

INFORMATION TECHNOLOGY ASSOCIATION OF CANADA (ITAC)

Presentation to IITAC

Karna Gupta
President & CEO

ITAC

INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA

ACTI

ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

www.itac.ca

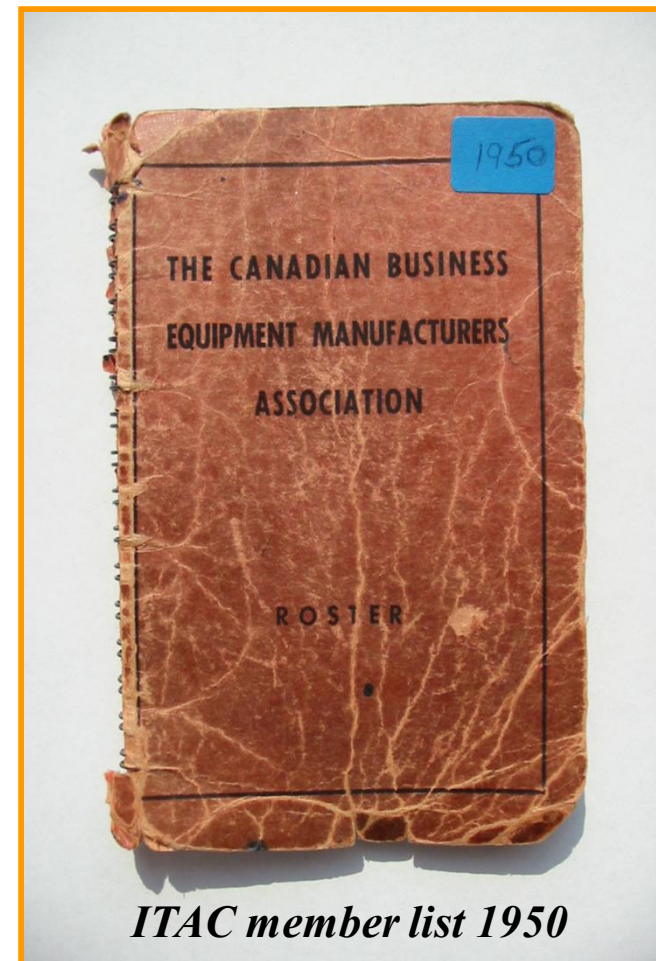
ITAC Mission

As the trusted and authoritative voice of the ICT industry, ITAC's mission is to promote and enhance the significant contribution that digital technology can make to Canada's economic prosperity.

Who We Are

We are the national association representing Canada's information and communication technology (ICT) industry, embracing large, medium and small enterprises.

- *Over 320 members*
- *Over 1 million jobs*
- *Over \$160B revenue*



What We Do

How we promote the development of our industry



- *Advocacy*
- *Policy & Legislative Support*
- *Business Growth*
- *Networking*
- *Professional Development*
- *Education*

Advocacy – Our Strategic Priorities

Driving innovation and competitiveness in the ICT sector

Improving productivity through the adoption of ICT

Improving the talent pool, skills and diversity of the ICT sector

Modernizing the public sector in its use of ICT



Advocacy - Issues

- *Public sector procurement*
- *Taxation*
- *Digital Adoption*
- *Cyber Security*
- *Health*
- *Investment*
- *Trade*
- *Diversity*
- *Labour Policies*

*Parliamentary Committee, policy submissions, White papers
Meetings with Ministers, Deputy Ministers & other senior policy makers
Private briefings, dinners, government committees, ad hoc reviews*

ICT – State of the Nation

- *\$160B in Annual Revenue*
- *1 Million jobs (direct & indirect)*
- *33,000 Companies (85% are small)*
- *\$4.8B Private sector R&D (largest in Canada)*
- *Contribute 5% of the GDP*
- *\$72K Annual Average Earnings*
- *45% University Graduates*

In innovation & incubation Canada is well positioned

ICT – Key Challenges

- *ICT investment gap with US is increasing*
 - *Canada averaged 42% of US*
- *Scale Canadian businesses – weak*
 - *Capital market support*
 - *Access to global market – beyond USA*
- *Significant shortage in Talent*
 - *Unemployment in ICT less than 3%*
 - *Dropping enrollment in STEM programs*
 - *Lack of access to global talent*
- *Slow growth in ICT adoption across the board*

Over 200K jobs to be filled over next 3 to 4 years

ITAC Approach to build the eco-system

- *Develop Policy tools that promote technology adoption*
 - *Tax & Finance instruments for the Govt*
 - *Promoting, Educating & Showcasing power of ICT*
- *Connect CDN SMEs to global markets*
 - *Trade missions to key geographies*
 - *Develop tools & programs to help SME's*
- *Develop national Talent framework*
 - *Career Mash (high school); BTM (universities & colleges)*
 - *Immigration policy for ICT sector*
- *Drive critical transformation agenda*
 - *Cyber Security & Health Informatics (make Canada a global power)*
 - *Government's use of technology to serve citizens*

Questions??