

# ITAC

INFORMATION TECHNOLOGY  
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## News Release

### **CCICT Merger with ITAC Strengthens Industry Focus on Talent**

**Toronto, Ontario: May 1, 2014.** The merger of the Canadian Coalition for Tomorrow's ICT Skills (CCICT) and its long-time collaborator and supporter ITAC (the Information Technology Association of Canada) will create a strong new champion for Canada's information and communications technology (ICT) sector. CCICT will now operate as ITAC's talent division, branded as ITAC Talent.

"This merger will consolidate ITAC's voice on talent issues and initiatives within the ICT sector," said ITAC President and CEO Karna Gupta. "Talent is one of the four priority areas of focus for ITAC. Ensuring that Canadian ICT companies have access to the skilled men and women they need to grow their businesses is a major preoccupation of this association."

Through initiatives like ITAC's Diversity Advisory Group and its HR Forum, ITAC mobilizes the ICT community to ensure that it manages the talent available to the industry as effectively as possible. CCICT began in 2007 as a not-for-profit organization seeking to proactively address Canada's long-term technology talent and skills requirements in two ways: by inspiring young people to choose technology careers; and by helping to increase enrolments in technology-related university and college programs.

"Through initiatives like our role model high school program CareerMash and our post-secondary Business Technology Management (BTM) program we have supported culture change and Canadian prosperity," said CCICT Managing Director Chris Drummond. "The merger will increase our reach and allow us to leverage the well-established networks that ITAC has developed within Canada's ICT sector and government."

#### **About ITAC:**

The Information Technology Association of Canada (ITAC) is the voice of the Canadian information and communications technologies (ICT) industry. ITAC represents a diverse ICT community spanning telecommunications and internet services, ICT consulting services, hardware, microelectronics, software and electronic content. ITAC's community of companies accounts for more than 70 per cent of the 572,700 jobs, \$155.3 billion in revenue, \$6.2 billion in R&D investment, \$30.4 billion in exports and \$11 billion in capital expenditures that the ICT industry contributes annually to the Canadian economy. The ICT sector currently represents 4.9 per cent of Canada's gross domestic product (GDP) and accounted for 9.4 per cent of all real GDP growth since 2002. ITAC is a prominent advocate for the expansion of Canada's innovative capacity and for stronger productivity across all sectors through the strategic use of technology.

**About CCICT:**

The Canadian Coalition for Tomorrow's Information and Communications Technology Skills (CCICT) was founded in 2007 by a group of visionary organizations seeking to proactively address the long-term talent/skills requirements of Canadian businesses, government and organizations. The goal of CCICT was to help increase ICT-related post-secondary enrolments by inspiring young people to pursue tech and tech-related careers to meet the significant demand for talent and innovation by Canadian business and help make Canada a global leader in the 21st century knowledge economy.

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