



Factoids

# COMPETITIVE CANADA:

*With the right economic fundamentals*

*element: Outstanding industrial capacity, a diversified service sector and abundant natural resources*

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**message: Canada has become a knowledge-based economy, powered by people's skills**

June 1999, there were approximately 30,000 vacant IT positions in Canada

Knowledge workers - people who are paid to think

- Including doctors, professors, writers, accountants, senior management, engineers, technology and scientific workers
- In 1998, 37.3% of Canadians were employed in high knowledge industries
- In 1998, 38.1% of Ontarians were employed in high knowledge

Knowledge workers have lots of control, and employers prepare for a whole new era of retention strategies, employee benefits, and human resource strategies

Between 1990 and 1999 IT investment in Canada went from \$3.8 billion to \$30 billion

In 1999, 54.1% of the population were tech. employees

- 18.4% manufacturing
- 14.1% commodity

**message: Canada is a natural resource super power**

Natural resources (NR) contribute to 11% of Canada's GDP, or \$88 billion per year

The natural resources sectors generate 780,000 in direct employment

Growth in the natural resources sector has been three times higher than the rest of the economy over the past two decades

Natural resources industries generate \$100 billion annually, with a \$60 billion trade surplus

Canadian national resource companies invest \$35 billion per year in new capital (mostly high tech.)

The natural resources sector is the life line of 3.5 million Canadians in more than 600 communities

Canada has 10% of the World's forests and is the World's largest wood products exporter

- 45% of Canada's land is forested
- 71% land ownership is provincial, 23% federal/territorial, 6% private
- 56% (234.5 million ha) of Canada's forests are commercial forests
- 28% (119 million ha) are for timber purposes
- Each year, Canada harvests less than half of its commercial forests
- In 1998, an estimated 400,863 ha were planted with 543 million seedlings

