, and the **Business Development Bank of Canada**. The **Federal Regional Development Initiative for Northern Ontario** provides enterprises in its own region with similar services. In Quebec, the **Federal Office of Regional Development (Quebec)** concluded partnership agreements with five financial institutions to place \$150 million at the disposal of Quebec-based small to medium-sized firms with "new economy" product lines. These programs address the financial needs of SMEs wanting to carry out R&D projects leading to the commercialization of technologies, as well as new or improved products.

The **Commercial Loan Funds** are investment funds targeted at industries which have a high potential for growth but encounter difficulty accessing capital. Target sectors include: the health, biotechnology and environmental industries; information technology and telecommunications; other knowledge-based industries; and tourism. These funds are delivered by **Western Economic Diversification Canada**.

Aboriginal Business Canada (ABC) promotes the competitiveness of Aboriginal firms in Canadian and world markets in the areas of tourism, technology, and youth entrepreneurship. Working with Industry Portfolio partners, the agency provides a range of services, support and information products to help Aboriginal firms both on- and off-reserve. Today, over 30 Aboriginal Capital Corporations – established through the program – provide loans and financial services to on- and off-reserve Aboriginal enterprises.

The **Standards Council of Canada (SCC)**, another Portfolio agency, offers small businesses the information they need to ensure that their products and services conform to global market requirements.

Statistics Canada is Canada's national statistical agency. It makes demographic and social, socio-economic and economic data available to business. Each year, Statistics Canada sells about 1.2 million publications, receives 1.3 million data requests and answers over 400 000 telephone inquiries.

As part of the government-wide **Youth Employment Strategy**, the Industry Portfolio has launched a number of programs that help young Canadians get a head start on skills development and jobs. Through internship programs in the fields of international business, technology and science and student summer placements delivered in partnership with the private and non-profit sectors, the Industry Portfolio is helping prepare young Canadians to take advantage of the challenges of the new economy.

Building Jobs and Growth Through Innovation and Partnership

Trade and Investment

Experience has demonstrated a clear relationship between international trade and investment, with countries and companies that encourage cross-border investments generally posting higher returns. So it is essential that Canada not only maintains its competitive position in existing markets, but that government and business join together in the pursuit of new export and investment opportunities.

In a drive to increase trade and investment activity, the federal government, the provinces and territories, and the private sector have joined the **Team Canada** initiative. The Industry Portfolio is a Team Canada partner and, through its international business development programs and services, is making a valuable contribution to the global success of Canadian firms.

The Industry Portfolio works with partners across the country to provide Canadian businesses – particularly small and medium-sized enterprises – with the information, skills and tools they need to become export-ready and to penetrate foreign markets.

As a first step, large and small businesses can access **Strategis**, Industry Canada's award-winning Internet site. **Strategis** provides

international research and business organizations with a window on the products, services and research that Canadian industry, science and technology have to offer. This database of international market and trade information is regularly updated. Check it out at:

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

The Canada-wide network of **Canada Business Service Centres (CBSCs)** provides entrepreneurs with information on federal and provincial trade-related services. These centres are often the first point of contact for new exporters needing general market information.

Exporters also have access to expert advice available at **International Trade Centres (ITCs)** in most major Canadian cities.

A joint venture between Industry Canada and the Department of Foreign Affairs and International Trade, these Centres link exporters to trade commissioners at Canadian embassies and high commissions around the world.

As well, 23 **National Sector Teams** across the country are charged with strengthening trade and business links among all players within individual industry sectors (such as the Automotive, Aerospace and Information Technology and Telecommunications sectors). This is another Portfolio team effort with Industry Canada's federal, provincial and private sector partners.

An important component of the government's investment strategy, **Investment Partnerships Canada (IPC)** is aggressively marketing Canada to the world. IPC targets multinational investors with a view to attracting new capital and expanding existing investment holdings in Canada.

The **Aboriginal Trade and Market Expansion Initiative** helps qualified Aboriginal firms make the transition into larger regional, interprovincial, and international markets. Taking a leaf from Team Canada, **Aboriginal Business Canada (ABC)** is working with Industry Canada, other departments, and the private sector to open up trade development opportunities and support individual business initiatives in this sector.

International standards are an important aspect of global trade. The **Standards Council of Canada (SCC)** oversees Canada's participation in the development of international standards.

The **Social Sciences and Humanities Research Council of Canada (SSHRC)** funds research that will help Canadian business rise to the challenge of global competition through better management of their technical, financial and human resources.

Building Jobs and Growth Through Innovation and Partnership

Science and Technology

Canada's economy is undergoing a major transformation, rivalling that of the Industrial Revolution. This change is being driven by knowledge, information and real-time communication, as well as advanced manufacturing processes and materials.

There is evidence to suggest that knowledge industries are contributing more to economic growth and job creation than traditional industry sectors, with small firms at the forefront of this economic expansion. Statistics show, for instance, that from 1984 to 1994 there was a net gain of more than 800 000 jobs for Canadians with post-secondary education. During this same period, those without high school training experienced a net loss of 1.4 million jobs.

To ensure that Canada remains globally competitive, the federal government invests heavily in advanced technology,

with the Industry Portfolio contributing about 42% of total federal S&T spending. Following are some examples of how the Portfolio is putting those science and technology resources to work.

Science and business partnership activities

The new **Canada Foundation for Innovation** will provide financial support for the modernization of the research infrastructure at Canadian post-secondary educational institutions and research hospitals in the areas of health, environment, science and engineering. The Foundation is an independent corporation, at arm's length from government, and its members are drawn from the research community and the private sector. The 1997 Federal Budget committed \$800 million in up-front investment over 5 years. Through partnerships, the Foundation has the potential to trigger up to \$2 billion in investments in research infrastructure.

Technology Partnerships Canada invests in new technologies developed by Canadian firms, and helps bring them to market. Investments, which can cover up to one-third of eligible costs, leverage additional funds from private sector sources, creating a multiplier effect. The program focuses on three key sectors of the new economy: enabling technologies (such as biotechnology and advanced production processes and materials); aerospace and defence (including defence conversion); and environmental technologies. Investments are fully repayable, earning royalties on successful products or processes. The fund will grow to \$250 million by 1998-99.

The **National Research Council of Canada (NRC)** offers industry a wide range of R&D support, including collaborative research programs to develop and exploit key technologies. NRC's research institutes are focused on areas that are pivotal to Canada's knowledge-based economy: biotechnology, construction, manufacturing, and information and telecommunications. NRC's extensive capabilities and services include major laboratory facilities, science and technology information resources, technical advice and assistance, and licensing opportunities, as well as testing, analysis and calibration.

The NRC's **Industrial Research Assistance Program (IRAP)** helps Canadian companies identify and adopt technology solutions from a wide range of domestic and foreign sources. As a result, firms can introduce innovative products and services while improving their efficiency and productivity and reducing their risk. Technical advice and personal business consultations are available through a network of more than

250 IRAP advisors in 90 communities across the country. These advisors work out of 140 technology-related organizations, such as universities, colleges, provincial research laboratories and technology centres. The 1997 Federal Budget ensured program funding is maintained at \$97 million annually.

The NRC's Industrial Research Assistance Program feeds into the **Canadian Technology Network (CTN)**, which helps small and medium-sized businesses meet their technology needs. The CTN works in collaboration with other Industry Portfolio agencies, such as the **Business Development Bank of Canada (BDC)**, the **regional development agencies**, and **Industry Canada**.

The **Research Partnerships Program** of the **Natural Sciences and Engineering Research Council of Canada (NSERC)** oversees the participation of more than 1000 Canadian firms in cost-sharing university partnerships. Participating companies have access to advanced science and engineering research in university laboratories across the country. Eligible activities include generic R&D research, collaborative projects, research networks, and industrial research chairs. NSERC also offers support to postgraduate students for thesis research in industrial fields, and will share salary costs with industry for the hiring of recent doctoral, graduate and undergraduate students.

Networks of Centres of Excellence link Canada's centres of scientific expertise into public and private sector research communities to facilitate the sharing of R&D goals and resources. The idea is to include the private sector as early as

possible in the research/innovation cycle. Many of the 400 participating companies are small and medium-sized enterprises. NSERC is a key player in the current 14-centre network. The 1997 Federal Budget stabilized program funding at an annual \$47.4 million.

The **Social Sciences and Humanities Research Council of Canada (SSHRC)** is another major partner in the Networks of Centres of Excellence. The Council funds human science research in fields that are vital to the design, delivery and evaluation of many public policy areas. Research in health care, human resource development, immigration, economics, the human side of technological change, managing for global competitiveness, and culture – all fall within the mandate of the SSHRC.

The **Biotechnology Partnership Program** works with financial institutions to improve access to capital for small businesses and emerging industries. This program is delivered by the Industry Portfolio agency **Western Economic Diversification Canada**.

The **Canadian Network for the Advancement of Research, Industry and Education (CANARIE)** is a partnership of over 140 private and public sector organizations. This Portfolio program develops new information technologies, products, applications, software and related services with a view to improving overall productivity.

Industry Canada's **Communications Research Centre (CRC)** conducts leading-edge research in a number of areas that are vital to Canada's international competitiveness. Typical projects

involve satellite communications, broadcast technologies, radio communications, and radio science research. As a result of the Centre's work, more than 100 protected technologies are available for licensing to organizations looking for commercialization opportunities.

The doors of the CRC's Research Centre are open to small and medium-sized high-technology firms using CRC intellectual property, and to business start-ups wishing to take advantage of specialized laboratories and testbeds.

The **Canadian Space Agency (CSA)** manages all elements of Canada's space program, including Canada's activities within the International Space Station (in particular, the **Mobile Servicing System**) and Astronaut programs. The Agency works in close cooperation with NASA and other international space partners. In Canada, it is responsible for the RADARSAT remote sensing satellite, launched in 1995.

The **Standards Council of Canada (SCC)** promotes the adoption of international standards in Canada, and their adaptation to domestic markets. As a result, Canadian-made products find easy acceptance overseas, and technologies developed around the world are available for use in Canada.

Statistics Canada (SC) is Canada's national statistical agency. It makes demographic and social, socio-economic and economic data available to the public. Each year, Statistics Canada sells about 1.2 million publications, receives 1.3 million data requests and answers over 400 000 telephone inquiries.

Information Highway initiatives

The **Information Highway**, a major area of rapid technological innovation, carries cable, satellite, microwave and advanced wireless systems. To help Canadians prepare for an expansion of this knowledge and information network, Industry Portfolio programs are bringing the Information Highway into communities across Canada.

- The **SchoolNet** program will connect 16 500 schools, 3400 libraries and 450 First Nations schools to the Internet by the end of the 1998-99 program year.
Visit SchoolNet on-line at:
<http://www.schoolnet.ca>
- **Computers for Schools** redirects surplus computer equipment and software to Canadian schools and public libraries. To date, more than 25 000 computers and 45 000 software programs have been distributed. The goal is to have 100 000 computers connected by the year 2000. More information is available on-line at:
<http://info.ic.gc.ca/ic-data/cfs>

- In tandem with SchoolNet, the **Community Access Program (CAP)** is connecting 5000 rural, remote and Aboriginal communities to the Internet by the year 2000. Typically, these public on-ramps to the Information Highway are located in local community centres, public libraries and schools. Visit CAP on-line at:
<http://cnet.unb.ca>
- The **Strategis** Internet site delivers domestic and export market intelligence to Canadian businesses, helping them to remain globally competitive. It also provides international Internet users with a window on business, science and technology opportunities in Canada. Check it out at:
<http://strategis.ic.gc.ca>

Building Jobs and Growth Through Innovation and Partnership

Information Highway

In 1994, the government set out its strategy for the Canadian Information Highway as an integral part of the *Jobs and Growth Agenda*.

The strategy calls for a high-quality, low-cost information network that will give Canadians access to the employment, education, health care, entertainment, investment and wealth-creating opportunities of the information age. Three overall objectives guide the development of Canada's Information Highway:

- Creating jobs through innovation and investment;
- Reinforcing Canadian sovereignty and cultural identity; and
- Ensuring universal access at a reasonable cost.

To achieve these objectives, this government is completing the overhaul of Canada's telecommunications policies, resulting in one of the most forward-looking, user-driven and competitive policy regimes in the world.

Affordability and choice

Competition on the Information Highway will encourage innovation, which, in turn, will lead to the development of new products and services, job creation and economic growth. The goal is to have four competitive lanes serving Canadians on the Information Highway: telephone, cable, wireless and satellite.

As a result, consumers will be able to choose how, and from whom, they receive these communications services. Options might include receiving television programming over the telephone line; surfing the Internet using a cable modem; and receiving video-on-demand via satellite or wireless broadband. As new multimedia services are added, the choices will multiply in the months and years ahead.

Universal access

The Information Highway's brightest promise is the opportunity it offers **all** Canadians to become part of the knowledge-based economy in the twenty-first century. To ensure that we do not create a system where some are excluded, the Industry Portfolio is working to ensure universal access at reasonable cost.

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The **Community Access Program (CAP)** will connect 5000 rural, remote and Aboriginal communities to the Internet by the year 2000. Typically, these public on-ramps to the Information Highway will be placed in local community centres, public libraries and schools. Visit CAP on-line at:
<http://cnet.unb.ca>

The **National Graduate Register** is a bilingual, searchable database on the Internet carrying profiles of post-secondary students and recent graduates from across Canada. Both employers and candidates remain anonymous until firms follow up on specific résumés. The Register can be accessed at:
<http://ngr.schoolnet.ca>

Competitiveness: encouraging innovation

Economic growth is increasingly linked to the use of technology. The Industry Portfolio is playing a role in closing the knowledge gap and helping to move new products through the research and development phase to the marketplace.

The **Student Connection Program** helps both students and businesses. Under this Portfolio initiative, university and college students show small and medium-sized enterprises how to use the Internet to research new market opportunities and improve overall competitiveness, through one-on-one advising sessions. While earning a salary to finance their studies, students acquire new skills and get acquainted with potential employment opportunities. The Student Connection Program may be reached toll-free at: **1-888-807-7777**

The **Strategis** Internet site provides Canadian businesses with intelligence on export, trade and market opportunities for their strategic planning. The site carries more than 300 000 items on markets, industry sectors, new technologies, products and services. It includes a database of over 33 000 licensable technologies from around the world, including R&D organizations, complete with skill-sets and resources. Check it out at:
<http://strategis.ic.gc.ca>

The **Canadian Network for the Advancement of Research, Industry and Education (CANARIE)** is a partnership of over 140 private and public sector members. It develops new networking technologies, products, applications, software and services.

Building Jobs and Growth Through Innovation and Partnership

Young Canadians

No group has more to gain from Canada's economic future than this country's young people. Growing up in the information age, young Canadians are already well-equipped to take full advantage of Industry Portfolio programs that will help to prepare them for the challenges ahead.

Under the recently announced **Youth Employment Strategy (YES)**, the Industry Portfolio is helping our future workforce to get a head start on skills development and jobs. Programs under this strategy include:

- International Internships (Horizons Plus)
- Technology Internships
 - Information Highway Technology Internships (Community Access Program Youth Employment Project; Computers for Schools Technical Work Experience Program; SchoolNet Youth Employment Initiative)
 - Science and Technology Internship Program with Small and Medium-Sized Enterprises

- Science Internships (National Information Highway, Science and Entrepreneurship Camps; National Research Council Science Collaborative Research Internships)
- Student Summer Placements (Student Connection Program; SchoolNet Digital Collections; Community Access Program)

The **Horizons Plus** initiative provides recent graduates with six-month internships in small and medium-sized enterprises (SMEs). These internships will help the SMEs involved to become export-ready and to penetrate export markets. Horizons Plus is expected to create numerous export-marketing jobs for participating graduates and to help increase the number of exporting SMEs.

The **Community Access Program Youth Employment Project** provides employment to young Canadians in rural and remote areas who are unemployed or under-employed.

The **Computers for Schools Technical Work Experience Program** is an extension of the Computers for Schools initiative. In its expanded form, the program will provide 100 000 computers to schools by the end of the 1998-1999 fiscal year, and an opportunity for young Canadians to get hands-on experience working with the technology.

For more information on the Industry Portfolio's Youth Employment Strategy programs, visit: <http://strategis.ic.gc.ca/youth>

Graduate employment opportunities

The **SchoolNet Youth Employment Initiative** will hire young graduates to work with schools and libraries that want to connect to SchoolNet and the Internet. Students will provide technical assistance and demonstrate how users can successfully integrate information technology with learning.

Recent college and university graduates from across the country are marketing their skills on the **National Graduate Register** Web site. Students can post pre-approved résumés, and update data using an assigned user name and password. Both candidates and employers remain anonymous until firms follow up on specific résumés. This bilingual, searchable database can be accessed at: <http://ngr.schoolnet.ca>

The **National Research Council of Canada (NRC)** offers career-oriented employment to almost 300 students each year. The NRC also provides employment opportunities to some 200 recent graduates through its Research Associates Program.

Scholarships

About 1500 **Postgraduate Scholarships** are awarded each year to students pursuing degrees in natural sciences and engineering. Another 160 awards are made each year under the **Industrial Postgraduate Scholarships** of the **Natural Sciences and Engineering Research Council of Canada (NSERC)**. This is a joint program between NSERC and participating companies.

Fellowships

Six different programs offering **Doctoral, Postdoctoral and Visiting Fellowships** are available to those pursuing careers in a number of disciplines, including social sciences and humanities. These programs are:

- the Visiting Fellowships in Government Laboratories (NSERC)
- the Postdoctoral Fellowship Program (NRC)
- the Industrial Research Fellowships (NSERC)
- the Doctoral Fellowships Program (Social Sciences and Humanities Research Council of Canada – SSHRC)
- the Postdoctoral Fellowship Program (SSHRC)
- the Postdoctoral Fellowships (SSHRC)

Preparing youth for entrepreneurship

The **Student Business Loans** program offers interest-free loans of up to \$3000 to full-time students launching summer businesses.

Co-ordinated by the **Business Development Bank of Canada (BDC)** on behalf of Human Resources Development Canada, this program approves over 1300 loans a year. The program is available in British Columbia, the Yukon, Northwest Territories, Alberta, Saskatchewan, Manitoba, Quebec and Newfoundland. Provincial programs are available in the other provinces.

As well, **Western Economic Diversification Canada (WD)** has established a \$15-million repayable youth business venture fund. This program provides financial assistance, business counselling and mentoring to young entrepreneurs. An additional \$200 000 is available to each of the 75 **Community Futures Development Corporations** in Western Canada to fund loans for young entrepreneurs wanting to expand or start their own companies.

Aboriginal Business Canada (ABC) provides young entrepreneurs with business planning and financing services. Many entrepreneurship awareness programs and Information Highway initiatives offered by Aboriginal Business Canada focus on the under-30 age group, which accounts for 68% of all Aboriginal populations.

Developing skills for the new economy

Industry Canada's **Science Culture Canada** program sets aside \$2 million each year for non-profit groups that encourage young Canadians to pursue science and technology careers.

In an effort to expose young Canadians to research and development activity, NSERC's **Undergraduate Student Research Awards** program offers employment for up to four months in laboratories of smaller universities across the country. Universities offer about 110 awards each year, with industry providing another 550.

The Prime Minister's Awards for Teaching Excellence honour teachers across Canada. Awards are made to educators who demonstrate a special talent for improving student performance, enriching the minds of their students and encouraging students to follow science-related careers.

The **Social Sciences and Humanities Research Council of Canada (SSHRC)** funds five research networks on education and training. These networks look for strategies to develop the knowledge and skills Canadians need in today's highly competitive world, and their integration into existing work environments. The Council, in partnership with Northern Telecom, has also funded research to improve science training and increase science literacy among Canadians.

Building Jobs and Growth Through Innovation and Partnership

Delivery of Fair Rules and Services

The marketplace is where business, labour and consumers come together to decide where to invest and work, which goods and services to produce, and which products to buy. Consumers want to be able to shop with confidence and with enough information to make good purchasing decisions. By the same token, business needs to be able to count on a fair and consistent set of marketplace rules.

The Industry Portfolio pulls together a wide range of services that help to create and maintain a fair, efficient and competitive marketplace for Canadian businesses and consumers.

A considerable number of the key programs and organizations charged with delivery of fair rules and services are housed within Industry Canada.

Whatever you invent, write, design or draw is considered by the Government of Canada as intellectual property, and can be legally protected. The **Canadian Intellectual Property Office (CIPO)** administers Canada's intellectual property laws. The Office's services cover patents, trademarks, copyrights, industrial designs and integrated circuit topographies.

Competition is the basis of virtually all economic activity in Canada, and is regulated by the *Competition Act*, a federal law governing all business conduct in Canada. The Act covers criminal offences such as price-fixing, bid-rigging and misleading advertising. Its civil law provisions cover abuse of dominant position, exclusive dealing and mergers. Inquiries and complaints under the *Competition Act* are handled by the **Competition Bureau**.

The mandate of the **Consumer Products Directorate** is to serve Canadian consumers and businesses by promoting accurate and informative labelling of consumer products, and by responding to concerns regarding misrepresentation of product quality, quantity or performance.

The **Corporations Directorate** oversees the administration and enforcement of the laws and statutes that govern corporate activity in Canada. The Directorate has three main lines of business: incorporation, services to corporations and their shareholders, and information services.

Measurement Canada is charged with ensuring equity and accuracy wherever goods and services are purchased and sold on the basis of measurement. The agency provides a wide variety of services to ensure that the marketplace functions fairly. As a result, Canadians can feel confident that they get fair measure for what they pay.

The **Office of Consumer Affairs (OCA)** focuses on markets and information management, ensuring that the consumer's voice is heard in the early stages of the policy-making cycle. "Consumer Connection," available on the Web site *Strategis*, has up-to-date information on consumer issues and organizations. The Office also nurtures a stronger, self-sustaining Canadian consumer movement. By working with consumer organizations across the country, it can play a brokering role to ensure that the voice of consumers is clearly heard by government and business.

The **Office of the Superintendent of Bankruptcy (OSB)** helps to ensure that bankruptcies and insolvencies are carried out in a fair and orderly manner. The Office provides services that record and supervise the administration of bankruptcies and insolvencies. It also deals with complaints from creditors, debtors and members of the public. In addition, it sets and enforces professional standards for private sector bankruptcy trustees and administrators of consumer proposals.

The radio frequency spectrum is a resource which belongs to every Canadian. The **Spectrum Management** program ensures the best use of radio frequencies across the country.

As well, it supports timely and equitable access to high-quality and affordable communications systems and services. The program also promotes industrial development and exports. In addition, it is charged with fostering a climate for innovation and investment in Canada's communications infrastructure.

Another Portfolio partner, the **Standards Council of Canada (SCC)**, promotes voluntary standardization in Canada in order to advance the national economy, support sustainable development, further international cooperation, assist and protect consumers, facilitate domestic and international trade, and benefit the health, safety and welfare of workers and the public. The Council's activities are carried out within the context of the National Standards System, a federation of organizations that write standards, certify conformance of products or services to standards, test products or register the quality systems of companies.

For more details on rules and regulations that support and protect business and consumer interests, check out Industry Canada's award-winning *Strategis* Web site: <http://strategis.ic.gc.ca>

From the main menu, link to "The Marketplace: Services, Laws and Regulations."