

# 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.


[www.bctia.org](http://www.bctia.org)

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Design by:



e-cubed media synthesis

 Printed on 100% recycled paper

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Celebrating 15 years as the voice  
of technology in British Columbia

**bctia**

british columbia  
technology industry  
association

ANNUAL REVIEW  
2007 - 2008

# MESSAGE FROM THE CHAIRMAN & THE PRESIDENT

This year we're celebrating 15 years of supporting BC's tech industry. BCTIA was formed in 1993 when the Electronic Manufacturers' Association of British Columbia (EMABC) and the Information Technology Association of Canada, BC Chapter (ITAC-BC) amalgamated. Back then, the tech industry was young and emerging and it needed a voice. Today, BCTIA is recognized as that voice and continues to facilitate the growth of BC's technology industry.

As an industry, we continue to grow and mature. In 2007, BC tech hit new heights and that trend continues. We now account for 5.9 percent of GDP, we employ 81,000 people and revenues have climbed to \$18 Billion. Technology is a key part of the BC economy and is a factor in the productivity and competitiveness of all industries in our province.

Years ago, BCTIA recognized that to be an effective advocate, it needed a credible strategy that focused on the growth of our industry. In 2006, we delivered a collaborative Provincial Technology Strategy that was based on strengthening the following five pillars: Access to Talent, Access to Capital, Commercialization, Access to Market and Culture. Over the past year, we made significant strides in these key areas as you'll read about in this review.

BCTIA also continued to focus on promoting the industry, communicating to members and the public and facilitating connections and networking opportunities. This year we've staged over 50 events, have run industry surveys, managed an awards and scholarship program and have advocated on your behalf.

While these strides are positive, we are mindful that our industry is inextricably linked to the rest of BC's economy and our strategy needs to operate within that broader context. BCTIA is responsible for the Advanced Technology Sector Paper and has engaged our board, fellow associations and other stakeholders in formulating a vision and establishing goals that will chart and measure our progress. Tomorrow's jobs will increasingly be found in knowledge-based industries and our industry has a role to play in developing this vision and paving the road for the years ahead.

On behalf of BCTIA, we thank governments of all levels for their ongoing commitment to BC's technology industry. We also sincerely thank you, our members, for your involvement. We never forget we are a member-funded organization. This gives us our independence and allows us to truly represent you and our industry.

A vibrant technology industry creates virtually unlimited opportunities and a promising future for the communities in which we live. With your continued support we will continue to play a major role in the further economic success of this province.

**Jonathan Wilkinson**  
Chair, BCTIA

**Pascal Spothelfer**  
President & CEO, BCTIA

**Pankaj Agarwal**,  
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# MAKING A DIFFERENCE EVERYDAY

**Delivering on the Provincial Technology Strategy** – In April, the BC Government launched the anticipated **\$90 million Renaissance Capital Fund**. As the voice and advocate of the technology industry, BCTIA has, in the context of the Provincial Technology Strategy, consistently lobbied for the establishment of a larger pool of capital to power the growth of our industry. As a key recommendation in our submission to the provincial competition council in 2006, we are pleased the government heard and delivered.

**BC Bioenergy Network** – The BCTIA is a founding member of the BC Bioenergy Network (BCBN), an industry-led organization established in March 2008 with a **\$25 million grant** from the BC government. BCBN's role is to act as a catalyst for the deployment of near-term Bioenergy technologies, and to organize mission-driven research for the development and demonstration of new Bioenergy technologies that are most appropriate for our province. The \$25 million grant will be further leveraged and among other uses, fund the establishment of demonstration sites for BC-based Bioenergy solutions.

**Clean Energy Tech** – In March 2008, as a result of BCTIA recommendations, the BC Government established a **new \$7.5 million dollar tax credit** through the Small Business Venture Capital Act to support the activities of the Clean Tech sector. In May 2008, BCTIA with the BC Government led a **Clean Tech Mission to Korea and China** where 15 BC companies had the opportunity to expand their business development activities. To support the promotion of this sector the **Clean Tech Snapshot**, highlighting the strengths of the sector, was produced and distributed internationally. Download a copy at [www.bctia.org/knowledge](http://www.bctia.org/knowledge).

**TechTalentBC** – The BCTIA continues to work with industry and government to design and deliver programs to attract and retain the talented individuals needed to fuel the vigorous growth of the technology sector. In 2007-2008, BCTIA **delivered recruiting forums in Chicago, Los Angeles, Santa Barbara, and Palo Alto**. The annual BCTIA TechTalentBC labour study identifies human resource needs and the actions required to address them. Download a copy of the study at [www.bctia.org/knowledge](http://www.bctia.org/knowledge).

**International Business Summits** – International promotion of BC's technology industry is an ongoing focus for the BCTIA. Over the past year, BCTIA, working with the Province and select industry associations, developed and **delivered International Business Summits in Chicago and Beijing**. Participating BC tech companies drove business development activities through targeted and collaborative marketing initiatives.

**Security Technology Highlights** – For the second year in a row, BCTIA in partnership with Industry Canada and NRC-IRAP, launched an industry study and **produced the BC Security Technology Snapshot and online searchable directory**, highlighting and promoting more than 100 companies developing technologies to meet our varied security needs of today. The BC Security Technology Snapshot was distributed on an international basis by Industry Canada. Download a copy at [www.bctia.org/knowledge](http://www.bctia.org/knowledge).

**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 fourteen grants have been awarded to date. To learn more go to [www.bctia.org/programs](http://www.bctia.org/programs).

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

## 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.

## TechForum Speaker Series

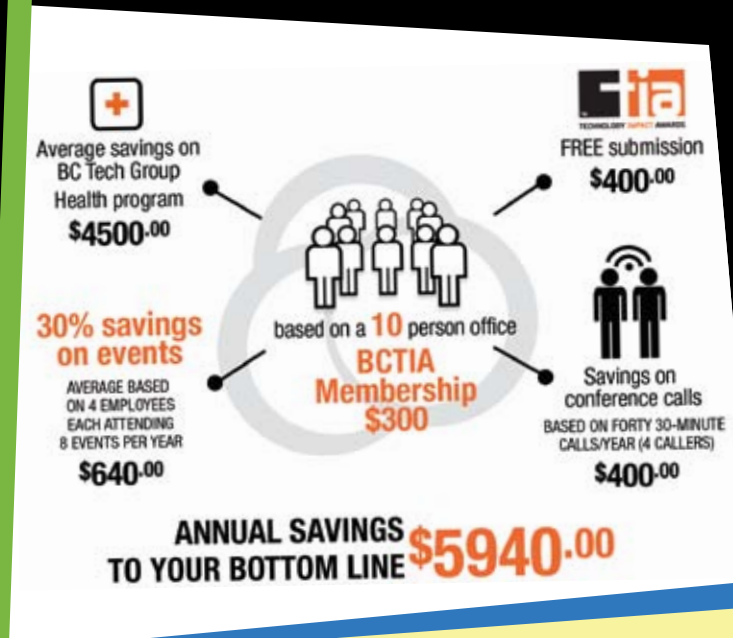
The TechForum luncheon series had more than 750 attendees over the past year and continues to be the premier event for the industry, connecting industry leaders and providing information on issues of relevance and importance to BC's technology industry.

## IMPACT Speaker Series

Winners and finalists of the 2007 Technology Impact Awards shared their success stories with more than 350 attendees over the past year, inspiring and connecting with others in the tech industry.

## Peer Groups

Informal and interactive, C-Suite, CTO, Product Management and Go-2-Market Peer Groups met monthly to discuss issues important to their job responsibilities, share expertise and knowledge, and offer advice and leadership.



# EDUCATING & CONNECTING THROUGH INNOVATIVE PROGRAMS

## MICA Leadership Program

Retaining and developing leadership talent is a strategic imperative for BC's technology companies. The BCTIA, in partnership with HR Tech Group and MICA, delivered a customized program designed to meet the needs of individuals working in technology companies.

## Sales and Marketing For Tech Symposium

Attended by more than 200 sales, marketing and business development professionals, this full-day symposium was designed specifically for technology companies. Attendees received a Sales and Marketing Tool Kit, comprised of content delivered by more than 20 subject matter experts.

## Benchmark for Success Program

This three-month program was designed specifically for emerging technology companies interested in building a strong business foundation for their company. Practical examples and one-on-one coaching was offered in order to guide the development of an effective organizational structure, increase operational effectiveness, and improve competitiveness and profitability.

# BCTIA IN THE MEDIA

"Over 100 students came to our workshop in Chicago [in November] and we had very good interest," said Pascal Spothelfer, President of the B.C. Technology Industry Association (BCTIA), in an interview. "The universities want to work with us on this because they want to find well-paying jobs for their graduates. These people are ready for the picking for us and they're a very attractive target group for us." Spothelfer said they're not looking for temporary foreign workers: the BCTIA wants talented high-tech workers who want to immigrate to Canada and bring their skills to B.C. for the long term. "Ideally, we want to bring them in and get them to stay. It's not a temporary thing. Our forecast shows there's demand for 10,000 new jobs [in 2008]."  
– **Vancouver Sun, February 2008**

"The Technology industry is tackling the talent shortage on all fronts. In early April for example, a number of BC tech employers will participate in three recruiting forums, led by BCTIA in partnership with the Provincial Government, to Los Angeles, San Francisco and Palo Alto," says Pascal Spothelfer, President of BCTIA. "But in addition to recruiting out of province talent, we need to put our efforts into retraining, supporting enrolment in technical programs and ensuring K-12 students see this industry as an exciting and well-paying career option."  
– **NationTalk Website, February 2008**

"Venture capital is an important source of financing for new and expanding companies in the technology sector," said Pascal Spothelfer, BCTIA President and CEO. – **CanadaOne.com, April 2008**

Technology industry advocates in Vancouver say they're pleased with Microsoft's growth in the area. "Having bigger players coming into our market is great for our industry. It brings in fresh talent," said Pascal Spothelfer, President of the British Columbia Technology Industry Association. He said the Microsoft workers may eventually gravitate to the province's other tech companies. "It may well be that they work at Microsoft for two, three, five years," Spothelfer said, "and then they can go work at a startup."  
– **Puget Sound Business Journal, April 2008**

"These companies are being acquired, but they are big enough and mature enough that they aren't just acquired for their intellectual property and research and development. The core of the operations remained in B.C." – **Pascal Spothelfer, as quoted in BIV Top 100 High-Tech Companies Annual Report, April 2008**

The IT industry met May 7 with board members to give input. Pascal Spothelfer, President of the B.C. Technology Industry Association, said there's a lot of potential for the site, but the GNWC board needs to get moving. "Listening to some people, they find it amazing that the four academic institutions have gotten this far. I think the faster the better, and

it's certainly time to get something going there. There has to be a plan, there has to be a timeline and there have to be numbers on the table." – **Business in Vancouver, May 2008**

"China is clearly an emerging market for us, and this is a very good opportunity to kick down a few doors and learn more about it," says Pascal Spothelfer, President and CEO of the B.C. Technology Industry Association. "The Olympics gives us an opportunity to draw attention to B.C., to allow our companies to present themselves in a different light and to get business contacts they wouldn't otherwise get," says Spothelfer. "If we have the spotlight, let's use it and maximize the return. This is a great marketing opportunity."  
– **BCBusiness Magazine, July 2008**

"The sector overall is doing really great," says Pascal Spothelfer, President and CEO of the B.C. Technology Industry Association. "One of the main markets for the technology industry is our own businesses -- there's so much technology in traditional businesses now. Companies try to get their hands on grads as soon as they come out of school. The challenge is to find enough of them. These are very transportable skills -- you can get jobs in other sectors and all over the world," Spothelfer says. "The key asset of a tech company is people. It's a very people-centered industry, and that makes it a very good employer."  
– **The Province, June 2008**



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