



THE CANADIAN CLEAN
TECHNOLOGY COALITION



analytica advisors

Canadian Clean Technology Coalition Provides Testimony to The House of Commons Standing Committee on Natural Resources

Ottawa, ON – March 7, 2013: The Canadian Clean Technology Coalition was invited to present testimony on the economic impact of the Canadian clean technology industry to the House of Commons Standing Committee on Natural Resources.

The Coalition presented the Committee with a comprehensive overview of the Canadian clean technology industry, including a description of the ten sectors that comprise it, and the industry's economic footprint across all regions of Canada. Providing testimony to the Standing Committee was Céline Bak, President and CEO of Analytica Advisors.

"The House of Commons Standing Committee on Natural Resources is preparing a report on Energy policy in Canada. That a number of clean technology companies, SDTC and the Canadian Clean Technology Coalition were invited to provide testimony is a strong indication of the all-party committee's view that clean technology must be part of Canada's energy policy. Committee members from all parties asked probing questions on the economic impact of the clean technology sector", said Ms. Bak. "Through our presentation and responses to these questions, we demonstrated the industry's impact as an economic driver within Canada, its growing presence in international markets, and the remarkable resilience it has demonstrated in the face of difficult global economic conditions."

Among the highlights provided in the testimony were the following industry performance figures:

- 52,600 employees directly in the firms, with significant growth opportunity for young Canadians
- over 700 innovation-driven companies located across Canada working with thousands of direct suppliers
- \$1B investment in R&D, with three-quarters of that performed by companies with less than \$50M in revenue
- \$5B in exports, with strong exports to non-US markets, and the potential for growth ranging \$25B to \$45B in exports

Future needs for the industry were also outlined. These included:

- incentives for procurement: clean technology companies that innovate in Canada would benefit from a domestic procurement policy specifically targeted at innovation-based export focused companies (as outlined in the Jenkins Report 2.0)
- a 'whole of government' approach for the Canadian clean technology industry's strategy, including both early stage and growth stage financing
- a featured place for the Canadian clean technology industry in the Global Commerce Strategy

Also addressing the Standing Committee were representatives from the automotive industry and the Canadian Manufacturers and Exporters Association. Both groups described clean technologies as part of their industry's future evolution.

About The Canadian Clean Technology Coalition

The Canadian Clean Technology Coalition is an innovative alliance of companies and stakeholders who are moving their products and know-how into the Canadian and global green technology marketplace. The Coalition was founded in order to provide coherent policy advice to governments in the establishment of market friendly mechanisms that will unleash the economic potential of this sector, create new sustainable jobs here at home and ensure that Canada takes its competitive place in this sector globally.

The Coalition seeks to provide a national voice to the Canadian clean technology community. For more information visit www.canadiancleantechnologycoalition.ca

About Analytica Advisors

Analytica Advisors is a trusted research and advisory firm and a thought-leader in Canada's technology and innovation industries. The firm's original research and advisory work serves start-ups, financial institutions, think-tanks and governments both in Canada and internationally. For more information visit www.analytica-advisors.com

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