

# HILL DAY 2021

## Canada's Tech Sector

Ensuring Canada Thrives  
in the 'New Normal'

Presented By:



TECHNATION<sup>CA</sup>

+



**Hewlett Packard**  
Enterprise

With every challenge comes opportunity. Canada's technology sector stands ready and able to help governments and businesses tackle challenges created by the pandemic, and to step boldly into the 'new normal' where Canada can thrive through tech adoption.

"The Global pandemic changed everything in 2020.  
Now it's going to change everything forever."

~BNN Bloomberg

## THE IMPACT OF TECH ADOPTION ON SME'S\*

**A 10% Increase**  
in digitalization creates a

**.86% Drop**  
in unemployment rate

**A 1% Increase**  
in digitalization creates a

**0.5% gain**  
in Gross Domestic  
Product

**A 1% Increase**  
in digitalization creates a

**1.9% gain**  
in international trade

\* Accenture Digital at Depth for Governance Innovation report

### **Before the pandemic:**

Many suggested the world was entering a fourth industrial revolution, marked by new technologies that are reshaping businesses, governments, and the very organization of the global economy.

### **During the pandemic:**

The incentive for adopting new technology increased dramatically. Businesses in every sector sought countless, innovative new ways of getting work done and serving customers. Governments were confronted almost overnight with massive new challenges that persist today. And Canadians, largely confined to their homes, looked to technology to work, shop, and stay connected with loved ones remotely.

### **After the pandemic:**

Governments and businesses will turn their focus to addressing challenges beyond today's immediate health crisis, adjusting to the new normal, to ensure they are better prepared and resilient for the future.

### **In every area, new, emerging, and leading-edge technology solutions can help.**

By adopting innovative tech solutions, the challenges created by the pandemic can be leveraged into opportunities to strengthen public services, build a more resilient and competitive economy, and ensure that Canada's world-leading IT sector thrives and creates the jobs of tomorrow.

## **HOW GOVERNMENT CAN HELP?**

### **Government can address this challenge:**

-  **Re-think 'Stimulus' and Strategic Investments:** 'Virtual Shovel-Ready' Projects can have a transformative impact for businesses and local economies. Bricks and mortar projects will continue to matter however, it is time for the government to equally prioritize digital infrastructure projects. The best way to support Canadian tech SMEs is with a contract, not grants.
-  **Make future IT workforce development a top national priority:** while the technology sector is poised to create many more high-quality jobs for Canadians, the ability for Canadian businesses – especially our SMEs – to fill those jobs will be a major challenge in a competitive national and global economy.
-  **Adopt technology:** The public sector is the biggest purchaser of IT goods and services in Canada, and governments have many challenges ahead as they adjust to the 'new normal' that can be tackled with homegrown technology solutions.
-  **Provide incentives to support technology adoption across the economy:** Canada's tech firms are ready to help meet the challenges and opportunities of businesses across all sectors.

