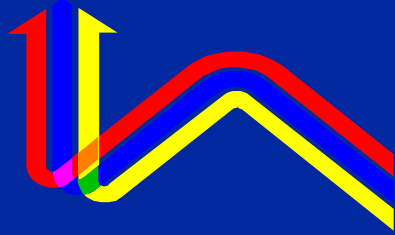


**Canada's High Tech Voice---  
CATA---Your Champion!**



**CATAAlliance**

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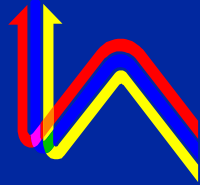
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**THE AGENDA**

1. Welcome
2. Who is CATA
3. CATA Leadership
4. CATA Initiatives
5. CATA the resource
6. CATA and Homeland Security
7. CATA and Your Business, 17799



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**CATAAlliance**

CATAAlliance is a business development association dedicated to making Canadian organizations world class producers and users of advanced technology. CATA creates strategic partnerships, strengthens communities and business networks, and promotes supportive public policy. For 27 years CATA has been stimulating growth, driving commercialization and growing the advanced technology export industry for the Canadian economy.



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**INTERNAL: CATAAlliance**

CATAAlliance embraces information technologies to the fullest in order to provide high tech companies with a simple portal to energize themselves to compete faster, better and more effectively.



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**GROWTH: Our Strengths**



- Info-Age Organization
- Inventive Partnering
- Rich Business Network
- Strong Advocacy Initiatives
- A Trusted Adviser

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**'Fast Forward' POWERPLAN**

We will create mind-space ownership for CATA Alliance as the indispensable tool for high tech business growth.

Why: to grow members' business; to strengthen advocacy; to become the de facto standard.



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**Welcome to The Future**

Emergency Preparedness  
 Smart Cards Totally Twisted  
 New Rules, No Rules! Intergalacticnet Emulate The Culture  
 Brainwave Martha Stewart  
 Browser Enron  
 BodyNet  
 HIRE

**.....the challenge for every organization is to achieve customer attraction & retention in a world of perpetual re-invention .....**

Things That Think At This Mall  
 Good to Great You Can Even  
 Shop NAKED Cyber Security  
 9/11

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**BUILDING WORLD - CLASS ENTERPRISE**

**MISSION**

- Enhance Members'
  - Efficiency
  - Competitiveness
- Promote Members'
  - Leadership & Value-add
- Foster an Environment
  - Partnership & Growth

**VALUES**

- Entrepreneurial
- Innovation
- Highly Leveraged
- Fiscally Responsible

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**GROWTH: Our strengths play into the AGE**

**INFO-AGE DRIVERS**

- Pace of change & innovation
- Globalization of markets
- Homeland Security
- Short product lifecycles
- Technology drives faster networking
- World at your desktop
- Increased collaboration
- Knowledge is wealth
- Governance

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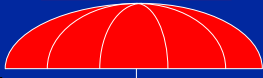
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## GROWTH: CATA Constituents

True National  
Representation  
-Global Reach



Advanced Technology  
"Broader than Info - Tech"



"New Economy" Entrepreneurs

Multi - Sector  
Horizontal  
Shared - Interests  
Computers  
Software  
Communications  
Telecom  
Aerospace  
Health & Medical  
Instrumentation  
Info Providers  
Finance & Legal  
User Industries

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## PRIORITIES

*Grow use of advanced technology:*

- ✓ Develop growth environment & enhance uptake of technology
- ✓ Communicate high-tech interests to governments to ensure that Canada remains a globally competitive location from which to do business
- ✓ Provide access to 'business builder' services that boost members' competitiveness
- ✓ Disseminate needed information efficiently



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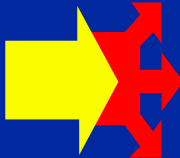
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## INTERNAL: Evolution - Revolution

### MEMBER SERVICES

Advocacy & Education  
Management Tools  
Marketing Programs  
Networking Events



### DELIVERY

Shift to:  
e-mail  
internet  
user-databases  
online interactive

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## CATA Content Management



Provide CATA members and communities with a common platform of tools and resources to improve their communications and access to information and business services.



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## CATA TAKES ACTION

Major Advocacy Campaigns:

1. SR & ED and related tax matters
2. Commercialization
3. Homeland and Advanced Security
4. TechAction Canada with Mayors
5. TechAction CEO with Customers

ADVOCACY INITIATIVE

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## 'Fast Forward' POWERFLAN

We will create mind-space ownership for CATA Alliance as an indispensable tool for creating a knowledge-based Canada.

Why: to influence; to become the de facto standard; to sustain membership growth; to make a difference.



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**CATA TAKES ACTION**

National issues management:

- 1. Privacy
- 2. Secure and Efficient Borders
- 3. WTO barriers
- 4. Balanced Copyright Coalition
- 5. ISP's and Internet Junk Mail
- 6. Government On-Line and Procurement
- 7. Provincial matters

ADVOCACY INITIATIVE

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**CATA TAKES ACTION**

Surveys and Reports:

- 1. China market
- 2. India
- 3. Chief Information Officers (CIO's)
- 4. Linux and Open Systems
- 5. SR & ED and CFO's
- 6. CEO's and TechAction
- 7. High Performance Computing (HPC)

BUSINESS INSIGHT

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**CATA TAKES ACTION**

Conferences and Seminars:

- 1. Smart City Summit and Awards Gala
- 2. EXPOCom 2004
- 3. Linux 2004
- 4. Ottawa U Speaker Series
- 5. Excelerator Speaker Series (Toronto)
- 6. Partnership Conferences with OCRI, Wireless
- 7. SpringBoard for Women Entrepreneurs
- 8. CFO Club

BUSINESS NETWORKING

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**GROWTH: Board Champions**

Director-led Campaigns:

1. Homeland Security
2. CanCERT Info Sharing
3. SME Supply Chain
4. SCOAP
5. CTTC (Toronto Community)
6. Commercialization
7. SpringBoard
8. SemiConductor Sector

LEADERSHIP AND INITIATIVE

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**GROWTH: All sectors are advanced technology sectors**



*"If it contains advanced technology, it came from us"*

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**TECHACTION CEO**

**Success**

A Journey Into The Heart of Canadian Competitiveness

**The**

**CATA TechAction CEO Report**

How Canada's Top Echelon of CEO's Create Competitive Success, And How They Use Technology As A Strategic Resource For Today and Tomorrow

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## GROWTH: TechAction CEO

Guide-Book on "Best Practices" of Canada's most influential CEO's

- Live interviews: how they create competitive success
- How they use technology strategically
- "Living book": Each new CATA CEO gives success secrets to book
- Globe supplement
- PM at conference
- Ongoing seminars



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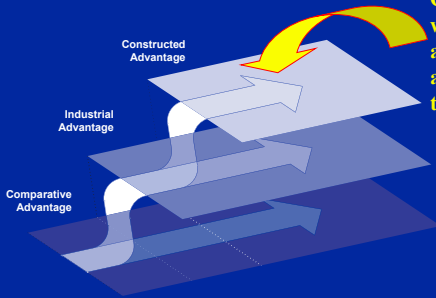
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## GROWTH: We have found...

70% of CEO's work here, and the rest are trying to get here



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## GROWTH: The CATA Value Chain A "Natural Business Act" Growth Community

- \* Accelerate development time
- \* Better fit, user needs - products
- \* More uptake for products (Canada Post survey)
- \* Enhanced value for Canadian products: better, faster, more customers

Makers



Technology sectors  
(Makers AND Users)

Users

SCOAP, CAIP

Security, Smart Energy

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**//// 17799 ... The challenge**

- 1. Corporations require information
- 2. Repository of Service Listings
- 3. Repository of Canadian Industry information
- 4. Benchmarking of Canadian Data.
- 5. Current Canadian Incident information
- 6. Advocacy at Government Levels.

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**//// 17799 ... the challenge**

- Corporations are asking
- 1. How does it affect our governance
- 2. How can we ensure we are believed to be compliant
- 3. What Canadian Sources exist
- 4. Where can we find Canadian data to support the ROI
- 5. Where can we find viable Canadian information on incidents and threats
- 6. What is the government doing ?

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**//// 17799... the challenge**

- How does it affect our governance
- 1. CATA is developing a quick test .
- If you are doing ??? You have an exposure
- 2. Product and industry segment neutral

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**17799.. The challenge**

What do we do to be considered compliant.

- 1. CATA has compiled a listing of certifications
- 2. CATA has established government representation to bring Canadian Compliance forward in trade discussions.
- 3. CATA is collecting a repository of global regulation.
- 4. CATA has established contact with local and global regulatory bodies

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**17799.. The challenge**

What Canadian Sources exist?

- 1. CATA has compiled and published a report on the Security Industry in Canada.
- 2. CATA has represented the need for 17799 as a component of Homeland Security to government.
- 3. A made in Canada Solution is best for all.

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**17799... the challenge**

Where can we find Canadian Data

- 1. CATA has established a linkage to CANCERT. Incidents can be reported in Canada.
- 2. As data is collected benchmarking by industry will be available to assist determination of ROI.

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**17799 ... the challenge**

- | Where can we find Canadian information on threats?
- | 1. CATA has established a program to deliver current threat information directly to the desktops of constituents.
- | 2. Currently in pilot but can easily be scaled to accommodate increased loads.

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**17799... the challenge**

- | What is the government doing?
- | 1. CATA has established contact with the key ministers to ensure 17799 is mandated as a critical component of Homeland Security.
- | 2. CATA is advocating that a made in Canada solution will be easily accepted.
- | 3. CATA has and will continue to advocate that a proactive risk mitigation approach will be more successful than a reactive legislative approach.

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**17799... the challenge**

- | The Homeland Security Paper
- | 1. CATA has formulated a strategy to respond to the government issued paper with a made in Canada Solution.
- | 2. We all use the same network. Government, law enforcement and industry must work together to ensure we are not perceived to be a weak link.
- | 3. Canada cannot afford loss 1.

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**//// 17799... the challenge**

- | The standard has a place in all aspects of Homeland Security.
- | To have the information and tools to successfully implement a 17799 compliant solution is not simply good business...it is everyone's business.

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**//// Canada's High Tech Voice---  
CATA---Your Champion!**



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