



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA

5090 Explorer Drive
Suite 801
Mississauga, Ontario L4W 4T9
Tel: 905-602-8345
Fax: 905-602-8346
www.itac.ca



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

5090, Explorer Drive
Bureau 801
Mississauga (Ontario) L4W 4T9
Tél. : 905-602-8345
Fax : 905-602-8346
www.itac.ca

Edmonton • Toronto • Ottawa • Montréal

March 9, 2016

The Honourable Bardish Chagger P.C., M.P.
Minister of Small Business and Tourism
Innovation, Science and Economic Development Canada
235 Queen Street
Ottawa, ON K1A 0H5

Dear Minister,

On behalf of the Information Technology Association of Canada (ITAC), I wanted to personally thank you for both your time and attention during our Hill Day on February 23. ITAC intends on being a strong partner and will provide constructive advice on how Canada can move its Digital Agenda forward.

As discussed, we live in an era where the knowledge economy drives innovation – the commerce is on intangibles – and that is why building a sustainable innovation agenda is imperative. Policies that encourage this are tax instruments that promote research and development, programs that accelerate commercialization, a robust IP regime and easy access to talent.

The digital economy is the single most important driver of innovation, competitiveness and growth for Canada. This is why a structured approach to engagement is essential and ITAC's participation in your innovation consultations is imperative.

Minister, as discussed, we look forward to working with your department to expand on how we can continue working together to deliver programing which addresses the issues that you raised. They are:

- Continue with our program that helps Canadian small businesses to scale by engaging in international markets. To date, we have used GOA funding to help businesses successfully launch themselves in several emerging markets.
- Continue with our diversity program, Women in Leadership, which helps female entrepreneurs. We are also working with your colleague, Minister Hajdu, on this and other initiatives.

The Honourable Bardish Chagger P.C., M.P.
Minister of Small Business and Tourism
March 9, 2016
Page 2

As discussed, the IT skills gap is a reality our sector is facing, we have continually addressed this issue and it is fast becoming business as usual. The IDC study highlighted in our meeting (also attached) identifies that Canada currently has 54,000 unfilled positions due to this skills gap and will grow by 15% by the end of 2016.

Further dialogue is needed so we can best explain what our sector is doing to address the skills gap, fuel interest in the STEMs, all while increasing the number of women and supporting diversity within our industry.

With your help, ITAC can be a strong partner and an industry association sought after for constructive advice on how Canada can move its Digital Agenda forward. With time, we will be driving the knowledge economy and growth in Canada and making Canada's Innovation Agenda a reality.

Regards,

A handwritten signature in black ink, appearing to read 'Karna Gupta', with a horizontal line underneath.

Karna Gupta
President and CEO

Please find attached the document we created as the Hill Day Leave behind for future reference. Additionally, we have attached all bios for those that participated in Hill Day 2016. At your request we have also included a copy of the Talent report that highlights the ICT skills gap Canada faces. For more information on how ITAC is driving a long-term talent strategy in Canada go to: [ITAC Talent](#)