

HILL DAY 2022

Shaping Canada's Digital
and Data-driven Economy

Presented By:



+



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Canada's Digital
Economy Employs Over
2 million
Canadians.

Source: digital-talent-outlook-for-2025.pdf (ictc-ctic.ca)

The Tech Industry Generates
\$230 billion
In Annual Revenue.

Source: ICT_Sector_Profile2020_eng.pdf

Tech Businesses Pay
40% Higher
Than Private Sector
Average Wages.

Source: CompTIA Cyberprovinces 2020 Report

Every 1% Increase In
Digitization In Canada Adds
\$8.7 billion
To Canadian GDP.

Source: Accenture Digital at Depth for Governance
and Innovation Report

The Tech Sector Invests More Than
\$8 billion
Every Year In R&D – Almost
Half of All R&D Investment In
Canada (42%).

Source: ICT_Sector_Profile2020_eng.pdf

2021 WAS A LANDMARK YEAR...

2021 was a landmark year for Canadian tech, transforming businesses across all sectors to win in the post-pandemic— demonstrating the enormous potential of Canada’s digital economy to drive economic recovery and sustained growth.

COVID is the reason why businesses were forced to transform and the successful ones will build on this experience going forward.

- The digital economy surpassed all other sectors in Canada in pandemic employment recovery, with employment reaching nearly 12% higher than pre-pandemic levels as of May 2021¹.
- Employment in the digital economy is already on pace to reach 2.3 million – roughly 11% of all jobs in Canada – by 2025².
- The digital economy has helped to sustain other sectors of the Canadian economy during COVID. These sectors go beyond pure tech and enable others like mining and construction to keep working.

OUR CHALLENGE TO THE GOVERNMENT...

Develop a bold, integrative national strategy to shape a strong, competitive, digital & data-driven economy.

It’s time for the federal government to aggressively target the growth of Canada’s digital economy through a clear, integrative national digital strategy.

DID YOU KNOW?

In 2021, TECHNATION released its “Roadmap for Sustained Growth in Canada’s Tech Sector”.

The Roadmap outlines a bold, four-point plan for the government to execute a holistic and strategic approach to digital policy and the digital economy.

1. Source: [digital-talent-outlook-for-2025.pdf](#) (ictc-ctic.ca)
2. Source: [digital-talent-outlook-for-2025.pdf](#) (ictc-ctic.ca)



THE STRATEGY MUST COMBINE...

LEADING BY EXAMPLE:

- Digital adoption by government can be a catalyst that drives business investment, technological innovation, and job creation as Government is the largest technology buyer in Canada; spending over \$6.8 billion every year.
- Canada must aggressively modernize the way that it plans, builds, and buys; working collaboratively with Canada's technology leaders.
- Canada must also enhance the way that it delivers programs – nearly \$1.2 billion in planned federal investments in 2020-21 for innovation, R&D, and expansion projects never made it out the door¹.

INCENTIVIZING CANADIAN BUSINESSES TO ADOPT TECHNOLOGY:

- Urgently roll out the Canada Digital Adoption Program (CDAP).
- Build on CDAP with new approaches that drive technology adoption across all sectors.
- Strengthen cyber security across all sectors – from individual businesses to major, critical economic sectors.

EXECUTING A GLOBALLY COMPETITIVE ENVIRONMENT FOR TECH BUSINESSES TO GROW:

- The tech sector is hyper-competitive globally; uncertainty can kill jobs and thwart investment opportunities. Canada must avoid politicization and policy uncertainty.
- Create cohesive data and privacy laws, while updating PIPEDA – Departments like ISED, Heritage Canada, Finance, Global Affairs and others cannot work in siloes to execute this critical mission.
- Modernize digital taxation through international forums.

WINNING THE WAR FOR GLOBAL TECH TALENT:

- Make future tech workforce development a top, national priority – economists already project that Canada must find a way to fill an additional 250,000 tech jobs by 2025.
- Invest in re-and-up-skilling the public sector workforce; an essential step in order to embrace the use of cutting-edge technology and to better serve Canadians.
- Bring international tech talent to Canada – build on programs such as the global talent stream visa program to fast-track high-skilled talent to Canada.

COLLABORATING WITH INDUSTRY:

- Technology policy is complex – but the federal government doesn't have to go at it alone.
- Canada must have the right digital, data, and technology-driven policies in place that can support Canadian businesses and ensure they succeed in the new global economy.
- The government of Canada needs to sit down with industry-experts to develop a focused approach for industry/government collaboration and tech policy co-creation.

1. Source: The Logic, February 28, 2022

