

Atlanticconnection

Industry Canada's Atlantic Bulletin

Spring 2007

2010: Opportunities for Your Business

In less than four years, Canada will host the 2010 Winter Games and the Paralympic Winter Games.

The large influx of visitors to the Vancouver-Whistler area (some 6700 athletes and officials, 10,000 media representatives and 25,000 volunteers), the major infrastructure projects and the potential for increased retail sales all represent some wide ranging opportunities for Canadian businesses.

Whether it's building new venues and accommodations, upgrading existing facilities, or providing equipment, transportation, telecommunications, lighting, signage, and services - such as catering, waste management, medical services and security - businesses across the country can be a part of this major international event.

To help Canadian businesses take advantage of the procurement opportunities around 2010, the Government of Canada, in partnership with the province of British Columbia, has prepared a handbook describing how the purchasing process works and providing advice on how companies can be successful at winning bids.

The handbook is available at the "Canada 2010 Marketplace," an on-line tool for finding business opportunities by matching companies to one another, and providing instruction on how to prepare successful bids.

For more information, visit www.canada2010.gc.ca

The Fight Against Fraud

"Recognize it. Report it. Stop it."

The no-nonsense slogan was heralded this March, as Fraud Prevention Month was marked in the Atlantic region by members of the Fraud Prevention Forum — a group led by the Competition Bureau of Canada and others dedicated to preventing Canadians from becoming victims of fraud.

At the official press conference in Halifax, the Forum's message rang clear: The fight against fraud is a shared responsibility, and unless citizens who recognize a potential fraud report them, law enforcement agencies cannot investigate, press charges and prosecute the scam artists.

According to the Forum, which includes 80 organizations such as the RCMP, the Bank of Canada, Better Business Bureau and the Halifax Regional Police, thousands of Canadians are defrauded each year — identity theft, credit card scams, and lottery cons are just a few of the pitfalls people might face on any given day.

"Unfortunately these criminals are sharp," says Dermot Jardine, Assistant Deputy Commissioner of Competition at the Competition Bureau. "They're inventing new scams faster than we can keep up with them. That's why fighting fraud is dependent on victims coming forward — by helping to keep authorities on top of the latest fraud schemes, Canadians help minimize criminal success."

In Atlantic Canada alone, over 1200 fraud attempt complaints were registered at *PhoneBusters* — the Canadian Anti-Fraud Call Centre — in 2006, with victims reporting a total loss of over \$743,000 for the year. But thanks to concerned groups like the Fraud Prevention Forum, information on how to remain vigilant is available, including tips like:

- ✓ Don't disclose personal information about your finances, bank accounts, credit cards, social insurance and driver's license numbers to any business that can't prove it is legitimate.
- ✓ Be extra cautious about calls, e-mails or mailings offering international bonds or lottery tickets, a portion of a foreign dignitary's bank account, free vacations, credit repair or schemes with unlimited income potential.
- ✓ If a scam artist contacts you, or you've been defrauded, call **PhoneBusters**, the Canadian Anti-Fraud Call Centre, at 1-888-495-8501.

For more on protecting yourself from fraud, visit: www.competition.gc.ca/fraud



Out and About

Recent highlights of Industry Canada initiatives in the Atlantic Region ...

As a partner in Enterprise Fredericton's Driving Progress Series, Industry Canada was pleased to attend the **Fuel Your Business With Human Resources!** session on March 20 in Fredericton, NB. Approximately 80 people from the business community came out to hear guest speaker Janice M. Wismer, Global Vice President of Human Resources for McCain Foods Limited, address key human resource issues and ways to overcome the challenge of labour shortage and competition for talent.

Industry Canada was happy to be a partner in the **Forum des Femmes d'affaires francophones du Canada**, hosted by the Conseil économique du Nouveau-Brunswick on March 26 & 27 in Moncton, NB. Attended by over 175 francophone business women from across Canada, the event was an opportunity to network, learn and recognize women as a creative force and source of business talent in our communities. Assistant Deputy Minister Rachel Larabie-LeSieur, Industry Canada's champion for women's issues and official languages, was on hand for the event.



Participants at the Forum des femmes d'affaires francophones du Canada

As part of our work to help official language minority communities participate fully in Canada's knowledge-based economy, Industry Canada was pleased to be a partner in **FRANCO-TECH 2007**, an event organized by the Collectivité ingénieuse de la Péninsule acadienne (www.cipa.ca) at the Université de Moncton's Shippagan campus on March 21. The event was an opportunity for some 100 participants to witness the ever-changing IT landscape and how businesses, organizations and communities can benefit by using new information technologies.

On January, 16 communities in the New World Island and New Wes Valley Regions of Newfoundland & Labrador received broadband service for the first time, thanks to the **Kittiwake Economic Development Corporation**. The Corporation worked with several partners and programs, including Industry Canada's Broadband for Rural and Northern Development Pilot Program (www.broadband.gc.ca) to help remote communities and businesses develop economic strength and connect with the rest of the nation.

Industry Canada was pleased to host a series of **E-Commerce Awareness Business Workshops** this winter in Newfoundland & Labrador, PEI and Nova Scotia. Attended by local entrepreneurs, francophone economic development boards and women's entrepreneurial associations, the workshops were an opportunity to review how successful e-commerce can help drive domestic and international growth for small and medium-sized enterprises and improve productivity and efficiency in business operations.

On February 16, the Honourable Peter MacKay, Minister of Foreign Affairs and Minister of the Atlantic Canada Opportunities Agency, on behalf of the Honourable Maxime Bernier, Minister of Industry and Minister responsible for the National Research Council, officially opened the **Institute for Nutrisciences and Health in Charlottetown, PEI**. Scientists at the \$13.5 million state-of-the-art facility will work to see how compounds found in nature can be used to tackle critical health problems such as infection, immunity and Alzheimer's.

In February 2007, Industry Canada's Environment Industries Directorate partnered with federal departments in the Atlantic Region to host **Innovative Remediations Solutions for Atlantic Canada**. The event was a first of its kind opportunity for innovative remediation technology vendors from across Canada to showcase their technologies to federal departments in Atlantic Canada seeking solutions to clean-up their contaminated sites. The \$3.5 billion Federal Contaminated Sites Program was established to reduce the health, environmental and financial risks associated with contamination on federal lands.

