

## **Canadian Clean Technology Industry Grows Employment by 17 percent per year over three years to 52,600**

**Ottawa, ON – October 30, 2012:** In 2011 the Canadian clean technology industry continued to demonstrate the stamina, grit and determination that have enabled it to achieve these impressive industry performance statistics:

- 52,600 employees directly in the firms, with compounded employment growth of 17 percent from 2009 to 2011.
- Over 700 innovation-driven companies located across Canada working with thousands of direct suppliers
- \$10.6 billion in revenues, one percent of global market-share. Revenue growth of 17 percent from 2010, compared to less than two percent growth in the Canadian economy
- 2011 R&D investments of \$1 billion. \$5 billion in exports, with 82 percent of firms exporting and 51 percent of firms exporting to markets outside of the US

Analytica Advisors today released the *2013 Canadian Clean Technology Industry Report*. The Report examines the clean technology industry's jobs, exports, innovation and competitive performance, and discusses why the industry is both Canada's first new industry in the 21<sup>st</sup> century and a foundational base for growth in other industries.

"The electricity sector is very encouraged by the volume and extent of innovation amongst Canadian clean technology companies," said Jim Burpee, President and CEO of the Canadian Electricity Association. "As we invest in the next generation of Canada's electricity infrastructure, these innovations will enable the penetration of smart grid and distributed generation technologies, improved system efficiency, and the ability to provide customers with the capacity to make more informed decisions about their power usage."

Building on the groundwork laid by the *2010 SDTC Cleantech Growth & Go-To-Market Report* and the *2011 Canadian Clean Technology Industry Report*, the 2013 Report findings show that the Canadian clean technology industry has made significant strides toward becoming a meaningful contributor to Canada's economy, demonstrating remarkable resilience during difficult global economic conditions and posting strong revenue and employment growth while continuing to invest in R&D.

"Clean Technology is Canada's first new industry in the 21<sup>st</sup> century. It has a growing presence in international markets and is bringing economic opportunity across the country. At current growth rates this will become a \$26 billion industry in the next five years, employing over 100,000 people," said Céline Bak, President & CEO of Analytica Advisors. "Much of this growth will be driven by exports to international markets. Over 80 percent of clean technology companies are currently exporting, and are nine times more likely to export than the average small and medium-size enterprise."

The Report sets the global stage for clean technology as an economic driver within Canada, with guest editorials from key industry stakeholders including the World Bank, the Inter-American Development Bank, the US Department of Energy, China's Genertec, COSIA, the Canadian Chamber of Commerce, SDTC, MaRS Discovery District and dozens of other Canadian and international players. Through these insights and research findings it is becoming increasingly evident that clean technology, through industry partnerships, can enable transformation and strengthen the international competitiveness of key sectors such as aerospace, natural resources and electric utilities.

"Clean technology is so compelling as an export story because it is a driver of innovation and productivity within our natural resource and traditional economic sectors," said Jim McArdle, EDC Senior Vice-President, Corporate Affairs & Secretary. "The report highlights what EDC has been seeing on the ground, where energy, infrastructure, mining and manufacturing interests are recognizing the important role that clean technology can play in efficiently reducing costs and resource consumption. It's an exciting time, as a potential new powerhouse sector begins to emerge onto the Canadian business landscape."

There can remain no doubt that the Canadian clean technology industry has the credentials to take its place as a fully-fledged element of the Canadian economy. Is Canada ready to have this new industry play to the full extent of its potential so that it can contribute that potential to the Canadian economy? The conclusion of this report is a definitive yes.

#### **About Analytica Advisors**

Analytica Advisors is a Canadian owned and operated company dedicated to research and advisory services for a growing Canadian and global economy. For more information visit [www.analytica-advisors.com](http://www.analytica-advisors.com)

The *2013 Canadian Clean Technology Industry Report* was authored by and is available from Analytica Advisors. For more information contact: [Patricia.cameron@analytica-advisors.com](mailto:Patricia.cameron@analytica-advisors.com)

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