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MESSAGE FROM THE CHAIRMAN & PRESIDENT

In our 16th year of supporting BC's technology industry, BCTIA has made significant strides in establishing our industry as a critical catalyst in the growth of BC's overall economy.

The invitation by the BC Business Council earlier this year to author a whitepaper as part of the BC Opportunities 2020 project was a clear and positive indication that our industry is indeed an important contributor to BC's overall economy and plays a key role in driving the provincial economy forward.

Accounting for nearly \$10 billion of the provincial GDP in 2008, BC has consistently led the entire country in high-tech percentage employment and revenue growth. In an economy that was primarily based on natural resource extraction, the technology industry today employs more people than the forestry, mining and oil and gas industries combined. To secure our place in a changing global economy, BC needs to seize a leadership position in developing new technologies to improve our productivity and competitiveness. It is critical that we continue to accelerate these growth trends as we strive to establish and consolidate a significant and sustainable knowledge economy in BC.

The BCTIA remains focused on the growth of BC's technology industry and the actions of the past year are further examples of our continued commitment. Our partnership with ACETECH, announced earlier this year, to deliver an executive education program to technology companies across the province will ensure our executives have access to the information and resources required to grow their companies.

The Economic Stimulus Review, an analysis of the Federal and Provincial Economic Stimulus Programs, identified over 60 business development and funding opportunities applicable to the technology industry, and was distributed in March to all BCTIA members.

Over the past year, we have furthered our advocacy work on behalf of the industry, delivered more than 50 education and networking opportunities, and introduced new member-only business services to save your company money.

Looking forward, the BCTIA will leverage the business development opportunities of the Olympics, through a new 2010 Business Outreach Program, designed to introduce, promote and connect our industry to the world.

It is the sum of activities like these that keep us front and centre as the voice of BC's technology industry. A vibrant knowledge economy is essential to the growth of our province, our quality of life, and for our future generations.

Despite the global economic challenges we all faced this year, BCTIA is proud to announce that 104 new members have joined our community and added their voice to our collective voice.

Your support delivers the resources the BCTIA needs to serve as YOUR Voice – connecting, educating and growing our companies and BC's technology industry.

ABOUT THE BC TECHNOLOGY INDUSTRY ASSOCIATION

WHO WE ARE

The BC Technology Industry Association is British Columbia's leading member-based industry association that represents start-ups to established technology companies across the province.

As the voice of the technology industry, the BCTIA is committed to the ongoing growth, sustainability and prosperity of the technology industry and the transformation of British Columbia to a knowledge-based economy. BCTIA delivers a broad range of programs and services that provide members with opportunities to connect, learn and promote their businesses in BC.

WHAT WE DO

We support our members and unify our partners to drive growth for British Columbia's economy with technology and innovation as core contributors. We facilitate partnerships, policies and programs to develop a positive business environment where technology companies will grow and prosper.

The BC Technology Industry Association:

- Provides advocacy and exerts political influence on behalf of the industry
- Delivers industry-focused programs and events
- Creates public awareness through a broad range of communications
- Provides professional development and peer networking forums
- Offers cost-saving business services to reduce expenses

OUR MISSION

Through the delivery of programs, services and communications, and through ongoing advocacy and lobbying efforts, we strive to create an environment that attracts talent and investment and fosters the continued growth of BC's technology industry.

OUR VISION

In 20 years, technology is a top three industry sector in BC and BCTIA represents it.

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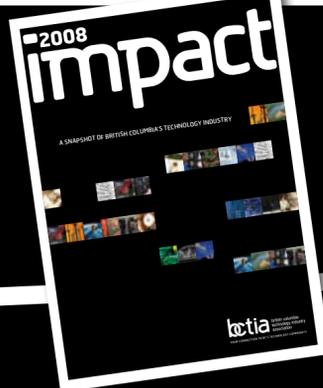
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A STRONG VOICE ON MANY FRONTS

Opportunities BC 2020 Initiative – Driving BC's Technological Future

As a visionary leader for the economic future of BC, BCTIA authored a comprehensive whitepaper titled *Opportunities BC 2020 Initiative – BC's Advanced Technology Sector: Reaching For the Next Level* as part of the BC Business Council's Opportunities 2020 project. This paper sets the framework for driving the future of our technology industry as it relates to BC's overall economy. The Opportunities BC 2020 Initiative included contributions from a broad range of industry stakeholders. The BCTIA undertook consultations with our members, board of directors, and other associations including Life Sciences BC, New Media BC and WINBC. The paper was also validated by mayors of the Greater Vancouver Regional District.

After nine months of extensive research and collaboration, this paper discusses the status of the technology industry, broad trends that will shape our future and key issues that must be addressed by all stakeholders to ensure the technology sector fulfills its potential – to build a strong knowledge economy in BC. In addition to creating a strategic context for BCTIA's ongoing advocacy efforts, the high-level recommendations made in the paper will be used to set specific actions for BCTIA in the near term and for years ahead. Download a copy of the *Opportunities BC 2020 Initiative – BC's Advanced Technology Sector: Reaching For the Next Level* at www.bctia.org/knowledge.



Access to Opportunities – As part of BCTIA's commitment to help our member companies grow, an extensive Economic Stimulus Review package was produced to provide business development opportunities for BC technology companies. A comprehensive pre-qualifying analysis of both Provincial and Federal initiatives resulted in the identification of 60 opportunities, applicable to the technology sector. The document was distributed to BCTIA members Spring 2009. Available to BCTIA members only. Request a copy by emailing info@bctia.org.

Building for Growth – In February 2009, BCTIA and ACETECH announced the creation of a joint education program for accelerated growth of BC-based technology executives. The goal is to coordinate a professional development curriculum for the whole executive team that reaches into primary business functions such as sales, marketing, finance, product management and project management. This curriculum will provide the foundation for technology executives to extend beyond local branches and build sustainable and global anchor companies.

Fueling our Talent Network – The BC Technology Scholarship Fund continues to grow, with over \$250K raised to date through industry donations. This BCTIA initiative is designed to support BC secondary and post-secondary students pursuing careers in technology-related fields. A total of eighteen grants have been awarded to date. To learn more go to www.bctia.org/programs.

TechTalent BC – Working with industry and government to design and deliver programs to attract and retain the talented individuals needed to fuel the growth of the technology sector remains a key priority for BCTIA. In the fall of 2008, the BCTIA participated in Destination Canada, a Federal/Provincial program to attract international talent to Canada. Through several forums in France, Germany and Brussels, the BCTIA delivered the BC tech story face-to-face to more than 2,500 highly skilled individuals interested in establishing a career in BC.

EDUCATING & CONNECTING THROUGH INNOVATIVE PROGRAMS

Over the past year, BCTIA has delivered more than 50 programs and events that have connected thousands of technology and business professionals.

TechForum Speaker Series

The TechForum luncheon series continues to be the premier event for the industry, connecting industry leaders and providing information on issues of relevance and significance to BC's technology industry.

Technology Impact Awards

The Technology Impact Awards is the largest and most inclusive technology event in the province, involving all sizes and sectors of the BC technology industry. The awards are synonymous with business excellence in British Columbia, shining a spotlight on the people and innovation that continues to fuel the growth and prosperity of the industry. The June 2008 Technology Impact Awards attracted nearly 700 attendees.

Impact Speaker Series

Winners and finalists of the 2008 Technology Impact Awards shared their success stories – inspiring and connecting with their peers in the tech industry, potential advisors and investors.

Peer Groups

Informal and interactive, C-Suite, CTO and Product Management Peer Groups meet monthly to discuss issues important to their job responsibilities, share expertise and knowledge, and offer advice and leadership.

Global Growth Symposium

This full-day event focused on exporting – the critical actions and considerations technology companies must take before introducing the product and company to new markets. Delivered by over 20 subject matter experts, this event attracted technology executives from all sectors committed to expanding their export markets.



BCTIA IN THE MEDIA

New online tax credit application system to save time, money

"The introduction of this new on-line [tax credit application] system will not only reduce the administrative burden for technology companies, but also accelerate the process and shorten the time to access money, which is often critical," said Pascal Spothelfer, president of the BC Technology Industry Association.

–CanadaOne.com, October 2008

Report ranks Vancouver high-tech middle of the road in North America

Vancouver has placed 36th in a report of high-tech clusters in North America, lagging behind Montreal and Toronto, but closely edging out Ottawa... Pascal Spothelfer, president of the BC Technology Industry Association (BCTIA), wasn't surprised that Vancouver was ranked behind Toronto (15th) and Montreal (19th). "We're still catching up to the fact that for so long we have been a resource-based economy, and to a large extent we still are." ... "If you look at the growth we have had over the past 10 years, [Vancouver's technology cluster] has been pretty strong," said Spothelfer. "It has outgrown the rest of the economy by a few percentage points every year." ... Vancouver's tech cluster is much smaller than Spothelfer would like to see it, but he noted that it takes a concerted, proactive effort to develop into a leading technology centre. This goes doubly today, said Spothelfer, as more and more cities realize the benefits of building on their knowledge-based industries.

–Business in Vancouver, June 2009

Wage freezes cool tech-sector aspirations in B.C.

Pascal Spothelfer, president of the British Columbia Technology Industry Association, noted that paying bonuses rather than raising wages is one way to reward top performers during a downturn. A bonus, after all, is a one-time payment; a wage increase is a recurring payroll obligation. "The last thing a company wants to do [right now] is to increase [its] salary liability," said Spothelfer. He also noted that companies would rather freeze wages across the board than lay off workers. "Whenever you let somebody go it has a major psychological impact on the company." He added that the economic uncertainty places less pressure on management to use wage increases as a retention carrot.

–Business in Vancouver, September 2009

Innovation under the gun in economic downturn

Companies in B.C.'s high-tech sector need to ensure that the cuts they make in research and development today don't undermine their ability to innovate tomorrow. This according to Pascal Spothelfer, president of the British Columbia Technology Industry Association, who is warning technology-driven companies to keep an eye on the long term even if the current market climate requires reduced spending in the short term. "The money you don't spend today on innovation can have an impact on the products you launch in the future," Spothelfer said during an interview with BIV in which he provided a synopsis of the year to come in B.C.'s technology industry.

–Business in Vancouver, January 2009

LOOKING AHEAD

TECHTALENT LABOUR STUDY

The BCTIA TechTalent BC labour study will be conducted once again this year to identify human resources needs and the actions required to address them. The BCTIA continues to work with industry and government to develop programs designed to attract and retain the talented individuals needed to fuel the vigorous growth of the technology sector. Go to www.bctia.org/knowledge to download copies of previous studies.

2010 BUSINESS OUTREACH PROGRAM

As the 2010 Winter Olympic Games fast approach, the British Columbia Technology Industry Association (BCTIA) has launched a Business Outreach Program to leverage the games and introduce, promote and connect our industry to the world. This program is available to all BC technology companies across the province. The program, supported by the 2010 BC Tech Pitch Book, includes: promotion to international business contacts, dignitaries and media, and business to business matching. A Business Outreach Coordinator will work with interested parties to coordinate B2B meetings during the games. To learn more go to www.bctia.org/programs.

2008-2009 SPONSORS & PARTNERS

The generosity of the following organizations enables the ongoing delivery of member services and industry-building initiatives.

FUNDING PARTNERS

- Discovery Parks
- E-Cubed Media Synthesis
- Vancouver Economic Development Commission

SPONSORS & PARTNERS

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- BC Business Council
- BC Hydro
- BC Innovation Council
- BC Renaissance Fund
- BC Business Magazine
- BCIT
- BCRSTN
- BFL Canada
- Blake, Cassels & Graydon
- Bull, Housser & Tupper LLP
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- Business in Vancouver
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- Canadian Manufacturers and Exporters
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