

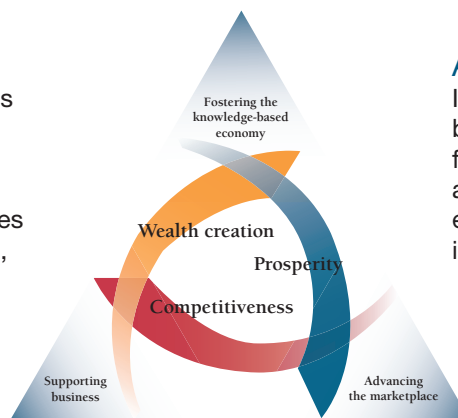
Industry Canada: Work That Matters

Fostering the knowledge-based economy:

Industry Canada invests in science and technology to generate knowledge and equip Canadians with the skills and training they need to compete in the global, knowledge-based economy. These investments help ensure that discoveries and breakthroughs happen here in Canada, and that Canadians can realize the social and economic benefits.

Supporting business:

Industry Canada encourages business innovation and productivity because businesses are the organizations that generate jobs and wealth. Promoting economic development in communities encourages the development of skills, knowledge and opportunities across the country.



Advancing the marketplace:

Industry Canada fosters competitiveness by developing and administering economic framework policies that promote competition and innovation, support investment and entrepreneurial activity, and instill consumer, investor and business confidence.

Where does your work fit in?

To learn more about the Department's three key strategies for delivering its mandate and its business objectives for the coming year, and to see where your work fits in, read the *Industry Canada Business Plan 2009-2010* at www.ic.gc.ca/businessplan.

Key Strategies	Advancing the marketplace	Fostering the knowledge-based economy	Supporting business	
Strategic Outcomes (2009-10)	Canada's marketplace is efficient and competitive	Science and technology, knowledge and innovation are effective drivers of a strong Canadian economy	Competitive businesses are drivers of sustainable wealth creation	
Program Activities	Marketplace framework and regulations	Canada's research and innovation capacity	Entrepreneurial economy	
	Marketplace framework and regulations for spectrum, telecommunications and online economy	Communications Research Centre Canada	Global reach and agility in targeted Canadian industries	
	Consumer affairs	Knowledge advantages in targeted Canadian industries	Community, economic and regional development	
	Competition law enforcement and advocacy	Industrial Technologies Office	Security and Prosperity Partnership of North America — Canadian secretariat	
Strategic Enablers	People management	Risk management	Management accountability	Corporate functions

