

Atlanticconnection

Industry Canada's Atlantic Bulletin

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PEI Bioscience

It's almost impossible to pick up a newspaper in PEI these days without reading about a new development in the province's biosciences field. From alternative fuel production to organic agriculture, nutriscience and beyond, the peaceful little island has become a hotbed of scientific research activity.

With its goal of making Canadians more productive and competitive in the knowledge-based economy, Industry Canada has been busy fostering the growing biosciences sector in the province by supporting organizations like the PEI BioAlliance.

An open network of businesses, research organizations, academic institutions and government agencies, the BioAlliance was developed in 2005 to create a cluster of expertise in order to build the bioscience-based economic sector.

Industry Canada worked with the organization and other partners this fall to stage BioPartnering PEI - a conference designed to showcase the province's technologies and capabilities. Twelve US-based bioscience businesses and research organizations attended the event. The US is a major PEI market.

www.peibioalliance.com

Did you know ...

- 23 bioscience companies in PEI employ more than 700 full & part-time employees.
- Private sector bioscience revenues in 2005 were \$61 million.
- Research & development has grown by more than 600% at UPEI in five years.
- The number of local bioscience companies has increased by 50% in two years.

Super Connected

Superman, Batman... Acadieman? Introduced to New Brunswick by creator Dano LeBlanc in 2000, this irreverent comic book and television character – Acadie's first superhero – is taking on a new cause.

By commissioning 16 new video clips of the hugely popular anti-hero for their youth health website, adosante.org, the Beauséjour Health Authority Telehealth Service is hoping that the new series *Acadieman versus la santé* will attract a youth audience, encourage them to browse the site, and inspire them to learn about important health issues and risks.

"The main appeal is probably the way he speaks (in chiac)," writes LeBlanc. "It is not very often that young people get to hear their own dialect on television." He adds that it was the youth themselves who asked to have Acadieman on the site, so he'll no doubt be a good draw.

The partnership was funded in part by Industry Canada's *Francommunautés virtuelles* program which supports innovative projects that help stimulate French-language connectivity.

Other projects recently launched under the program include the *Portail des francophones de TNL* a virtual meeting place for Newfoundland and Labrador's francophone community, and *Together Under One Roof*, an on-line educational training resource for Atlantic Canada's francophone educators. And *Le français des affaires*, a site launched this fall by the Université Sainte-Anne and the Collège communautaire du Nouveau-Brunswick, helps entrepreneurs brush up on the lingo they need to do business with other francophones worldwide.

The internet has revolutionized the way the whole world does business. This summer Nova Scotia entrepreneurs gained a tool designed to make their lives a little easier. BizPal is a new online service that helps cut through red tape to provide an easy and convenient one-stop place to get information on all kinds of business permits and licences from multiple levels of government.

Visit the site today: www.bizpal.ca



New Brunswick anti-hero, Acadieman
Graphic courtesy of
Dano LaBlanc

For the entrepreneur, the super hero and just about everyone in between, being connected is a vital lifeline to the skills, tools and knowledge needed to succeed in an ever-changing, digital world.

www.adosante.org
www.francommunautes.ca

Photo courtesy of Dalhousie University



The future site for the LSRI may be a concrete parking lot right now, but the event planners didn't let that fact get in the way of their sod-turning.

Breaking Ground

The Dalhousie University Medical Centre foyer was packed on Friday, October 19th as well-wishers and media joined Federal Minister Peter MacKay, Nova Scotia Premier Rodney MacDonald, University officials and scientists for the virtual ground breaking of the Halifax Life Sciences Research Institute (LSRI).

One of seven Centres of Excellence to receive a share of a \$105 million commitment in Budget 2007, the \$42-million complex will provide biomedical laboratories for elite scientists as well as facilities to ready discoveries for commercial development, and is touted as having the capacity to turbo-charge the region's biotech sector.

www.nce.gc.ca

Going for Gold

They may not be athletes in the strict sense of the word, but a group of New Brunswickers are nevertheless setting their sights on Vancouver and the 2010 Olympic Winter games.

Hoping to come out winners in their own right, seventy-five francophone New Brunswick entrepreneurs and employees attended free workshops in Moncton, Edmundston and Tracadie-Sheila in September to learn about the potential business opportunities available at the big event.

The province's main francophone economic development agencies, the Réseau de développement économique et d'employabilité du N-B and the Conseil Économique de la Nouveau-Brunswick joined forces with Industry Canada to help local businesses navigate the Olympics market and encourage them to take advantage of some big opportunities.

According to session facilitator Line Robert, entrepreneurs can expect a huge increase in the number of procurement opportunities opening up in the first few months of 2008. Almost everything imaginable, from products to licensing to services and more, will be fair game.

The advantages to getting a contact with a huge event like this? "Increased capacity, increased visibility, increased credibility, golden business card...increased confidence," writes Robert.

Welcome Patricia Hearn

An Atlantic Gateway Strategy MOU between the Atlantic provinces and Ottawa; the creation of a PEI Office of Bioscience and Economic Innovation; the Hebron offshore oilfield deal just signed in Newfoundland & Labrador — all signal the potential for renewed economic activity across the region.

In the midst of this flux, Industry Canada has welcomed a new Minister, Jim Prentice, and a new Regional Executive Director for the Atlantic Region, Patricia Hearn, who has been with the Department since 1995.

"The work we do every day at Industry Canada really does make a difference," says Hearn. "Together we're contributing to a society where all Canadians have the opportunity to benefit from economic and social prosperity. I'm thankful to be a part of that success, and am honoured to work with our staff and partners every day."

Canadians Could be Paying Less for Generic Drugs : Strong competition exists in the supply of many generic drugs, but the benefits of this competition are not reaching the Canadian public in the form of lower prices, the Competition Bureau concluded in a Generic Drug Sector Study released in October. For more info: 1-800-348-5358

New Antenna Procedures : Industry Canada recently released new procedures for antenna siting and approval. The new procedures aim at ensuring greater community consultation and continued deployment of radiocommunication systems across Canada. For more info: 1-800-328-6189

