

PRESS RELEASE

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Government of Canada Launches New Program to Kickstart Innovation and Support Business Success

TORONTO, ONTARIO, Sep 24, 2010 (MARKETWIRE via COMTEX) -- The Government of Canada today launched a program to help kickstart Canadian businesses by testing their innovative products and services within the Government of Canada before taking them to the marketplace. To make the announcement, the Honourable Rona Ambrose, Minister of Public Works and Government Services and Minister for Status of Women, is joined by Honourable Jim Flaherty, Minister of Finance and Minister Responsible for the Greater Toronto Area, and the Honourable Rob Moore, Minister of State for Small Business and Tourism.

"There is no question that in Canada we have enormous talent and potential when it comes to innovation," said Minister Ambrose. "With this new program, our Government will be giving our talent a kickstart in getting their innovative products and services off the ground."

This program is a new \$40 million program announced under Budget 2010 to encourage federal departments and agencies to test innovative products and services in four areas: environment, health, safety and security, and enabling technologies.

"We listened to businesses across the country in developing Canada's Economic Action Plan, and an important concern was how they could get their product to market in today's economy," said Minister Flaherty. "By testing their products and services within government, we are investing in job creation and in the future of Canadian companies that have innovative ideas."

"Today's new initiatives are among the important measures introduced by our Government to ensure Canadian small and medium-sized businesses can grow and prosper," said Minister Moore. "We are proud to encourage Canada's tremendous entrepreneurial spirit through this new program."

"The government is recognizing that the gap between innovators' ideas and the marketplace is simply someone willing to bet on them, willing to take a chance on their product and then willing to give them feedback so that they can grow their business," said W. Brett Wilson of the Dragon's Den. "This program is about giving entrepreneurs a chance, and I'm looking forward to watching as it performs over time."

For more details about the new program to help kickstart Canadian businesses, see the backgrounders on the Canadian Innovation Commercialization Program (CICP) and on the new www.buyandsell.gc.ca website.

PWGSC news releases are also available on our website at: <http://www.tpsgc-pwgsc.gc.ca/medias-media/index-eng.html>.

Backgrounder:

Canadian Innovation Commercialization Program (CICP)

The Government of Canada's new Canadian Innovation Commercialization Program (CICP) is a \$40 million initiative to help kickstart Canadian businesses by testing their innovative products and services within the Government of Canada before taking them to the marketplace. This is one of the programs in the Government's Budget 2010 to promote Canada's economic growth.

This initiative will focus on four key areas that are important to Canadians - environment, health, safety and security, and enabling technologies. There will be four separate Calls for Proposals under the program, the first of which will be released shortly. The selection of proposals will follow an open, fair and transparent procurement process.

To participate in this program, the pre-commercial innovations must meet certain criteria including:

- They must be products and services that are in the final stages of development;
- They must not have been produced in great quantity;
- They should only ever have been sold for testing and demonstration; and
- They should not already be readily available in the marketplace.

Supporting Canada's entrepreneurial spirit will allow businesses to grow and contribute to the creation of new, high-value jobs.

The program is managed by Public Works and Government Services Canada and implemented through its Office of Small and Medium Enterprises. Canadian entrepreneurs will find out more about the program through different outreach activities, and can participate through the open, fair and transparent competitive procurement processes.

For more information, please visit buyandsell.gc.ca/innovation or www.merx.ca.

You can also contact the CICIP team by email at innovation@pwgsc-tpsgc.gc.ca. or through one of the Offices of Small and Medium Enterprises (OSME) listed at www.buyandsell.gc.ca. You can also call the toll-free line at 1-800-811-1148.

Launch of new, one-stop reference website buyandsell.gc.ca

The Government of Canada has heard from businesses across Canada who are asking for a simpler, user-friendly way to buy or sell products and services for the largest purchaser of goods and services in the country, the Government of Canada.

As a result, the buyandsell.gc.ca website was created by consolidating a number of Government of Canada websites into one, to help businesses who want to sell their goods and services to the Government of Canada, and for the government departments who buy them.

The website will provide improved one-stop access to procurement information and opportunities. The website will also provide Canadian businesses with information on the new Canadian Innovation Commercialization Program (CICIP), a \$40 million initiative to help kickstart Canadian businesses by testing their innovative products and services with the Government of Canada before taking them to the marketplace.

Buyandsell.gc.ca provides information that is reliable, timely and accurate to help Canadian businesses and government buyers by:

- Making it simpler to find information and help users complete the tasks associated with procurement processes;
- Meeting the information needs of businesses to find opportunities to sell their products or services; and
- Meeting the needs of departments who need such goods and services, by providing them with easily accessible information on how best to procure goods and services, and providing them with the latest policy updates on procurement.

Developed by Public Works and Government Services Canada's Office of Small and Medium Enterprises (OSME), the new website helps fulfill the Government of Canada's commitment to provide access to fair, open and transparent contracting opportunities for small and medium enterprises across the country.

Ce texte est également disponible en français.

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