



Ottawa – Canada’s Innovation Capital

May 2010



OCRI: Who are we?

Private Not-for-Profit Corporation

Partner with the City of Ottawa to deliver services on behalf of the City:

- Entrepreneurship Centre/Innovation
- Investment and Commercialization
- Global Marketing
- Technology Cluster Support (8 clusters)
- Talent Development/Education

Also represent 800 members with 110,000 employees (78,000 technology)

Support all business sectors from start-ups to multinational corporations

Promote Ottawa internationally, focusing on export-oriented businesses

OCRI: Leading Economic Development Agency in the Ottawa Region for knowledge-Based Sector

Links Business – Education – Government

Key Service Areas:

- International Outreach (trade and investment)
- Investment and Commercialization
- Entrepreneurship and Innovation
- Educational Support
- Networking

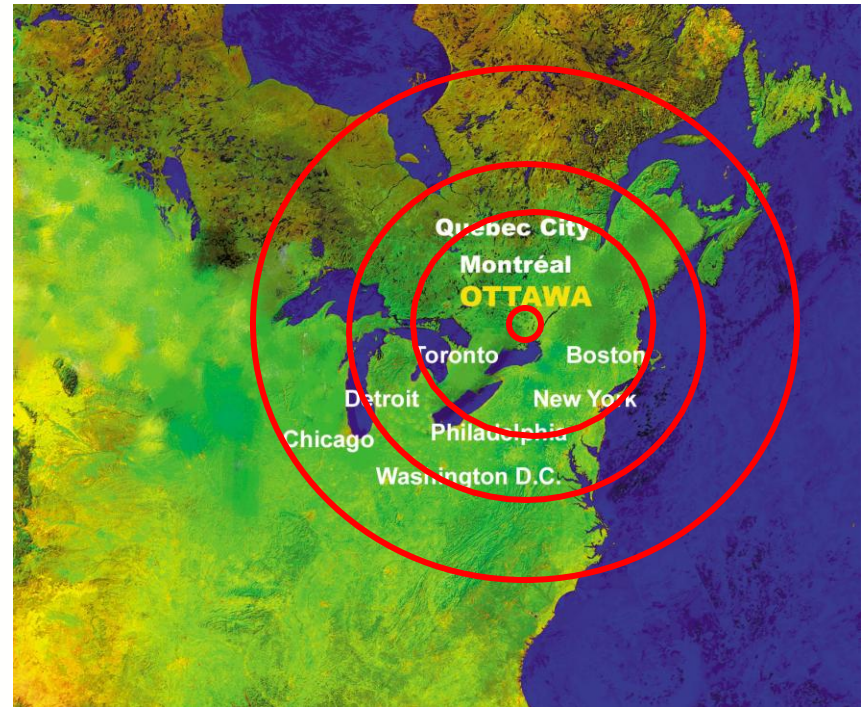
Ottawa: Advanced Technology Centre in North America

Regional Population: 1.3 million

Within a 2 hour flight of population over 200 million

Short distances to key markets

Almost half of the U.S. population lives within a 10 hour drive of Ottawa

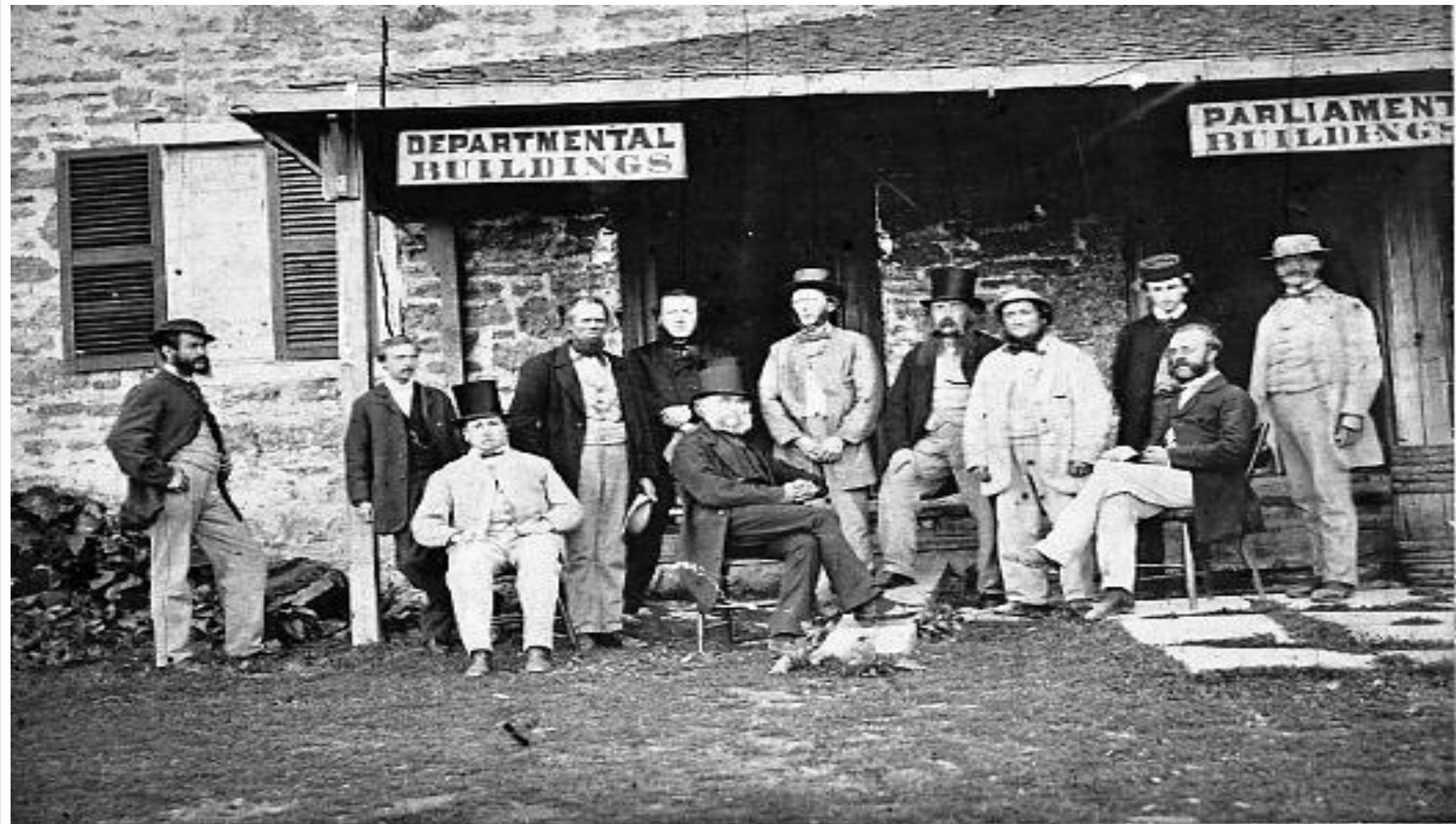





Ottawa... How did we start?









Ottawa... Today





 Ottawa

OCRI  GLOBAL
MARKETING

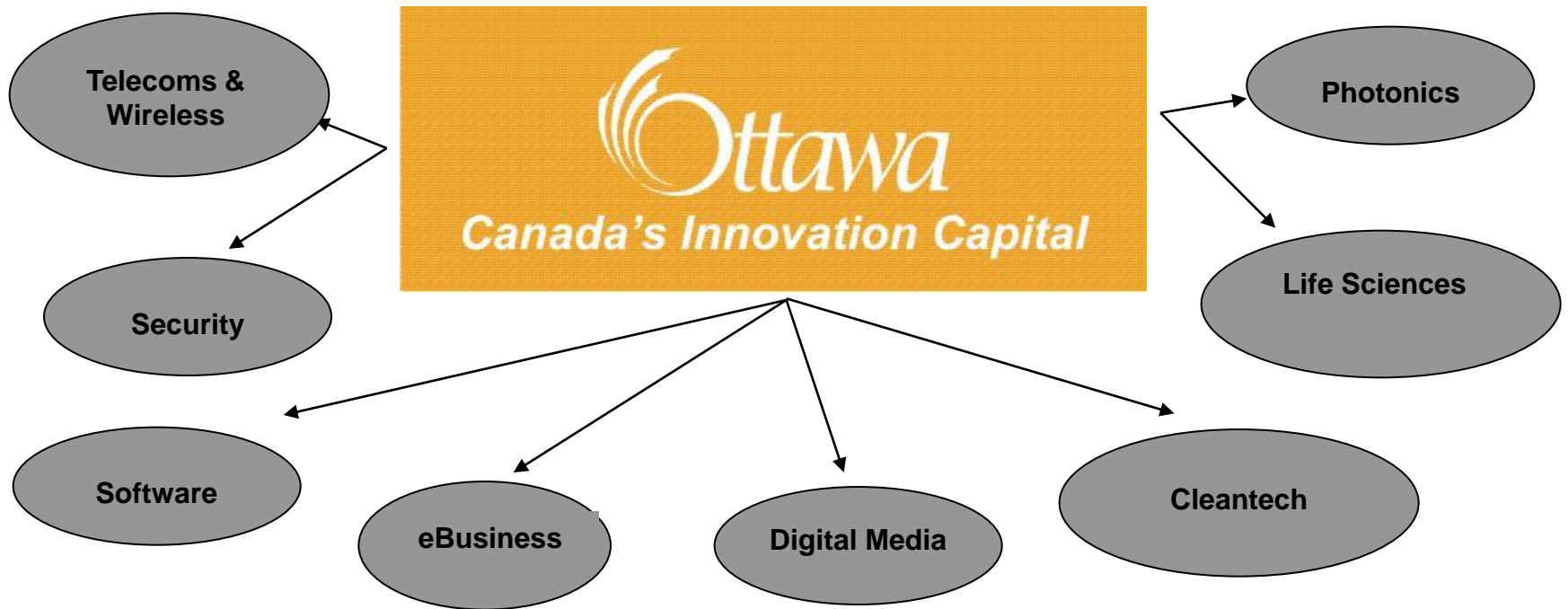


Knowledge-Based Economy

1,857 – Tech companies

78,067 – Tech workers

2nd Highest concentration of science & engineering employment after Silicon Valley



Innovation Economy

The new Economy is driven by *knowledge* and *innovation*

- Creativity-based, not manufacturing
- Companies are smaller (on average)
- Global connectivity means global competition
- Collaboration and competition is key to success

KBI = Knowledge-based industries

Ottawa Economy - KBI

Ottawa has a long history of innovation in knowledge-based industries (KBI) and has transitioned to new opportunities.

Reduced demand for telecom infrastructure

Diversity across wide range of sectors

Depth of talent pool is excellent

Strong entrepreneurial culture

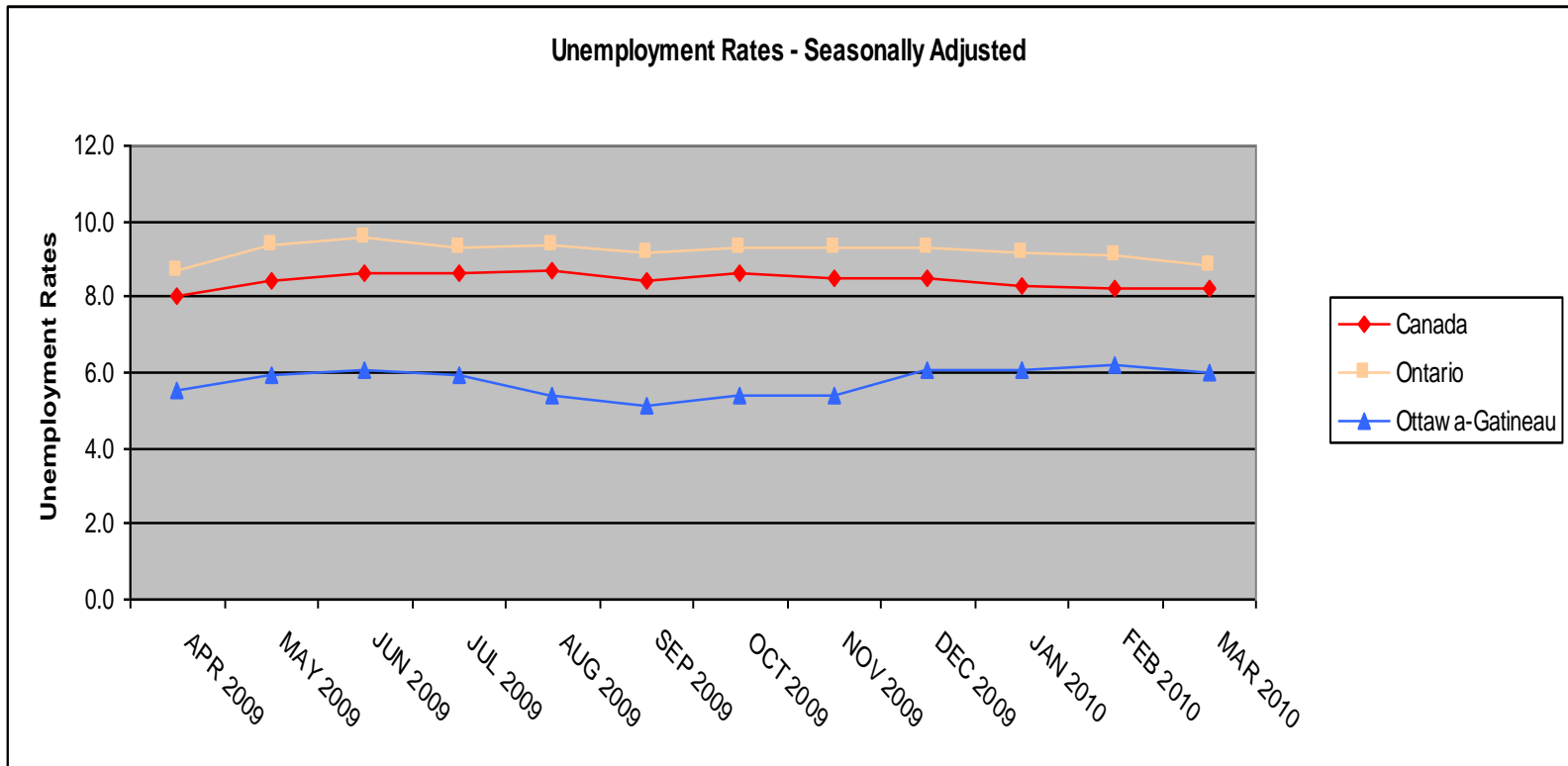
Ottawa Economy - KBI

“Ottawa has the highest percentage of creative class workers in all of Canada, and one of the highest percentages in the world. Fully 43% of Ottawa’s workforce is employed in creative occupations, more than New York, London or San Francisco.... Ottawa dominates our listings of the best places to live by life-stage... Ottawa is a classic mean metro – more than half of its adult population (51%) has a college degree.”

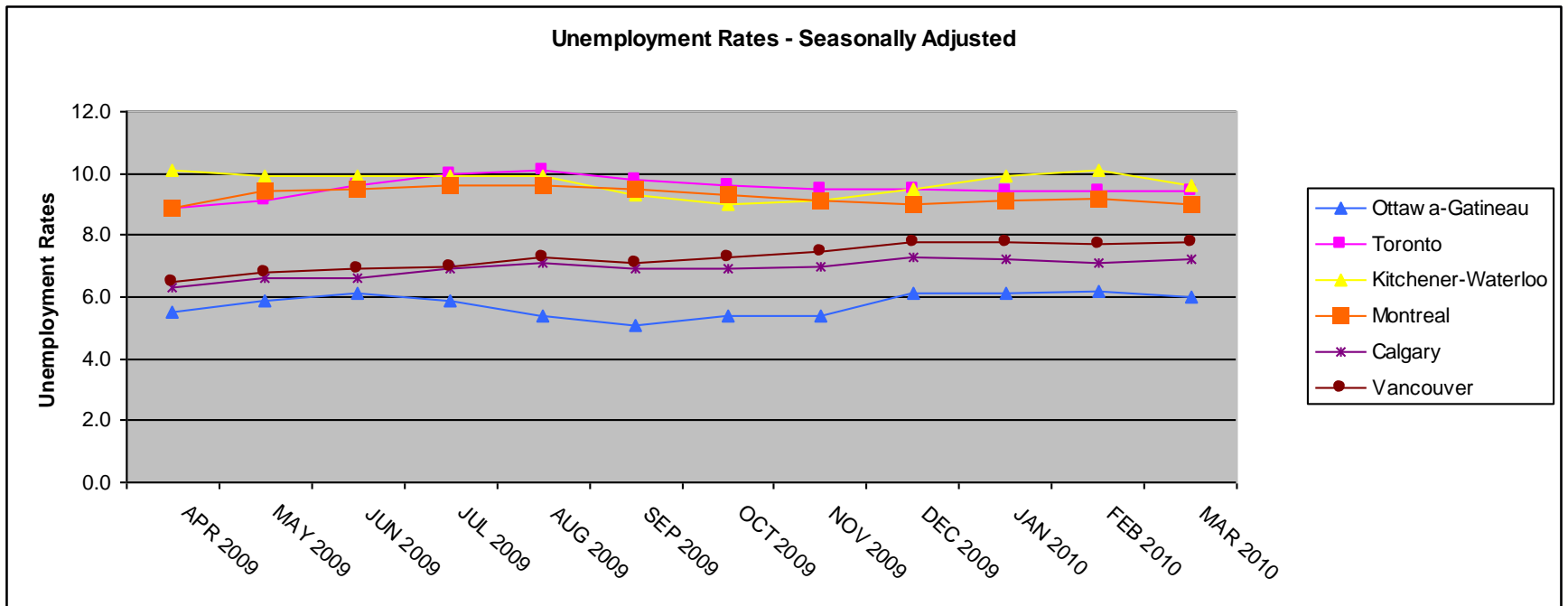
Richard Florida, Who’s Your City

As a creative class metro, Ottawa ranks #1 in Canada and #3 in North America using the 3-Ts (Technology, Talent and Tolerance) as the metrics.

Surviving the Global Financial Crisis & Nortel



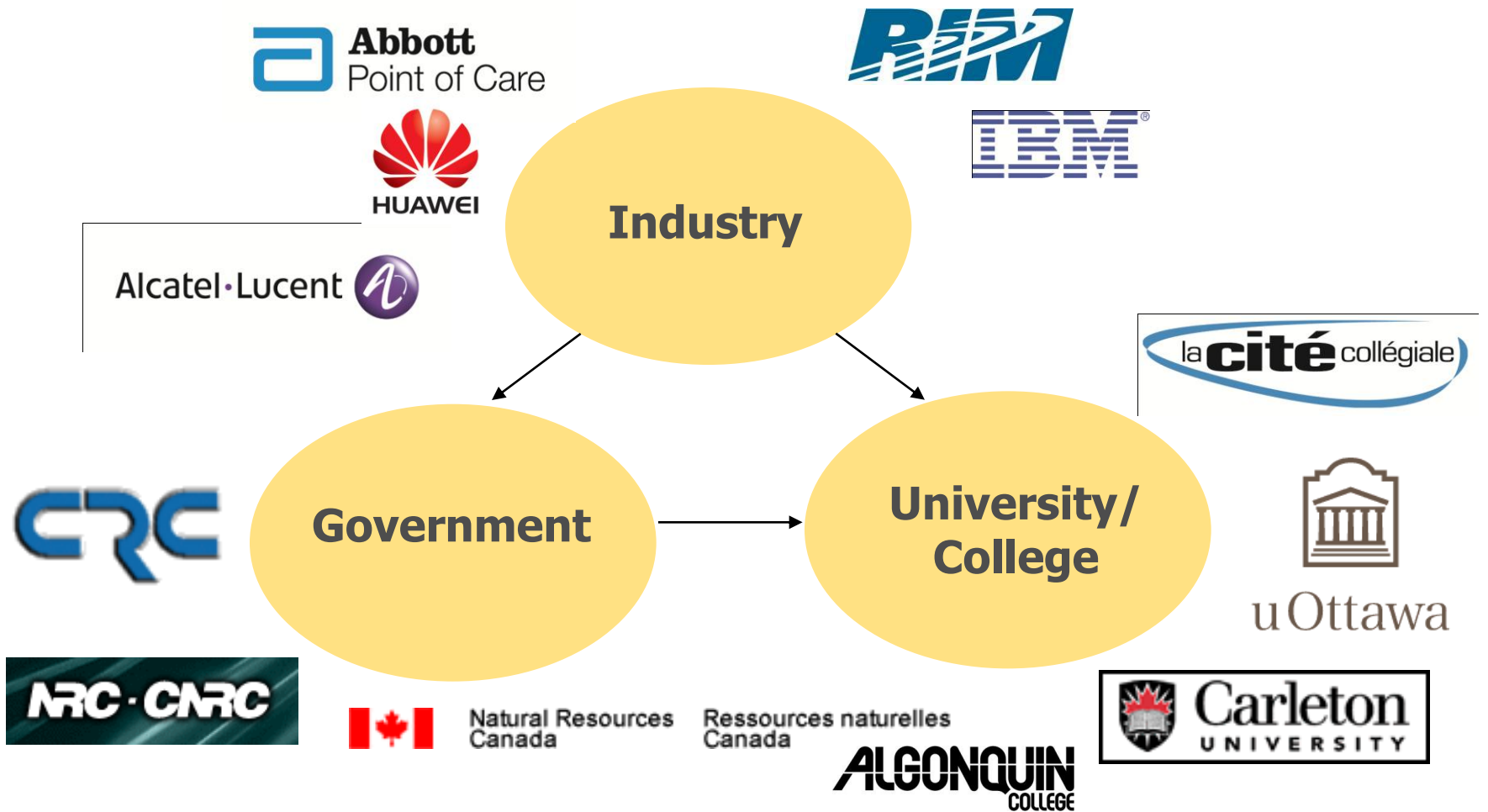
Surviving the Global Financial Crisis & Nortel





How did we get here?

Collaboration and Partnership!



History of High Tech in Ottawa

Northern Electric

Nortel, Mitel, Newbridge, etc...

Academic Influence

Med Eng, Optiwave, TenXc, etc...

Government Influence

DEW, EMS SATCOM, SiGe, etc...

Other

Wesley Clover, Plasco, Infonium, Allen-Vanguard, Veritaaq, etc...

Ottawa's Advantages: An Entrepreneurial Spirit

Over 200 companies spun off from Nortel

Terry Matthews: founded Mitel, now 34 companies

Cognos acquired by IBM - \$4.9 billion

Mitel acquires Inter-Tel - \$723 million

Enablence Technologies raises \$90m in last 2 years

Magmic Games: world's largest developer & publisher of games for Blackberry handsets

BelAir Networks named new worldwide wireless mesh node market leader

(Dell'Oro Group Dec 2007)

Incubators/Accelerators/Portfolio

Lead to Win Ecosystem	49 companies
OCRI Portfolio	66 companies
NRC Incubators	23 companies
Wesley Clover	16 companies
Code Factory	4 companies
Exploriem	5 companies
OTTN	5 companies
<u>Other Communities</u>	
Entrepreneurs Edge	117 attendees
TON	1700 members
OCRI	671 members
Code Factory	110 members
TiE	>150 members

Ottawa - R&D Investment

Federal Labs

- 44 institutes
- \$6.2 Billion R&D expenditures Canada-wide

Universities and Colleges

- 2,300 faculty in science and technology
- 11,731 students enrolled in science and technology
- \$319.7 million total sponsored research income (2007)

Corporations

- 79,132 employees in knowledge-based sector
- 28 of top 100 R&D spenders in Canada located in Ottawa (2007)
- \$3.7 Billion R&D expenditures

Agriculture and Agri-Food Canada

Communications Research Centre Canada

National Defence

Environment Canada

Health Canada

National Research Council Canada

Natural Resources Canada



Ottawa's Competitive Advantages

Established North American technology centre

Talent

Top global location for R&D

Strong entrepreneurial spirit

Highly developed global business infrastructure

G7 Capital

Ottawa: Building on Canada's Advantages

Integral part of the largest economy in the world

Low risk and stable economic environment

Highest educated workforce in the world

Business friendly immigration laws

Canada's cost advantages: R&D, corporation taxes, overall business cost

Business friendly legal environment



Partnership Initiatives

The Ottawa Partnership (TOP)

Innovation Leadership Team

Ottawa 20/20 refresh

Ottawa Technology Roundtable



Ottawa the Intelligent Community

Intelligent Community Forum



New York City-based think tank that studies the economic and social developments of the 21st Century community

Smart 21 and Top 7 Intelligent Communities selected every year

Selection based on 5 “Intelligent Community Indicators” and one yearly theme:

- Broadband Connectivity
- Knowledge Workforce
- Digital Inclusion
- Innovation
- Marketing and Advocacy
- Education Last Mile (2010 Theme)

Past winners of Intelligent Community of the Year include: Seoul, South Korea; New York City; Waterloo, Ontario, etc...

Why is Ottawa in the Top 7?

\$Billions spent annually on R&D in the region.

Total access to broadband (100% of households and businesses).

Free high-speed wireless Internet access in all Ottawa Public Library Branches.

Ottawa's knowledge-based industries are successfully navigating the Nortel storm.

Many programs and initiatives in place to stimulate and support education, entrepreneurship, innovation and leadership.

Over 50% of Ottawa residents have some kind of post-secondary education. Of this, over 32% have graduate degrees.

Tight link between educational institutions, government and industry.

Ottawa: Gateway to Business Success

OCRI Global Marketing, as part of Ottawa's lead Economic development agency, offers support services to encourage incoming and outgoing investment and trade opportunities, and international R&D partnerships, which help diversify and grow our local economy.

www.ottawaregion.com

www.82000reasons.com



Ottawa: Open for Business



Welcome to the
Canada
Science and
Technology
Museum

Bienv
au Musée des
sciences et de
la technologie
du Canada