



**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 also fuels growth in traditional industries such as automotive and healthcare by providing innovative solutions to longstanding 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 engage with the government to ensure continued growth and prosperity within our industry. We are

working closely with ministers and their departments to reinforce the importance of ICT, and to collaborate on solutions to industry-wide issues.

The Government of Canada (GoC) will seek to build an innovation agenda focused on: promoting an entrepreneurial and creative society; supporting global science excellence; building world-leading clusters and partnerships; growing companies and accelerating clean growth; competing in a digital world; and improving ease of doing business. ITAC commends the GoC for its pursuits and will continue to be a strong partner and provide constructive advice on how Canada can move its digital agenda forward.

In particular, because the tech sector is the lifblood of the Canadian economy, ITAC encourages investments in the following four strategic areas:



## MODERN DIGITAL GOVERNMENT

Canada's ability to move to a digital and more innovative nation relies heavily on the GoC's own transformation and digital adoption.

An overarching mandate and governance structure will lead to successful delivery of the GoC's transformation, modernization and digital adoption initiatives. Moreover, a move to strengthen and modernize how the GoC engages with industry will ensure ICT has a voice through every step of the transformation process.



## TALENT AND SKILLS DEVELOPMENT

Canada must have access to the skills needed to build a digital economy.

Continued focus is needed on developing skills locally and attracting talent globally. More investment is required in high school and post-secondary programs that can encourage and train students in STEM-related fields and hybrid skills. There is also a need for improved immigration programs, to help Canada better attract and retain top talent. Moreover, federal support and greater recognition is needed surrounding gender diversity issues in ICT.



## COMPETITIVENESS AND TRADE

Canadian businesses need help scaling locally while expanding globally.

Targeted programs to increase Canadian ICT competitiveness may include tax incentive and IP policies to drive growth, protect ideas and foster innovation. Funding that encourages collaboration among firms and public research institutions, and increased investments in innovative and high-potential R&D are also critical. Effective use of Trade Commissioners Services and creating new trade and multilateral agreements will help to open markets and resolve problems like data residency.



## MODERN DIGITAL ECONOMY

Canada must play a lead role in spurring adoption across all sectors while protecting our digital infrastructure.

Continued investments will serve to improve upon lagging adoption rates. Initiatives include a digital infrastructure for all sectors of the economy; a centralized cyber-strategy that supports business alignment; an innovation agenda that ensures digital health; and Collaborative Innovation (P3) projects that support large firms' ability to innovate, and small business' need to grow and scale.

As the Government of Canada looks to shape its Innovation Agenda, it must consider policy and financial investments under four strategic areas: Modern Digital Government, Talent and Skills Development, Competitiveness and Trade, and a Modern Digital Economy.

ITAC and its membership look forward to helping the Government further develop this Agenda and to strengthening Canada's digital economy.