Ottawa: Canada’s Creative Economy Capital

Transitioning to a New Level
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 multi-national corporations

Promote Ottawa internationally, focusing on export-oriented businesses
Changing Employment Mix: New Stability

Companies in Knowledge-Based Industry
Ottawa Region
2000 - 2009

Employees in Knowledge-Based Companies
Ottawa Region
2000 - 2009

Companies in Knowledge-Based Industries by Size
Ottawa Region
2009

Companies in Knowledge-Based Industries by Cluster
Ottawa Region
2009
Surviving Global Financial Crisis & Nortel

Unemployment Rates - Seasonally Adjusted

- Ottawa-Gatineau
- Toronto
- Kitchener-Waterloo
- Montreal
- Calgary
- Vancouver
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

\[ KBI = \text{Knowledge-based industries} \]
Ottawa has a long history in 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 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.
New Reality 1

• Transitioning to a sustainable economy in the post financial crisis era
• Movement from hardware to software: example Mitel
• Movement to IP world: March Networks, Mitel
• Building the wireless world: Dragonwave, Belair, Eion, Bridgewater
• Cashing in on the mobile world: RIM, Magmic, Fuel Industries
• Taking ICT to other sectors: Abbott Point of Care; Group IV, Cyrium, GridPoint
New Reality 2: Shenzhen Visit Apr 10

• Visited BreconRidge and Huawei
• BreconRidge, Ottawa company with 500 commodity manufacturing jobs in Shenzhen
• Huawei, Shenzhen company with new Ottawa Global Research Centre, 80 jobs going to over 200, areas: wireless, IP networking, optical technologies
• Higher skill, higher value jobs
Our MNE Presence: IBM

• GCE: Business Analytics
• GCE: Applications Security
• GCE: Java
• GCE: Software development tools
• Leads Eclipse Open Source Software Project
Our MNE Presence: Ericsson

• Purchased two of Nortel business units
• Acquired CDMA and LTE assets, access to North American markets
• Exceeded expected retention of Nortel staff, concentrating on LTE development
• A bright spot in their recent financial results
• Actively engaging local industry and community
Our MNE’s: Alcatel-Lucent

• Ottawa Research and Innovation Centre
• Works on LTE development
• LTE connected car developed in Ottawa
• Develops LTE radio and antenna technology
• Uses QNX operating system
Our MNE’s: RIM

• One of our fastest growing companies, +300 jobs in 2009
• Consumer applications
• Application software development
• Carrier interface software
• Recently acquired QNX, puts them in transportation space, brings QNX back to Canadian ownership
Our MNE Presence: General

- Of the “big 5” dominant network players, 4 have major R&D operations in Ottawa
- Ottawa is now the largest operating location of Ciena
- IBM is now Ottawa’s largest tech employer
- Innovative training programs have kept Abbott growing in Ottawa
Threats

• Lack of early stage and growth capital
• Global competition for talent
• Payback on institutional research
Key Innovation Clusters/Sectors

- **Current Clusters:**
  - Photonics
  - Enterprise Software / eBusiness
  - Wireless / Mobile Applications
  - Life Sciences (Medtech and Biomedical)
  - Security/Defence

- **Emerging Clusters:**
  - Communications Enabled Applications
  - Cleantech
  - Digital Media (Pervasive Media)
  - Virtual Education (Global eLearning)
Present Initiatives

• Innovation Leadership Team
• Ottawa 20/20 refresh
• Ottawa Technology Roundtable
## Incubators/Accelerators/Portfolio

<table>
<thead>
<tr>
<th>Incubator/Accelerator</th>
<th>Number of Companies</th>
</tr>
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<tbody>
<tr>
<td>Lead to Win Ecosystem</td>
<td>49 companies</td>
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<tr>
<td>OCRI Portfolio</td>
<td>66 companies</td>
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<tr>
<td>NRC Incubators</td>
<td>23 companies</td>
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<tr>
<td>Wesley Clover</td>
<td>16 companies</td>
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<tr>
<td>Code Factory</td>
<td>4 companies</td>
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<tr>
<td>Exploriem</td>
<td>5 companies</td>
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<tr>
<td>OTTN</td>
<td>5 companies</td>
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<tr>
<td><strong>Other Communities</strong></td>
<td></td>
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<tr>
<td>Entrepreneurs Edge</td>
<td>117 attendees</td>
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<tr>
<td>TON</td>
<td>1700 members</td>
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<tr>
<td>OCRI</td>
<td>671 members</td>
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<tr>
<td>Code Factory</td>
<td>110 members</td>
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<tr>
<td>TiE</td>
<td>&gt;150 members</td>
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Communication Enabled Apps
Cleantech Sector
Virtual Education Sector
Ottawa’s Economy

When asked about Ottawa simply say:

**Ottawa is Canada’s Creative Economy Capital**

We continue to diversify and strengthen

We continue to evolve and adapt