

This is the new Department, Industry, Science and Technology Canada, which under this Act will have a clear mandate to direct the federal Government's efforts in science, technology and business and industrial development.

[*English*]

Industry, Science and Technology Canada, ISTC, is already up and running. It was built out of the integration of the Ministry of State for Science and Technology, and the Department of Regional Industrial Expansion, once the responsibility for regional economic development in Atlantic and western Canada was transferred from DRIE to the Atlantic Canada Opportunities Agency and the Department of Western Economic Diversification respectively.

Further, central to the beliefs of this Government is the recognition that industrial policy and science and technology go hand in hand, and ought to be considered together. Making science and technology an integral part of industrial policy allows Industry, Science and Technology Canada to become the industrial policy centre for the Government.

The Department has already begun its work. It is clear even at this early juncture that the new approach is working.

Canadians have the will and the ability to succeed in the tasks ahead of us. ISTC staff have the spirit, the energy and the dedication required to lead the way. I am confident that we will increasingly witness the benefits of the integration of economic development efforts that have just begun.

The mission of Industry, Science and Technology Canada is to act in full partnership with the private sector, the science community and other levels of Government to promote international competitiveness and inter-industrial excellence in Canada, to renew and rebuild our scientific, technological, managerial and production base, and to bring together in a concerted way the talents required to guarantee Canada's place in the first rank of industrial nations.

I would like to focus for a moment on one of the key words in this mandate statement. The word is partnership. Partnership means that we will participate with, and lead, rather than dictate to Canada's industrial sectors. It means we will act as a reasoned advocate within Government on its behalf. We will make every effort to ensure that Government policies, for example, in taxation, regulations, transportation and other areas of particular concern to effective science and business development are designed with the interest of these communities in

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mind. Partnership and advocacy mean that we must establish and maintain a very strong and comprehensive business, science information and intelligence base, so as to better inform both Government and the private sector.

Our knowledge of developments in the science, technology, business and marketing realms must be second to none and available to all.

Finally, partnership means ongoing communication, continuous dialogue with the communities we are in partnership with in the achievement of our economic goals. Consultation with our industry and science partners has in fact been instrumental in putting together the slate of programs and activities that Industry, Science and Technology Canada is carrying out.

Business activity can be viewed as a continuum of effort from basic research, through applied research, product development, production and marketing. Traditionally, Government industrial assistance has concentrated on the production portion of this continuum. We have over the years traditionally provided assistance to firms to build production facilities, and in bad times to support production facilities that would otherwise be forced to adjust to economic realities. The bulk of Government industry support funding has been spent in this way.

Our new approach to economic success says that this is no longer sufficient. We have to adjust our priorities, not only because our resources are increasingly scarce but primarily because success demands excellence in our activities all along the continuum, from science to marketing. We must work harder and smarter to keep up in with scientific research and maintain research and development. We have to acquire and apply technological advances to our products and production methods. We need the capacity to move a product from the laboratory bench through to production more quickly at the highest possible standard of quality and design, and at a price that will help ensure acceptance in the international market-place.

Further, today's global market requires businesses to have strategic and financial planning capability, to permit management of technological developments and market opportunities, rather than reaction to them. Businesses must master marketing excellence in the international market-place which today knows no geographic or cultural boundaries. It is to meet these needs in all sectors of Canadian business, including the increasingly important services sector, which provides so much of our unemployment, that the activities and programs of ISTC have been designed.