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Private Sector and Government Cooperation in Driving ICT Innovation

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Canadian online marketplace

- Internet-based business solutions play a critical role in Canadian competitiveness
- In order to improve Canada's online productivity, industry and government must ensure that the internet is widely available and is a safe place to operate
- Government has played a direct role in the development of the online marketplace with programs such as SchoolNet and Community Access



Canadian online marketplace

- Canadian government has introduced legislation that will clarify copyright rules so that Canadians will be able to take greater advantage of the Internet and other technologies
- This updated framework legislation promotes innovation in the digital economy
- The proposed amendments would implement:
 - New rights and protections for creators
 - New exceptions to copyright rules to allow time shifting, format shifting and making personal copies of legally acquired music onto other devices (eg. iPods)
 - Exceptions for educational and research purposes
 - A unique “Made in Canada” regime for ISP’s to allow for “notice and notice” of infringements



Canadian e-Business Initiative (CeBI)

- Established to improve Canada's e-business success with a focus on productivity, leadership and innovation
- Canadian Chamber, along with Cisco Systems Canada, co-chaired the group
- Canadian economy tends to suffer because smaller SMEs (in particular retail, wholesale and manufacturing) are falling behind in a global e-business economy; government and private sector need to remedy this situation
- CeBI released two key reports: Net Impact Study and Fast Forward



Net Impact Study –strategies for increasing SME engagement

Strengths

- SMEs have done a good job promoting products and services online
- SMEs that have adopted integrated business solutions (IBS) have been satisfied with results

Weaknesses

- IBS adoption stalled in Canada – no clear strategy
- Availability of IBS for SMEs is lacking
- Barriers to adoption

Opportunities

- Benchmark industry standards that could be adopted by SMEs
- Telecommunications infrastructure is available
- Solution providers are plentiful in Canada

Threats

- 50% of SMEs have not yet adopted IBS
- Vast differences between industry sizes and adoption rates
- Canadian SMEs lag far behind US and UK adoption of IBS
- No centralized, trusted source of information on IBS capabilities



ICT in Canada

- ICT use by Canadian firms has contributed greatly to productivity growth by promoting changes and innovation in business practices
- Larger businesses can help drive e-business adoption in supply chains
- ICT use has a strong enabling effect
- It is imperative for the Canadian business sector and Canadian government to champion ICT adoption and business innovation and ensure that the regulatory framework is best suited for emerging telecommunications and e-commerce



Moving Forward

- Accelerating SME e-business adoption is a priority – government should take lead in establishing an overall ICT adoption strategy (National Council on the E-economy)
- Business and government need to cooperatively work on solutions to ID theft, spam and other confidence issues