

**THE INFORMATION TECHNOLOGY ASSOCIATION OF CANADA (ITAC)** has been the authoritative national voice for Canada's \$72 billion ICT industry for over 60 years.

The ICT sector generates over 1.1 million jobs directly and indirectly and invests \$4.8 billion annually in R&D, more than any other private sector in Canada. ICT is also fueling growth in traditional industries such as automotive and healthcare by providing innovative solutions to long-standing problems.

While Canada's resource sector is experiencing decline and laying off workers, the ICT sector is growing and remains eager to hire the skilled Canadians who will join our knowledge based economy.

ITAC and its members are ready to engage with the new government in order ensure continued growth and prosperity within our industry. We will work closely with Ministers and their departments in order to reinforce the importance of ICT and to collaborate on solutions to industry-wide issues.

ITAC will be a strong partner and will provide constructive advice on how Canada can move its digital agenda forward. This will be done through the creation of Canada's Innovation Agenda that promotes fundamental investments in three key areas; talent and skills development, transformation and digital adoption, and trade and competitiveness.



### TALENT AND SKILLS DEVELOPMENT

Critical to build a sustainable knowledge economy is a technically savvy work force. ICT is eager to hire Canadians, but unfortunately many high paying jobs remain vacant.

Canadians must receive the necessary skills training in order to benefit from the opportunities created by the digital economy. The focus needs to be on developing skills locally and attracting talent globally. We need government to invest in programs and engage with industry to help prepare tomorrow's digital leaders.



### TRANSFORMATION AND DIGITAL ADOPTION

ICT Adoption across all sectors is vital to boost our economy.

Our ability to move to a digital nation relies heavily on Government being a model user of technology and developing policy instruments to motivate Canadian citizens and businesses to do the same.



### TRADE AND COMPETITIVENESS

Helping Canadian ICT businesses scale and expand globally builds a digital Canada.

Targeted programs that support growth in Canadian businesses through scaling up and accessing foreign markets are critical. Strong Canadian businesses form the backbone of the digital economy and drive innovation. Continued collaboration and support from the Department of Small Business and the Trade Commissioners Service will ensure that Canadian businesses are able to thrive both at home and abroad.

As the government of Canada looks to shape its Innovation Agenda, it must begin with a strong foundation built from policies surrounding Talent, Transformation and Trade.

ITAC and its membership look forward to helping the government craft this Agenda and to strengthening Canada's digital economy.