

2020-2021 Annual Review

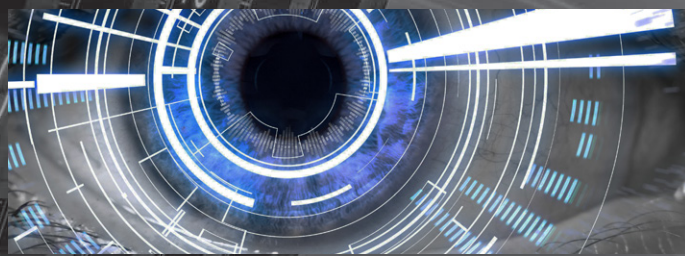


TECHNATION^{CA}

**A BOLD AND
DISRUPTIVE APPROACH
TO CANADA'S DIGITAL
ECONOMY**



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Canada's ICT Sector



43,200+
COMPANIES

10.8% increase over 2017

665,540
WORKERS

7% increase over 2017

\$94 billion
4.8% of GDP

12.6% increase over 2017

53.7% HIGHER
THAN AVERAGE
SALARIES

7.4% increase over 2017

19.5%
MORE UNIVERSITY
DEGREES THAN
OTHER INDUSTRIES

4.8%
GROWTH IN
ICT SECTOR

vs. 1.5% Overall Economic Growth

\$210 billion
IN REVENUES

1.1% increase over 2017

41.2% OF ALL
PRIVATE SECTOR
INVESTMENTS IN
R&D (\$7.5 billion)



Message from National Board of Directors Chair



Kevin Peesker

What a year!

There's no doubt that the global health crisis has been a catalyst for change for individuals and businesses alike. While things may not get back to 'normal' for the foreseeable future – it's my belief that we must continue to face every challenge with a positive, agile, growth mindset.

Regardless of industry sector, all organizations have been forced to pivot, to reimagine how they operate in a new and different climate.

As Microsoft's CEO Satya Nadella recently noted, "the increase of digital transformation has been astounding – essentially two years' worth in two months." I couldn't agree more.

What this year has shown us is that technology is a force multiplier. Organizations that are best equipped to weather change – pandemic or otherwise – are incorporating technologies such as the cloud and artificial intelligence (AI) to adapt. This has enabled today's workforces to remain productive, and business models and product offerings to evolve. This year has also demonstrated that those that have been unable or unwilling to harness technology and innovation to build resiliency are struggling to survive... or worse.

The good news is that Canadians are resilient. History has shown us that no matter how difficult things are – the human spirit is strong. We will collectively find a way to reconnect, to innovate, to rebuild, and to move on. I, for one, cannot wait!

Tech Adoption and a More Modernized Government

The pandemic has intensified the need for greater investment in our digital infrastructure and demonstrated that governments at all levels, like businesses, can move quickly to provide solutions to its citizens. If the federal government combined its digital transformation agenda with that of economic development, it would also have the power to support Canada's start-ups and small and medium-sized enterprises through this crisis, and ensure they emerge strongly positioned to help drive Canada's economy forward and create quality jobs.

There are countless innovative technologies that are already available in the market to enable the Canadian government to offer better services, reduce its environmental impact, allow the public sector to work remotely, and to drive better value for taxpayer dollars. As Canada shifts its focus to economic recovery and the longer-term implications of COVID-19, this aggressive adoption of digital solutions has got to remain a key priority.

"What this year has shown us is that technology is a force multiplier... those that have been unable or unwilling to harness technology and innovation to build resiliency, are struggling to survive... or worse."



A Focus on Talent

Talent is a critically important resource to the success of the technology industry. It's also a driving force behind Canada's economic recovery. The pandemic has accelerated the need to enhance the skill levels of Canadians – especially around the areas of cloud, data, AI, and cybersecurity – and to better prepare Canadian organizations to compete on the global stage.

Canada requires more inclusive paths to well-paying jobs in tech. That means reimagining how we connect talent to opportunity, taking a hard look at the skills, learning, and credentials required for the jobs of today and tomorrow, and investing in skilling initiatives that help Canadian businesses and academia, to work together. It also means that to drive an agenda to skill-up Canada's future leaders, we must focus on students, new entrants in the workforce, current job seekers and those that fall under the under-represented groups (women, racialized people, persons with disabilities and Indigenous people). This will not just transform businesses, specifically small business, but also key sectors such as healthcare.

Healthcare

The global health crisis has required rapid investments in digital healthcare. Many healthcare advocates have long noted the need for a secure, digital health infrastructure that is based on international standards for technology, data, and clinical management. The rapid shift to virtual care has demonstrated both the importance – and the benefits – of this approach.

There's no doubt that the pandemic has served as an undeniable catalyst to changes that will have a long-lasting legacy in Canada's healthcare sector. The key is continued investment in these areas.

My Thanks to You

Anyone who knows me, knows that I am super passionate about the role of technology in driving Canada's digital economy and in building communities, both professional and personal. I believe that when it comes to my role in the industry, being a proponent for the technology sector, there is no better place to be aligned than with TECHNATION.

In my role as President of Microsoft Canada, I have had the opportunity to work with TECHNATION's team of leaders, staff, Boards of Directors (all three!) and Committee participants, as well as many other TECHNATION members – all enthusiastic advocates for the tech sector – for more than eight years. It has been amazing and unbelievably rewarding to see what can be accomplished when we all work together towards a common goal. As my role as National Board of Directors Chair ends later this year, I want to say thank you for your support, your guidance and for your camaraderie. I will continue to support the Association in as many ways as possible going forward.

Canadians – especially TECHNATION's members – are resilient. This has been a difficult year, but we have all rallied to work together, as an industry and as individuals. Here's to a happy and healthy year ahead for all!

Kevin Peesker

Chair, TECHNATION National Board of Directors
President, Microsoft Canada



Message from TECHNATION President and CEO



Angela Mondou

TECHNATION'S Call to Action: The Year for Disruption and Innovation

The Pandemic. As I look back on the last year, there's no question it's been challenging on many fronts. I compare this test of resolve and resilience of Canadians to a war zone. Our world has been forever changed by global events that many of us will never forget. Suddenly, technology became the safest and most important way to carry on, at work, and in our personal lives. Our homes became offices, classrooms and gyms thanks to the world of tech!

The Flipside. The TECHNATION team did nothing less than seize the challenge this crisis presented. With a mandate of 'driving the prosperity of Canada through the acceleration of technology adoption', we introduced new, collaborative national programs, working with government, industry, academia, regulators - as a national crisis demands.

Our video-podcast series, [#Back on Track](#), is one example. With a goal of showcasing technology thought leaders and disruptors, we focused on recommendations for recovery, resilience and change. Technology adoption, our future workforce and diversity measures were just a few of the topics addressed, with more to come.

Canada's Challenge. Canada lags globally as the innovation and technology leader we once were. We currently sit 28th on the UN eGovernment Index, a far cry from the 3rd place position we held in 2010. We sit in 35th in Global competitiveness and ICT adoption in the World Economic Forum's 2020 Global Competitiveness Report, and we sit 21st on the Bloomberg Innovation Index between Italy and Slovenia.

We know that technology adoption will make or break Canada's economy, now and in the future. Canadian SMEs have lagged in this regard, although the pandemic has been a catalyst to drive uptake in e-commerce and digital payment strategies. At 99 per cent of our GDP, and with a one per cent increase in digitalization impacting GDP by 0.5 per cent – accelerating technology adoption will be an on-going focus of government and TECHNATION collaboration efforts¹.

Driving Digital Transformation. The TECH4CANADA Council has worked to clearly define Canada's challenge with digitalization across SME sectors, identifying barriers to technology adoption. This industry - government collaboration has delivered [clear recommendations](#) and solutions that will help support digital transformation. Given the importance of Canada's economic recovery, the urgency is paramount, and closely aligned with the Federal Government's [Budget 2021](#) commitments. Formal recommendations will be delivered to ISED at the next TECH4Canada Council.

Disrupting Government Procurement – The Campaign. TECHNATION continues its mission to influence more modernized government procurement. The pandemic was the catalyst to introduce rapid and disruptive change, including the successful launch of [Canada's Digital Marketplace](#). Showcasing Canada's innovation from coast to coast, we're paving the way towards agile procurement of innovation, and digital government transformation across Canada. More than 450 companies in over 60 specialized areas in tech, have registered as part of Canada's Digital Marketplace and that number continues to grow.

"As we like to say at TECHNATION, 'buy tech, don't build tech!' These programs are tangible examples of our ongoing mission to encourage the government to buy tech from Canadian innovators. It is a no-cost winning strategy for Canada!"

¹ <https://newsroom.accenture.com/news/governments-gain-economic-and-citizen-benefits-with-digital-services-new-accenture-studies-show.htm>



Our [Innovation Adoption Program](#) and the [agile procurement pilot](#) collaboration with Shared Services Canada (SSC) is driving greater inclusivity and participation of SME tech and minority-led companies in SSC procurements.

As we like to say at TECHNATION, ‘buy tech, don’t build tech!’ These programs are tangible examples of our ongoing mission to encourage the government to buy tech from Canadian innovators. It is a no-cost winning strategy for Canada!

Shaping Canada’s Talent for the Future. The world faces two shortages impacting the tech sector – micro-chips and talent! Canada has a significant tech talent crisis – so we launched [CareerFinder](#), a one-of-a-kind, real-time data hub that provides a myriad of labour market insights, and is a pivotal resource for students, educators and employers. We also built a national cybersecurity future skills ecosystem and launched an AI-powered digital platform that connects prospective and current tech talent to real-time ICT positions across Canada.

Impacting Canada’s Digital Workforce. In October 2020, TECHNATION received an additional [\\$32M in funding \(for a total of \\$117.5M\)](#) to help build back Canadian businesses, through the [Career Ready wage subsidy program](#). Canadian students are now better positioned to secure meaningful employment opportunities. Our impact in the past three years: 28,000 interns have completed internships in AI, cyber, and data analytics across all demographics, in tech positions in over 4,000 companies, as a result of our programs. There’s a lot more to come!

History Simply Can’t Repeat Itself! Canada’s Responsiveness to the Pandemic. This crisis has required rapid investments in digital healthcare. Many advocates have long noted the need for a secure, digital health infrastructure that is based on international standards for technology, data, and clinical management. The rapid shift to virtual care has demonstrated both the importance and the benefits of this approach. Canada’s responsiveness to the pandemic and vaccination roll-out also highlighted why tech adoption, data interoperability, digital access to personal health care data, and privacy and security, must be at the foundation of healthcare technology.

Without question, Canada needs a national approach to data integration. Multi-jurisdictional data interoperability will drive our global competitiveness and responsiveness. TECHNATION must play a role in driving this change.

Going National with Industry, Prosperity & Diversity. TECHNATION continues to address roadblocks to the advancement of under-represented groups across our industry. I want to highlight a new national event series dedicated to profiling women pioneering digital transformation in regions across Canada; an example of how we’re fostering collaboration between government and industry to cultivate more female tech leaders.

Finally, my thanks to our members who believe in strengthening Canada’s global position as a technology leader. You are critical to our recovery and success globally in the years ahead.

I also want to thank the TECHNATION team, our three boards of directors, and all the committees and working groups who dedicate their time and energy to the success of our industry. Your support, enthusiasm and engagement in TECHNATION’s future has helped sustain our tremendous momentum this year.

As Canada’s largest technology association, we will continue to drive bold and disruptive change to create a stronger economy, a more skilled and diverse workforce, and a better healthcare system. The future truly is in our hands.

Angela Mondou

TECHNATION President and CEO



About TECHNATION



Unifying Technology, Government and Community for Canada's future

TECHNATION proudly represents technology companies nation-wide, who are changing the world! Our members represent world-class innovators, disruptors and creative-thinkers in Canada's tech industry.



A Canada that has achieved a true world-class, leading digital society that continues to deliver prosperity and competitiveness for the country.



To enhance the significant contribution that technology can make to Canada's economic prosperity and global competitiveness. This will be achieved through the:

- Robust adoption of tech across all sectors
- Increasing tech talent, skills and diversity in all sectors
- Acceleration of government modernization

STRATEGIC PRIORITIES



**LEAD THE INDUSTRY-
GOVERNMENT
NEXUS FOR
CANADA'S FUTURE**



**INDUSTRY,
PROSPERITY
& GROWTH**



**FUTURE
WORKFORCE
DEVELOPMENT**



HEALTH



TECH4CANADA

To learn more, please visit technationcanada.ca/en/our-vision-and-mission/



BUSINESS OVERVIEW

Government Relations & Policy



Throughout the COVID-19 pandemic, TECHNATION has engaged with political leaders and government officials at all levels to help Canada survive the economic and health crisis our country faces.

Our role in advocacy has been to inform governments why it is important to maintain a strong, innovative, and growing tech industry and to reiterate that this sector is positioned to drive Canada's economic recovery, fuel the creation of innovative, high-quality, well-paying jobs, and position our changing national economy for long-term success.

We continue to work closely with governments to support their digitization efforts and procurement of innovative technology necessary to provide citizens digital access to government services. As our sector becomes increasingly important to the Canadian economy, we are encouraging governments at all levels to ensure the appropriate policies are in place for the tech sector to thrive for the betterment of all Canadians.

Successes

While COVID-19 has posed considerable challenges to all, TECHNATION had a number of successes in collaboration with our members over the past year. Of note, Finance Minister Chrystia Freeland's [April 2021 Federal Budget announcement](#), recognizing the technology industry's mission-critical role in Canada's economy, driving investment and meaningful in-demand jobs. To that, the \$2.2 billion commitment in the Canada Digital Adoption Program for Canada's small and medium-sized businesses (SMEs), including

Meetings with Government Officials



32 MEETINGS



47 Designated Public Office Holder Engagements working with Capital Hill Group:

- 11 engagements with Members of Parliament and Parliamentary Secretaries over 9 meetings
- 3 direct meetings with Ministers (Minister Murray x 2 + Minister Anand) + Meeting with NDP Leader; 2 Ministerial appearances/greetings at TECHNATION events (Hill Day + Digital Marketplace)
- 16 stand-alone meetings with senior political advisors to Ministers

the creation of thousands of jobs for young Canadians to serve as many as 160,000 SMEs adopting new digital technologies. This program aligns well with our [Innovation Adoption proposal](#) which we shared with key members of the Cabinet, and which was included in our [2021 Budget Submission](#).

This past year has been one that has seen TECHNATION drive industry-government collaboration towards disrupting procurement in ways not seen before. As outlined on page 11, TECHNATION and Shared Services Canada (SSC) collaborated on an agile procurement



pilot aimed at increasing the participation of SMEs in the bidding process and access to government contracts they had not had before. The 'true collaboration process' that we have established along the way is now being stood up as a best practise within government.

We also met with senior government officials (including at the political level) to address the network procurement practices at SSC that have plagued our members and build a way forward. We established a regular Network Roundtable with SSC seeking to work together to drive the changes necessary for a fair, open and inclusive procurement process, and an effective network strategy for the government.

The March [Ontario Budget](#) contained two important suggestions of our [Pre-Budget](#)

[Submission](#): broadband and technology adoption. We are especially supportive of the new injection of \$2.8 billion into Ontario rural broadband as connectivity is critical for Ontario's overall economic recovery and future prosperity of every region of Ontario.

Also, TECHNATION applauds the Ontario Government for an acceleration of technology adoption through government-industry initiatives like Digital Main Street. Successful programs that help rapid digitization of SMEs and under-represented groups is contingent upon funds directed to technology investment and tech education.

We look forward to further engagement for our members as these programs are developed.

Committees / Working Groups / Meetings

Federal Public Sector Business Committee

 **9 MEETINGS**

 **609 ATTENDEES**



TOPICS

- CERB and CEWS implementation
- SSC Procurement Process 3.0
- Workload Migration
- Electronic Procurement System/CanadaBuys
- Canadian Collaborative Procurement Initiative

Ontario Public Sector Business Committee

 **4 MEETINGS**

 **168 ATTENDEES**



TOPICS

- Economic support from COVID-19 crisis and the Digital Main Street program
- Cloud and cybersecurity updates
- Ontario's Red Tape elimination challenge
- Unsolicited Infrastructure proposals program



Public Policy and Advocacy Committee / Legal Working Group



6 MEETINGS



127 ATTENDEES



TOPICS

- Federal and provincial privacy issues: Bill C-11, Quebec Bill 64
- Federal Budget 2021 Submission, Ontario 2021 Budget Submission
- Letter to Finance Canada regarding Digital Taxes in the Fall Economic Statement

Executive Briefings

• May 20, 2020

Minister Vic Fedeli, Minister of Economic Development, Job Creation and Trade

Discussed Ontario's response to the COVID-19 crisis and how Ontario will support SMEs and rebuild the economy following COVID-19.

• November 24, 2020

Ontario CCIO Event with Ontario's CCIO **Dafna Carr**

The CIOs of the Government of Ontario technology clusters discussed their TRIP (Technology Roadmap and Investment Plan) for the vendor community.

• April 21, 2021

Fireside Chat with **François-Philippe Champagne**, Minister of Innovation, Science, and Industry

The Minister outlined his priorities facing the tech sector, including data policies such as Bill C-11 and support for rural broadband initiatives across Canada.

Thought Leadership

TECHNATION has submitted technical responses on behalf of members concerning the development of privacy and data policy by federal and provincial governments in Canada.

BILL C-11 / BILL-64

This includes a highly detailed submission to Innovation, Science and Economic Development Canada (ISED) on Bill C-11 (new federal privacy) as well as equally substantial input to the Government of Quebec on their Bill-64 Privacy bill. In support of our submissions we held follow-up meetings with ISED and Quebec officials over the development of these Bills and the potential impacts to the tech sector.

[TECHNATION submitted](#) a report to the Office of the Superintendent of Financial Institutions (OSFI), on the financial sector in a digital world. TECHNATION reinforced that new technologies offer incredible benefits for institutions and citizens, however, there needs to be greater discussion on potential risks and how these must be better managed by all.

"Privacy is of the utmost importance. Robust protections must be in place while also balancing the need for the responsible use of data to support innovation. Microsoft appreciates working with TECHNATION on whole-of-industry initiatives to advance public policy at the federal and provincial levels."

Lisa Carroll,
Public Sector Lead,
Microsoft Canada



Forward Looking

TECHNATION will continue to build upon our May 2021 Federal Hill Days and key investments announced in Federal Budget 2021. This will include, but is not limited to:

- Working with ISED on the \$2.2 billion Canadian Digital Adoption Program to ensure it is implemented strategically and effectively.
- Ensuring the government leverages its purchasing power in the \$1 billion investment in digital government to spend the funding appropriately, including adopting homegrown technology from SMEs
- Continue to advocate a 'buy, not build' approach to technology adoption given the size of this investment for taxpayers.
- Engagement on implementation of GST/HST and advocacy for Canada to continue to work at the OECD on cross-border taxation to find a multilateral approach that best serves Canada.

We will continue our collaboration with SSC on their network strategy, with the next roundtables scheduled for June and September focusing on a procurement roadmap and way forward.

We will maintain our regular engagement with the Government of Ontario to ensure policies are in place for our industry to succeed, including establishing a good rapport with the new Supply Ontario procurement agency, attention to the Data and Digital Strategy implementation and providing valuable input on the application of a Digital ID by the government.





BUSINESS OVERVIEW Digital Marketplace



Disrupting Procurement with Canada's Digital Marketplace

At the foundation of our work to disrupt government procurement is [CANADA'S DIGITAL MARKETPLACE powered by TECHNATION](#) which delivers a platform for change around the future of industry-government collaboration and agile technology procurement. Supported by a growing alliance of 10 National Partners, 20 Community Outreach Partners, and close to 460 registered technology companies from across the country, the Digital Marketplace is paving the way towards innovative technology adoption and digital government acceleration across Canada.

TECHNATION hosted two Digital Marketplace events this year, bringing together industry leaders, government officials and small-medium technology enterprises (SMEs) to address: how large enterprises can bolster their supply chain and innovation pipelines; how we can create more meaningful experiences for B2B

and B2G activities; and how government leveraging agile procurement can provide scale-ups and SMEs increased access to the contracts they need to succeed.

In May 2020, TECHNATION

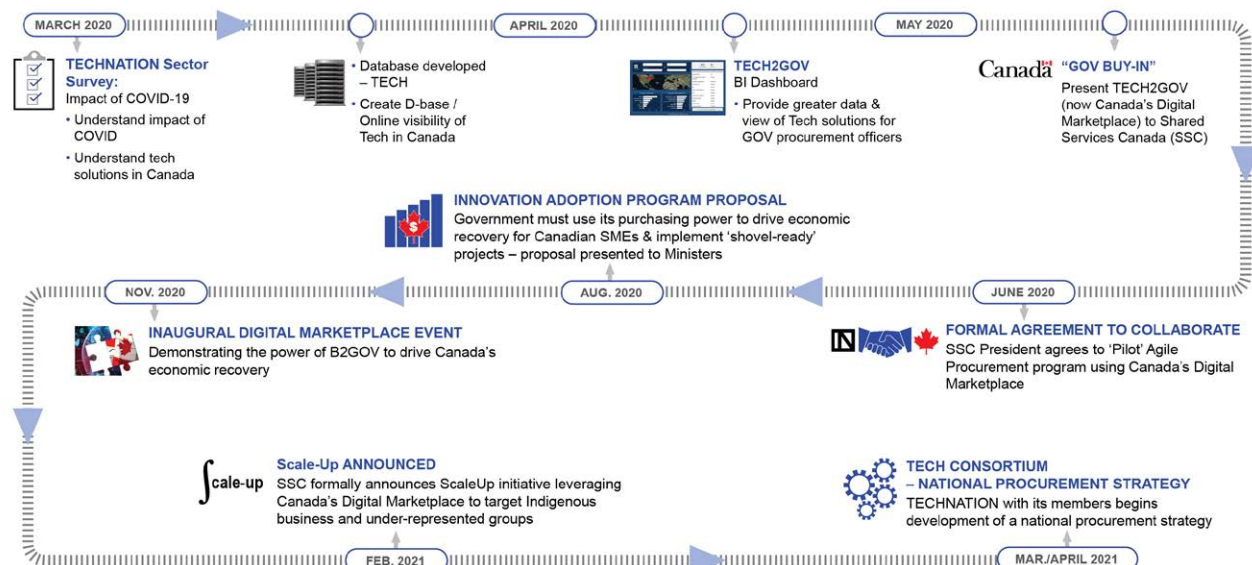
and Shared Services Canada (SSC) agreed to collaborate on an agile procurement pilot, aimed at increasing the participation of SMEs and improving access to government contracts. By April 2021 we had completed five solicitations, one of which includes three joint ventures between big businesses and SMEs who had progressed to the prototype stage.

"The event was really well done! Congratulations to the entire TECHNATION team for pulling government and industry together for such a high quality event during these unusual times."

Brent Gorman,
Client Partner Executive, IBM

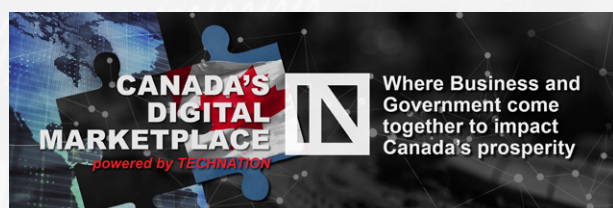


DISRUPTING GOVERNMENT PROCUREMENT





Canada's Digital Marketplace Events



November 2020 Event



199
ATTENDEES



14
SPEAKERS



PROGRAM
Minister Opening
Remarks + 3 Panels



9
NATIONAL PARTNERS

12
COMMUNITY PARTNERS



47
SENIOR government
leaders in attendance



February 2021 Event



291
ATTENDEES



19
SPEAKERS



PROGRAM
3 Panels + 2 Lightning Talks,
Closing Keynote



10
NATIONAL PARTNERS

19
COMMUNITY PARTNERS



50
SENIOR government
leaders in attendance

National & Community Partners

Our thanks to the National Partners and Community Outreach Partners who support Canada's Digital Marketplace powered by TECHNATION, and associated events.

NATIONAL PARTNERS



COMMUNITY OUTREACH PARTNERS





CANADA'S DIGITAL MARKETPLACE
 powered by **TECHNATION**

True Collaboration Approach:
 A Unique Approach to Public-Private Engagement

National PARTNERS

Community Outreach PARTNERS

459 Member Companies

28 Weekly Calls with SSC

- Development of the True Collaboration Approach, including TECHNATION through the Digital Marketplace as a Communication Catalyst which provides timely feedback on agile procurement.
- TECHNATION has provided feedback on items such as: timelines of solicitations, inclusion of underrepresented groups and Invitation to Refine process.

5 Pilot Solicitations

- Weekly emails to Digital Marketplace members with up-to-date information on the solicitations.
- Consistent communication with Community Outreach Partners on how their members can participate.
- Use of TECHNATION social media platforms to increase awareness of Digital Marketplace and pilots.

9 Feedback Webinars

- Over 40 participants in feedback webinars, ranging from multinational corporations to small- and medium-sized enterprises.
- Discussion of ongoing solicitations, broader experiences in tech solicitations, and tangible changes the industry seeks.

Tangible Results

- Shifted Timeframes:** after consultation with potential bidders, TECHNATION recommended that the timeframe for each step of the PP3.0 be extended to ensure the inclusion of more participants.
- Clarity and Refinement:** TECHNATION provided both written questions and discussion topics surrounding clarity in solicitation documents and Bidders' Webinars that have led to streamlined procurements.
- Inclusion and Diversity:** As part of the ongoing conversation on the inclusion of underrepresented groups, TECHNATION participated in discussions surrounding the Window of Opportunity for SMEs and other mechanisms for companies of all sizes to participate in the solicitations.

The objective of the collaboration between SSC and TECHNATION is to see if the combination of the **DIGITAL MARKETPLACE** and the simplified submission process under SSC's PP3.0 could improve SMEs' access to SSC's procurements.

Planned Outcomes

- Improved outreach:** The Digital Marketplace enables greater outreach with SMEs that could potentially have the required capacity to perform in accordance with the requirements of the resulting contract.
- Simplified submission process:** PP3.0 offers a less administratively burdensome process for Bidders to participate in the solicitation process.
- SME's improved access to demonstrations and prototype activities:** PP3.0 is designed to improve SMEs' access to demonstrations and prototypes.
- Provide the Government of Canada with greater visibility into the rapidly evolving technology solutions** available in the marketplace.

"There is an immediate and significant opportunity for the federal government to stimulate the economy, and drive the recovery of Canada's high-growth high-employment technology sector, with the adoption of technology solutions that are urgently needed. Adopting agile and more accessible government procurement as the 'new normal', will result in cutting-edge innovation in public service delivery and improved service delivery to Canadians, while fueling economic growth. A win-win for Canada!"

TECHNATION President and CEO, Angela Mondou

OUR VISION

To partner with technology associations and companies across Canada to provide a simple consolidated access point of technology solutions suppliers for Government leaders at all levels. The Marketplace is a one-stop shop for public and private sector officials to view the incredible technological solutions on offer across the country.

OUR GOALS

To enable agile procurement. In the increasingly digital world, CANADA'S DIGITAL MARKETPLACE will facilitate agile and flexible government procurement through simple outreach and immediate access to cutting-edge innovation and technology. This is just one step towards transforming digital government and building the digital economy across Canada.

Forward Looking

Our next Digital Marketplace event will take place in November 2021, with the theme **Disrupting Procurement 2021: New Approach & New Opportunities in B2G and B2B**. The event will focus on both public and private sector procurement, supply chain and overall procurement opportunities.

Almost one year in since our President & CEO, Angela Mondou, and SSC President Paul Glover agreed to collaborate on a pilot of Agile Procurement Process 3.0 (APP3.0), we are continuing to work with SSC to take APP3.0 prime time by fall 2021. A survey in May 2021 will assist in the process.

Scale-up

TECHNATION is also working with SSC on a new initiative called *ScaleUp*, a collaborative approach to increase the diversity of bidders on

government contracts from Indigenous businesses, and businesses owned or led by underrepresented groups, including women, visible minorities and persons with disabilities across Canada. ScaleUp will use Canada's Digital Marketplace as the sole source for soliciting these under-represented groups and Indigenous businesses.

"TECHNATION is giving wings to the Centre of Expertise... before this collaboration I felt I was advocating agile in a desert. Thank you for inviting me to a great event and for giving a voice to those who try to walk the talk."

Guyline Carrière,
 Director, Centre of Expertise in Agile and Innovative Procurement, **Shared Services Canada**



BUSINESS OVERVIEW

Industry, Prosperity & Growth



TECHNATION Truly Went National in 2020-21

In April 2020, we launched the National Coalition made up of 20 strategic partner organizations across the country. This robust new ecosystem intensifies our reach and impact across the country and allows us to truly be responsive and reflective of our member needs and perspectives across the nation. We also forged exciting new partnerships with VentureLab and eCommerceNorth which allowed us to tap into diverse new pipelines of innovative Canadian companies and to support their growth and success.

Additionally, we launched a new event series this year. This 'up close and personal' *Women in the Public Sector Series* showcases top tech-savvy female leaders from across the country.


TECHNATION continues to develop strong B2B and B2G opportunities for our members through curated events and programs. The bi-annual CCIO and BPS CIO Event Series continue to showcase forward-thinking government leaders from provincial jurisdictions across the country who share their vision, strategy, roadmaps, and success measures for digital service delivery. This ongoing series is designed to bring government together with the tech community to provide business value, identify specific opportunities for co-creation and address ways to cultivate more effective partnership-based approaches.

CCIO Briefing Event Series



TECHNATION continues to collaborate with Dafna Carr, Corporate CIO/Associate Deputy Minister, I+IT, MGCS, to host a bi-annual event that brings industry and government together to identify technology enablers and partner for future resilience. Almost every organization – small or large, public or private – has had to pivot due to COVID-19, and the Government of Ontario is no exception. These events have helped provide an overview of the ways the province is responding to the global pandemic. This year, TECHNATION hosted two events that brought together 10 presenters and almost 550 attendees.


Broader Public Sector CIO Briefing Event Series



TECHNATION^{CA}

**Broader Public Sector
CIO Briefing**

Thursday,
January 14, 2021

9:00 am-
11:00 am EST


LISA INNES
Executive Director, Client
Engagement & Solution Delivery
and Innovation (WSIB)


VALERIE J. ADAMO
Chief Technology Officer
Ontario Pension Board (OPB)


PAULA BENNETT
Chief Information Officer,
York Region District School
Board

In this special Broader Public Sector (BPS) Briefing, forward-thinking BPS leaders shared their COVID-19 response and recovery approach as they continue to build government services. This curated dialogue brought together 133 government and industry leaders to learn how the tech community can provide business value, identify specific opportunities for co-creation and address ways to cultivate a more effective partnership-based approach.



Re-Imagine the City of Toronto Series



TECHNATION continued its partnership with the City of Toronto to offer refreshed comprehensive programming focused on post-COVID Response, Recovery and Rebuild. The largest event included *Setting the Stage*, a special Re-Imagine briefing event with global thought leaders guiding City of Toronto through the COVID-19 response and recovery approach as they rebuild government services.

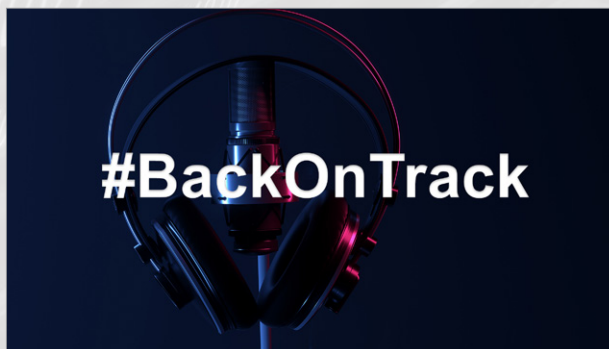


2 EVENTS



170+ ATTENDEES

#BackOnTrack (a podcast series)



TECHNATION has partnered with TheFutureEconomy.ca on a new podcast series, featuring thought leaders in Canada's tech ecosystem, including business leaders, entrepreneurs, government officials, investors, and others – all tech influencers and change agents – focused on getting Canada back in the game! To date we have launched three podcasts – with more to come:



[Driving Canadian Tech Competitiveness](#)

Kevin Peesker, President, Microsoft Canada

[Canada's International Network and Tech-Driven Economy](#)

John Stackhouse, Senior VP, Office of the CEO, RBC

[Canada's Digital Payments Revolution](#)

Angela Brown, President & CEO, Moneris



National Coalition and Strategic Partnerships

TECHNATION launched the National Coalition in April 2020 as a COVID-19 response and recovery mechanism to specifically support small business and promote tech enabled solutions. The initiative blossomed and now we leverage this robust national ecosystem for increased advocacy responsiveness and influence; expanded member engagement; and to ensure we truly reflect regional perspectives across the country.



Diversity and Inclusion Events – NATIONAL SERIES

Transforming the Public Sector: Powered by Tech-Savvy Women



This newly launched series gets up close and personal as top female industry and government tech leaders share their career journeys and offer insights and practical advice. This compelling forum is also designed to inspire and advance a new generation of tech-savvy female and Black, Indigenous and People of Colour (BIPOC) leaders in Canada. Watch for more events throughout the 2021-2022 year, including Atlantic Canada (June 2021), Western Canada/Prairie Provinces (Sept. 2021) and Quebec (Jan/Feb 2022).

**April 21, 2021
Highlights**



**233
ATTENDEES**

Including:

76 from Government of British Columbia
32 from Government of Ontario

Forward Looking

TECHNATION plans to continue the momentum to expand our programs and events nationally. Our *Women in the Public Sector* series will be a four-part series for 2021-2022 and will feature events in BC, Atlantic, Prairie Provinces and Quebec. We are also launching a new *Future of Work* Series that will share how tech companies will return to workplaces post-pandemic and will leverage global thinking about the differing approaches that tech companies are considering for their workforce.



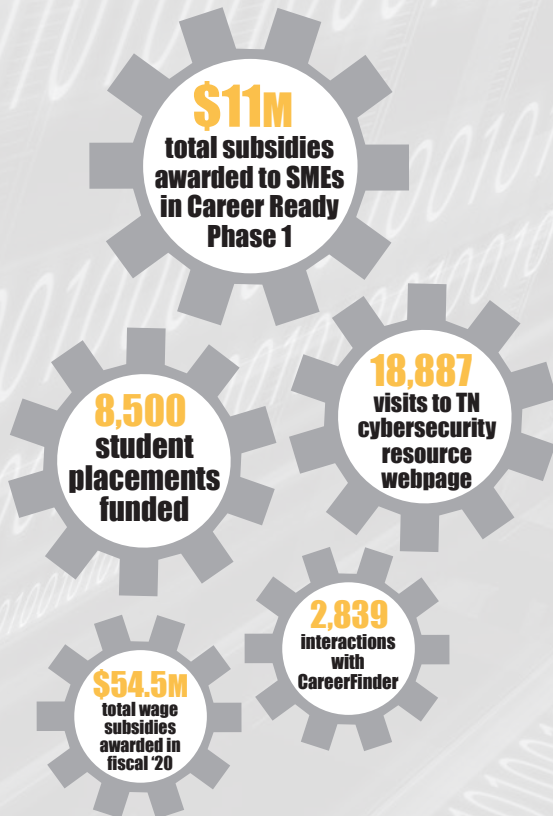
BUSINESS OVERVIEW

Future Workforce Development



Career Ready Program

Phase 1 of this program (\$15.5M) which ran from 2017 to spring 2021 ended with much success despite a global pandemic which posed additional challenges across our industry.



Impact Over Phase 1

- TECHNATION awarded over \$11M to Canadian tech SMEs; \$12M overall
- Helped to create over 2,000 meaningful student work term placements
- Over 3,700 students gained knowledge of tech entrepreneurship through the program's Start-Up Skills workshops.
- 3 annual conferences helped to ignite conversations about innovative Work Integrated Learning (WIL) and emerging talent skills development across the tech industry and throughout TECHNATION's member and partner networks
- Strategic support in the development of innovative WIL initiatives nation-wide
- Exceeded our commitment to ensure women, recent immigrants and persons with disabilities had successful work experiences

Phase 2 – Year 2

Impact

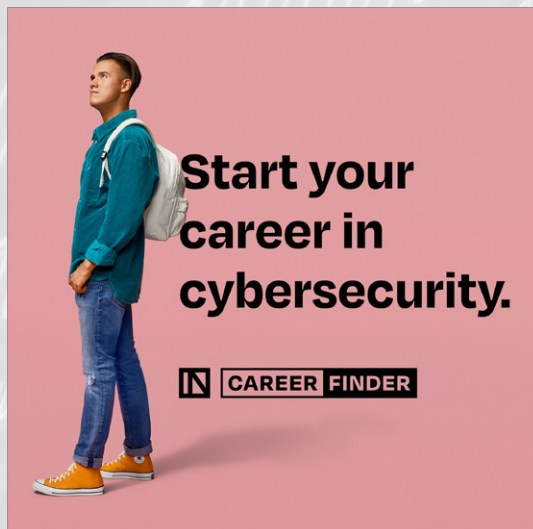
Our most recent cohorts have been our largest to date, showing a 600% increase in placements. This signifies a growth in public awareness of student talent as a strategic resource. The program's national marketing campaign, developed in partnership with a Winnipeg-based marketing agency, UpHouse Inc., has helped the Canadian public to fully realize the value of the Career Ready Program. We continue to host bi-monthly

CAREER READY PROGRAM



student challenges to provide students with real-world experiential learning opportunities.

- Over 7,000 student work placements were created as a result of awarding \$50M to Canadian employers
- Includes \$27M awarded to TECHNATION by the Government of Canada
- 1.2M impressions on YouTube and 2.7M student impressions on TikTok
- 20,000 additional users drawn to the new TECHNATION website



Artificial Intelligence and Cybersecurity Initiative (AICSI)

Into its second and third project year, the Artificial Intelligence and Cybersecurity Initiative (AICSI) continued to enhance the Canadian marketplace in both public awareness, standards, and education in the 2020-2021 fiscal year. This program has been instrumental in providing relevant market data and information to employers, students, industry, and up-skilled on the importance and accessibility of cyber and AI roles.

The outcomes of this project have already benefitted the tech sector by elevating public awareness of cybersecurity and AI roles, providing standards that can be adopted by academics and industry, providing real-time data on skills that are needed and engaging industry on their needs in future employees within the tech sector.

Program Milestones

- Launched TECHNATION's CareerFinder
- Launched the Cybersecurity Education Portal
- 2nd annual Cybersecurity Talent Alliance meeting
- Published the AI Report – [Skilling Canadians for Leadership in the AI Economy](#) June 2020
- Published [Cybersecurity Workforce Learning Outcomes](#) April 2021

In the final year of the initiative

- Finalize micro-credential regime and pilot certification/accreditation initiative
- Release CareerFinder 3.0 with hybrid, tech, and AI roles
- Release of Career Pathways
- Roll-out of National Occupational Standards through the CIO Strategy Council



CareerFinder (Labour Market Intelligence)

As a deliverable within both the AICSI and Career Ready programs, [CareerFinder](#) is a first of its kind in Canada; a software as a service that provides all of the labour market insights available for today's growing cybersecurity industry in true, real-time.



CAREER FINDER

Helping address Canada's
cybersecurity talent shortage

EXPLORE THE TOOL >



CareerFinder was initially built to address the cybersecurity skills gap within the Canadian labour market and includes:

- An interactive heatmap that Includes real-time data from online job postings, displaying cybersecurity jobs currently available across the country.
- A job descriptions portal with the ability to identify desired technical and non-technical skills based on employer demand. CareerFinder also includes helpful information such as average salary information and job descriptions.
- An education portal that provides students and up-skilers information on cybersecurity education and programs across Canada.

The platform was designed to be scalable. In the 2020-2021 fiscal year, CareerFinder was focused on specifically the cybersecurity marketplace. In 2021-2022, the program is being extended to include a broader scope of the tech sector, including hybrid, AI, and tech roles.

A successful, national marketing campaign and analysis of site analytics demonstrated these were just the right tools for the Canadian labour market.

Fall/Winter marketing campaign key successes:

- Successful cybersecurity marketing campaign with 5,152,524 impressions
- Geography: Most clicks and conversions coming from large cities, namely Greater Toronto Area, Montreal, Calgary, Edmonton, Winnipeg and Vancouver
- Noteworthy interest coming in from the Northern Territories as well

Audience:

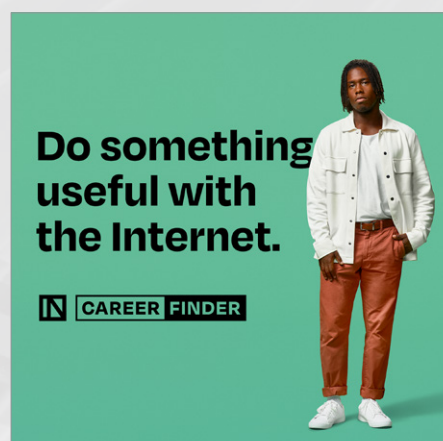
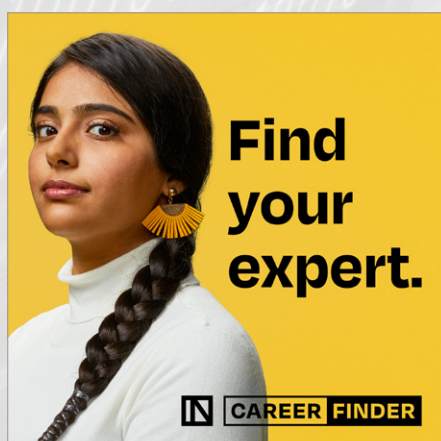
- As the job market continues to adjust to the new normal, we saw demand coming from both our audiences, but students were the most engaging
- Adults 18-24 drove the most clicks and conversions for our Student-led campaigns, while 25-34 were the most engaging from the Employer campaigns



- HR professionals: 178 users visited the job descriptions with 290 page views across those users
- 2,839 total visitors to CareerFinder with 4,387 meaningful interactions on the tool (English and French)

Here's what's next

- 1) Expansion of tools (job heatmap, education portal, and job description generator) to include hybrid, AI, and tech sectors
- 2) Marketing campaign to promote this expansion with visibility across five social media platforms (Facebook, Instagram, TikTok, LinkedIn, and Twitter)
- 3) Release of Career Pathways – a tool developed to assist students and up-skillers with information on how the skills they have today, combined with skill development, can lead them to a variety of careers in tech



Advanced Digital and Professional Training (ADaPT)

TECHNATION and Ryerson University's Diversity Institute are continuing its collaboration on ADaPT. This Program is a skills development and work placement initiative that helps to bridge the employment gap for recent graduates, providing at no-cost over 70 hours of training on professional and digital skills in their transition into technology and digital careers. This past year, 257 participants were enrolled in the program, with 209 participants completing the program, from three centres across Canada (Calgary, Toronto, Halifax).

ADaPT has had great success in attracting on serving under-represented communities in tech:

- Women 150 (58%)
- Indigenous Persons 3 (1%)
- Persons living with disabilities 14 (5%)
- LGBTQ2S+ 31 (12%)

Finally, despite challenging market conditions impacted by COVID-19, the Project Team successfully continued to achieve work placement rates **averaging 90%**.



BUSINESS OVERVIEW

Health



The COVID-19 pandemic has had a huge impact on TECHNATION members whose sole business focus or a dedicated business division focused on health tech.

Most of these members were extremely busy with their customers, building on their proven solutions and services, or pivoting to meet the urgent needs of their clients, hospitals, physician offices, clinics, and more.

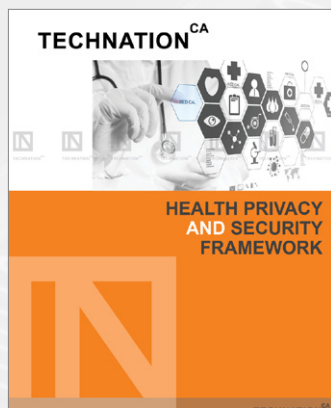
In early April 2020, TECHNATION Health, in collaboration with Digital Health Canada (DHC) and on behalf of its members, wrote a letter to all provincial, territorial and federal Health Ministers reassuring them that our members remained at the ready to deliver the innovative healthcare solutions needed to support the Canadian healthcare infostructure, which would assist in mitigating the negative impact of the pandemic on the economy across Canada. On behalf of our members, we emphasized their global experience and expertise to maintain momentum in digital transformation projects via remote practices, methodologies and tools and reiterated the imperative that industry, providers, patients, and government continue to work together to meet the needs of Canadians, and the Canadian health infrastructure.

The TECHNATION Health Board and staff remain focused on prioritizing efforts that would be of most value to members throughout the current pandemic phase, as well as efforts around being prepared for the post-Covid recovery.

"I am proud to be part of this collaborative effort to build a robust and dynamic digital health industry in Canada in the past year. Through our partnerships with our many stakeholders, including the provinces and territories, and industry, we are able to contribute to shaping the provincial and federal tech-related standards/regulations to support TECHNATION goals."

**Patrick Lo, CEO,
Privacy Horizon**

Thought Leadership



The TECHNATION Health Advocacy Committee developed a [Privacy and Security Framework](#), which provides a background on problems, solutions and advocacy recommendations for five related interactive discussions with Canadian health stakeholders: cybersecurity, data sovereignty, de-identification, secondary use and general protection regulations.

In continued consultation with TECHNATION members, we are continuing to engage with Canadian healthcare stakeholders to gain a broader consensus on the recommendations the document puts forward.



Successes

TECHNATION Health organized consultations with various Ministries of Health and Health agencies this past year, providing more than 80 health-tech related members an opportunity to provide input into policies and legislation revisions. Further, a number of member-only events were held to gain insight on: the Ontario PHIPA Regulation 329/04 draft regulation, the TECHNATION Health Privacy and Security Framework Paper update, the Ontario COVID-19 Distribution Task Force, and Bill C-11 – specific to Health related issues.

TECHNATION Health and its members engaged in nine key events and consultations for members this year. More than 600 participated, as speakers and attendees. This includes:

1. The National CyberSecure Canada Program for Health IT companies webinar.

Organized with Canadian Centre for Cyber Security, participants learned more about: the importance of adopting cybersecurity practices; the impacts of weak cybersecurity posture; and also received an overview of the security controls required for certification and the certification process.

2. The Growing Role of Technology as Moral Factors in Healthcare Webinar.

Using an interactive approach, this webinar examined one of the most important topics in health IT: ethics. Beginning with an interactive look at some of the primary ethical frameworks and paradigms that guide current healthcare practice, the event included a conversation about the growing importance of information and communications technologies as moral factors and concluded with a discussion about the implications of these ethics and paradigms as overarching requirements for systems design.

3. Bringing Health Data & Information (EDI) to Life Through Expanding Governance. With data and information being created at an exponential pace, the ability to create, collect, share, use and regulate data and information is more important than ever. Data and information are the new currency and uncovering these hidden assets is critical to successful evidence-based policy

and person-centered healthcare. This event addressed how organizations must design themselves into harmonized entities where core functions work together, deliberately, and consciously, to generate better overall outcomes.

4. Ontario's MOH CIO Health Services I&IT Cluster Briefing and Update.

This event provided a special Industry Brief on Ontario's Vaccination Roll-Out with Ministry of Health CIO Karen McKibbin, Health Services I&IT Cluster. Key topics included: an overview of COVaxON; IT solution administration models; potential areas of MOH and industry collaboration opportunities. Close to 400 people attended this event.

5. Canada Health Infoway National Data Standards and Services Consultation.

This meeting saw TECHNATION Health as the health vendor stakeholder for this event – resulting in key input into Canada Health Infoway's central mandate.

6. The Alberta Ministry of Health had a keen interest in engaging with TECHNATION Health on its *Privacy and Security Framework* and on issues related to the proposed Bill C-11; and to complications around current Alberta legislation from a personal Health Information Act perspective. This consultation provided an opportunity for TECHNATION to work closely with government leaders on these important topics.



7. TECHNATION Health senior staff presented the Privacy and Security Framework to the **Ministry of Health Digital Health Division team** who provided crucial feedback before publication.

8. Ontario Ministry of Health's ADM, Digital Health Division, Greg Hein, had previously shared the Digital Health Strategy with the TECHNATION Health Board of Directors in November 2019. This consultation was a follow up to that meeting. Five highlighted goals from the Ministry's Digital Health Strategy were discussed, including:

Ontario Health Teams Reducing Duplication and Inefficiencies in Clinical Systems; virtual care; HIS and CIS Cluster Framework; cybersecurity; and Predictive analytics and AI. PHIPA Modernization and the TECHNATION Health Privacy and Security Framework were also addressed.

9. For the **CIHI Health Data and Information Governance & Trust Identity Framework & Toolkit event**, TECHNATION Health members were invited to provide input into further identification of HDI governance and capabilities areas.

Forward Looking



Member directive to focus on over next 12 - 18 months:

- **Population Health Management Focus**
Policy and Regulation support across the jurisdictions (Provincial/Territorial and Federal)
 - Contact Tracing
 - Vaccine Management/Tracking
 - Mental Health Apps
 - Virtual Health/Telehealth
- **Federal Fiscal Recovery plan, following vaccination** (focus on long-term care/ seniors and national PharmaCare program)

- **Access and Collaboration** with Federal, Provincial/Territory Government and Health Agencies
 - Build – strong working and collaborative relationships across Canada, using our MOH (Ontario) working relationship as a model
 - Increase – collaborative partnerships with the various Health agencies and Health IT Associations
 - Provide – more updates “what is coming down the pipeline” sessions with the government ministries and agencies, hospital groups, etc.
 - Do more – member input sessions to provide recommendations on new or changes in policies and regulations to ministries and agencies across Canada

Position TECHNATION as the “go to” Association for input from Canada’s Health tech industry.



BUSINESS OVERVIEW

TECH4CANADA



Since its inception and initial meeting in March 2020, the [TECH4CANADA Council](#) subsequently met in June and November 2020. While the specific agendas varied, a consistent theme was the challenge of data and tech adoption by small and medium-sized enterprises (SMEs). A roundtable was held in March 2021 to bring industry and government leaders together, along with our council members, to develop recommended actions that we could take together to drive the adoption of tech by SMEs.

TECH4CANADA Council

The TECH4CANADA Council is a collaborative multi-sector Council, created to identify critical technology challenges (i.e., prosperity, adoption, modernization, readiness) and establish action-oriented priorities (common problem set) and focus for a 12–18-month period. The Council provides a venue to unify thought leadership and action-oriented working groups, sub-committees, or task force(s) to develop the program. Anchored annually with a symposium, nation-wide barriers to technology adoption or growth are discussed

through thought leadership panels and recommendations are put forward. The ultimate goal is a collaboration between government and industry to drive change and accelerate national digital transformation. We are currently focused on driving:

- **Economy:** Improved competitiveness of Canadian industry and global competitive position
- **Digital transformation:** Business and government modernization and resilience
- **Prosperity:** Developing a Canadian digital economy for the future

The TECH4CANADA Council seeks to:

- Co-create solutions developed ‘by’ industry and government (e.g., prototypes, case studies, and playbooks).
- Leverage and drive best practices.
- Assume thought leadership and deliver white paper(s) supporting education and awareness programming.





Successes

Our **November 2020 Council meeting** focused on the challenges of tech adoption by non-tech SMEs. Several ideas emerged on how government and industry can partner to address this challenge. Ideas included: improving the communications and marketing strategy addressing the need to 'get teched-out'; provision of training and education; increasing subsidies and tax incentives; simplifying processes to obtain funding; adapting government procurement policies and models to make them accessible to SMEs; and industry coaching and mentoring.



**19 ATTENDEES
FROM COUNCIL**



3 PANELS

- Business leaders
- Tech industry
- Government and T4C Council



DISCUSSION

Shaped the format
for the March 31st
Roundtable Event



KEY BARRIERS IDENTIFIED

- Organizational costs
- Fear/anxiety
- Limited visibility/awareness of ROI
- Innovation is a risk
- Limited trust
- Complicated access to supporting funding and programs
- Lack of broadband access

To move beyond discussion to identifying concrete actions that government and industry can collaborate on to address the challenge, we hosted a **roundtable on March 31, 2021** bringing together industry and government thought leaders to identify where they can collaborate to remove barriers to tech adoption and enable greater participation of Canadian businesses in the digital economy.



**50 ATTENDEES
FROM ACROSS
CANADA**



2 PANELS

- **CEO ROUNDTABLE**
 - Top challenges SMEs face for an economic recovery
 - What's in the art of the possible in the next 12-18 months
- **TECH ADOPTION CHALLENGE**
 - What tangible actions can governments take
 - How/where should government and industry collaborate to move the bar



3 BREAKOUT SESSIONS

Draft sector-based
issues and cooperative
opportunities



DEVELOPMENT OF RECOMMENDATIONS

document in May 2021



Under the auspices of TECH4CANADA, we launched the **Municipal Cybersecurity Best Practices (MCBP)** initiative. This emerged from discussions in late 2019-early 2020 between senior cybersecurity industry representatives and TECHNATION, on the challenges municipalities face in addressing even basic cybersecurity requirements. These challenges included:

- A dynamic threat context within a rapidly evolving technology landscape
- Convergence of physical and cyber domains within information technology and operational technology
- Funding and resource constraints including lack of cybersecurity expertise
- Disparate and legacy infrastructure
- Limited incentives and opportunities to share and collaborate across municipal boundaries

Since the inception of the MCBP initiative, TECHNATION has:



COORDINATED

industry, municipal associations, and government engagement on the issue



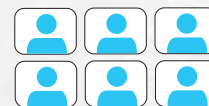
STIMULATED

thought leaders and experts to engage in the issues and challenges facing municipalities



PRODUCED

and published two guides: *Ransomware a call to Action for Municipalities* and *COVID 19 & Cybersecurity Vigilance*



ORGANIZED and hosted **2** municipal virtual events attracting **122** registrants featuring government and industry speakers, engaging specifically with representatives of **21** municipalities across eight provinces/territories



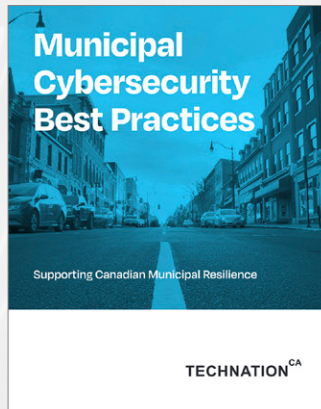
COLLABORATIVELY DEVELOPED

cybersecurity best practices for municipalities covering the following areas:

- **Pre-Incident**
 - Threat and risk assessment
 - Communications and Readiness Planning
 - Organizational planning and governance
- **Incident management**
 - Communications
 - Legal Issues and Risk
 - Preservation of Privilege
 - Reporting and Notification Obligations
 - Working with Law Enforcement
- **Third party arrangements**



Thought Leadership



In recent years, municipal governments have faced increasing threats from cybercrime. Unfortunately, small and medium municipalities are most likely to face cyber threat activity as a result of cybercrime. Municipalities may be targeted for information on their residents, access to payment and government services, or through ransomware and other disruptions. [The Municipal Best Practices Guidelines](#) were created to help municipal leaders understand the actions they should be taking in advance of any cyber incident to prepare for the possibility, as well as the steps they can and should take after an incident occurs.

Forward Looking

A [recommendations document](#) is being developed based on the discussions at the TECH4CANADA roundtable. It will be circulated to federal and provincial government stakeholders in June 2021. We will also seek the support of these government stakeholders, working with our Council, to action the recommendations within their ministries.

Rounding out the first year of the Municipal Cyber Best Practices initiative, TECHNATION will be publishing the collaboratively-developed *Municipal Cybersecurity Best Practices* in both official languages, making them accessible to municipalities across Canada.

To support outreach and dissemination of the Best Practices, the second year of the initiative will include a series of national webinars and podcasts. These events are intended to educate and support adoption of the Best Practices, and to serve as means to engage other municipal stakeholders in discussions, and garner feedback to support continuous improvement. The desired outcome for this initiative is to have nationally distributed Best Practices that helps improve municipal cybersecurity and resilience. The Program is planned to wrap up in March 2022 when funding from Public Safety ends.





EVENTS



TECHNATION joined the rest of the world during the global pandemic and quickly re-skilled to deliver its national events 100 per cent virtually, without losing a beat.

May 1, 2020 – April 30, 2021

61 EVENTS

3,765 ATTENDEES

48 COMMITTEES/WORKING GROUPS

1,567 ATTENDEES

21 CONSULTATIONS

343 ATTENDEES

5,900 RECEIVE EVENTS NEWSLETTER

While in-person events have been greatly missed, our Canadian tech sector, along with public sector leaders, have adjusted and are now completely comfortable sharing their screens, providing insight and feedback in the chat feature, and unmuting to engage with speakers and other event attendees. Networking and attending events in-person will return, but it's clear that business will continue to engage and build relationships within a "new normal" most likely with a hybrid approach of remote, virtual and in-person events.

Many of our events and programs are created to complement and advance our advocacy activities. During the past year, we were able to continue to offer our Executive Briefings

with government leaders, and our bi-annual Ontario Government CCIO events along with our Broader Public Sector events. Our events also provide an opportunity for government leaders to come together for an open and transparent value exchange, in an effort to encourage the sharing of information and opportunities, as well as the ability to address IT challenges and solutions between industry and government. In addition, our events also provide a platform to showcase our members' leadership, expertise and successes – and enable dynamic and direct interaction with key decision-makers and industry visionaries throughout the year.

While maintaining our advocacy and industry development events, TECHNATION was bold and disruptive launching a new Digital Marketplace event series, with the inaugural event in November and the second, following in February. The goal is to continuously encourage industry and government to work together, to demonstrate the power of B2B and B2G to drive Canada's prosperity.

Through our Future Workforce team, the Career Ready program delivered close to 30 events including many entrepreneurship workshops across the country.

Overall, TECHNATION events provide an opportunity for members to hear from industry thought leaders on key areas of interest to the tech sector, including many of our priority areas such as cybersecurity, health, talent, procurement and more.



Forward Looking:

TECHNATION will run the third event in the **Digital Marketplace** series with the theme, *Disrupting Procurement 2021: New Approach & New Opportunities in B2G and B2B* on November 9, 2021. In addition, with the support of a National Board of Directors Task Force we will be relaunching our flagship event, the *Ingenious Awards*, with new innovative nomination categories in the spring of 2022.

As we head into the fall of 2021, TECHNATION will be monitoring the viability of hosting hybrid events as we eagerly wait to safely meet in person again.





Membership



The success of our members is integral to our country's economic success – today, and well into the future.

As the leading national technology industry association, TECHNATION proudly represents the Canadian technology companies that are changing the world through innovation, creativity and ingenuity.

TECHNATION faced unprecedented membership challenges in 2020-21 due to the global pandemic. This challenge wasn't unique to TECHNATION. In 2020, over 40 per cent of surveyed associations anticipated membership declines between 11 – 30 per cent by March 2021. Despite these challenges, TECHNATION recruited 21 new members in 2020-21.

Our hardest hit membership group was our small and medium-sized enterprises (SMEs) who faced a number of unique challenges as a result of the economic downturn. TECHNATION provided membership extensions and support to alleviate some of the financial challenges our SME members faced. Most importantly, we launched an ambitious plan to disrupt government procurement through the launch of [Canada's Digital Marketplace](#) and our work with Shared Services Canada (SSC) on an Agile Procurement Pilot. These programs have opened new doors for SMEs to access government procurement opportunities.

Our member engagement numbers grew as we moved to virtual events and committee meetings allowing members from across the country to participate more easily. As a member-driven association, our strength lies in our collaborative effort with members

to advocate for a strong digital society. Our members support the mission and vision of the Association by influencing important submissions on digital transformation, our innovation adoption program, agile public sector procurement, key policy issues and the legislative process.

We encourage all members to maximize their membership ROI by increasing their involvement in TECHNATION events and committees throughout their organization.

“TECHNATION (via its member-centric activities) strives to promote open dialogue on a level playing field for governments and industry professionals to exchange ideas where there have historically been barriers. Identifying the critical needs and communicating with open dialogue give us all better ideas of how to commit scarce resources for better outcomes.”

Curtis Page
President & CEO, **Alphinat Inc.**



Forward Looking

As a member-driven association, meeting our members' needs is priority #1. Over the next 12 months, we will be increasing our engagement meetings with members, offering more member update webinars, and seeking member feedback through a comprehensive member survey and regular event evaluations.

As a truly national organization, we are continuously delivering high-quality events and networking opportunities with key government and industry leaders from coast to coast. These events help our members understand and support tech road maps at various levels of government and reinforces our position as Canada's most influential business association representing Canada's tech sector.

We will continue to grow our membership and strengthen our tech ecosystem in Canada. Our important government relations and digital transformation initiatives will benefit from a growing tech ecosystem which includes SMEs and big tech. There is strength in numbers when lobbying government on key issues such as disrupting government procurement, influencing key policy, and shaping the future of Canada's tech workforce.

"Thank you very much to TECHNATION for holding these incredibly insightful and informative discussions. It's wonderful to have conversations in an informal environment where private sector can collaborate with government on innovative solutions to complex and unprecedented problems we are all facing."

Michelle Holland, ICD.D

PwC | Director, Consulting & Deals
Ontario Public Sector





Leadership Team & Boards of Directors




Our passionate leaders bring a diversity of experience and expertise in supporting and governing **TECHNATION**.

As the leading national technology industry association, TECHNATION proudly represents the Canadian technology companies that are furthering our nation and the world into the future through innovation, creativity and ingenuity. The partnership between TECHNATION's Leadership Team and Boards of Directors is critically important to the success of the Association. TECHNATION is proud of its constructive partnership and thanks all those currently sitting in leadership positions – and for those who have served as leaders and Board directors over the past year.

TECHNATION Boards of Directors

TECHNATION is governed by a National Board of Directors comprised of members, responsible for overseeing the strategic direction of the Association. There are also two other TECHNATION Boards – the Ontario Board of Directors and the Health Board of Directors. They, like the National Board, are responsible for articulating each sector's mission, accomplishments and goals to the public, and for garnering support through advocacy.

Click the icons
for more details. 



TECHNATION Senior Leadership Team



National Board of Directors



Ontario Board of Directors



Health Board of Directors

TECHNATION appreciates the dedication, passion and support of its Board Directors, both those who serve and have served on its Boards, during the 2020-2021 year.



TECHNATION^{CA}

JOIN TECHNATION TODAY AND ENJOY KEY MEMBER BENEFITS

- ▶ Act as the Industry – Government Nexus for Canada's ICT companies
- ▶ Deliver programs that drive "access" and create business opportunities for technology companies in Canada
- ▶ Drive national productivity and competitiveness through digital workforce readiness
- ▶ Influence health policy on behalf of members, focus advocacy efforts towards nationally accepted standards, and support the adoption of innovative health technologies
- ▶ Collaborate with other national organizations to create and deliver programs that will engage our membership's unique capabilities to enable digital transformation across all sectors in Canada

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