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Northern Business Directory

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Northern Saskatchewan Business Directory

- Northern Business Directory (northernbusinessdirectory.ca) most comprehensive searchable listing of northern businesses
- Over 800 entries from 40+ communities
- Developed as paper directory, KCDC put it online in late 90 s
- Support for directory ebbs and flows, KCDC has kept it online
- Industry and government have supported for last 3 years, now support waning
- New services for business coming out
- What is future of directory?

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- At same time, KCDC is changing as organization
- Career side - Industry/Education council
- Business operations spinning off to private sector
- What is future of current KCDC economic development support service?

(Business directory, organization of Northern Opportunities Forum; concept and proposal development such as Northlands Mine School)



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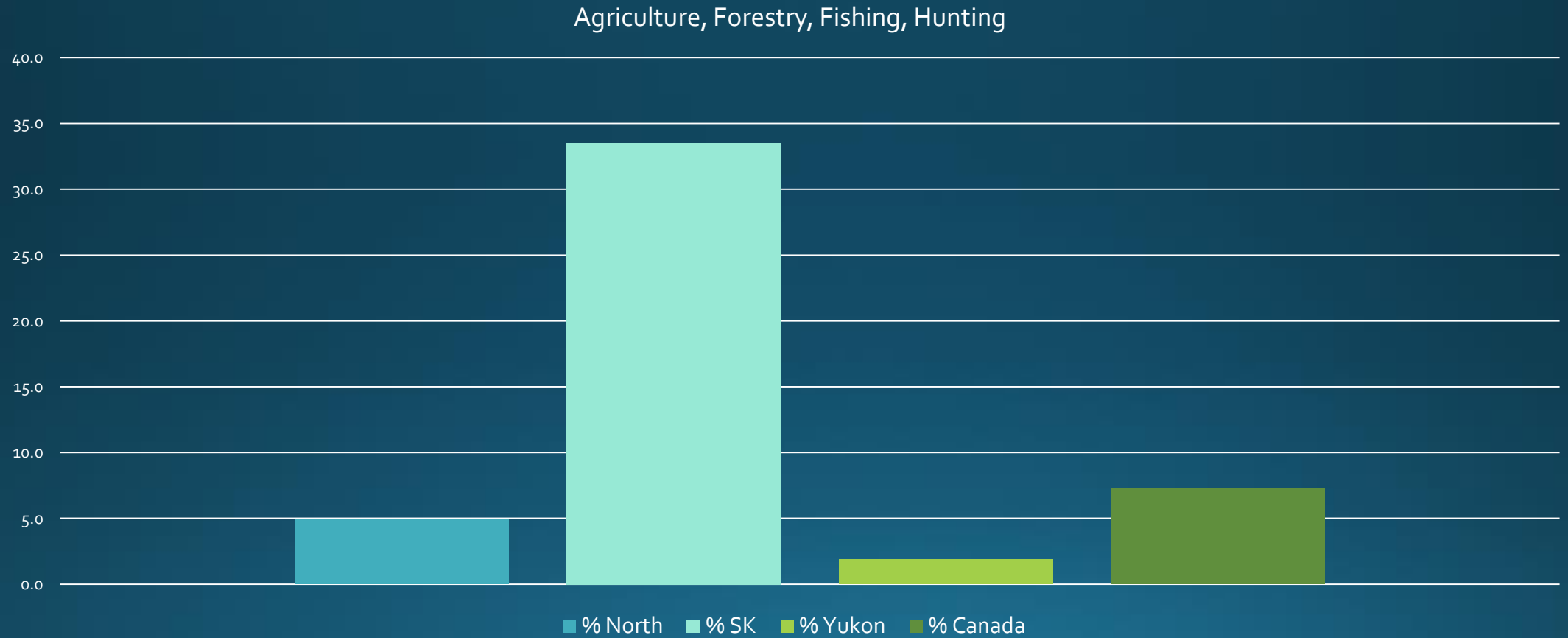


- What are development needs in north, and do we have anything to contribute?
- Business directory is in similar situation to that of many northern businesses: out of region competition, business model changing
- Environmental scan: northern Saskatchewan per capita GDP equivalent to average of SK (Murray Report), issue is leakage of money from northern economy
- Northern business competes primarily through joint ventures
- Other businesses are very small and generalize to increase revenues

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- One of the strengths of the Northern Business Directory is the data available on northern businesses
- By analysing the data we are able to compare northern business and industry to other regions
- This is done through NAICS (North American Industry Classification System) comparison
- Some initial analysis of numbers of enterprises per industrial sector shows interesting aspects of northern business development:

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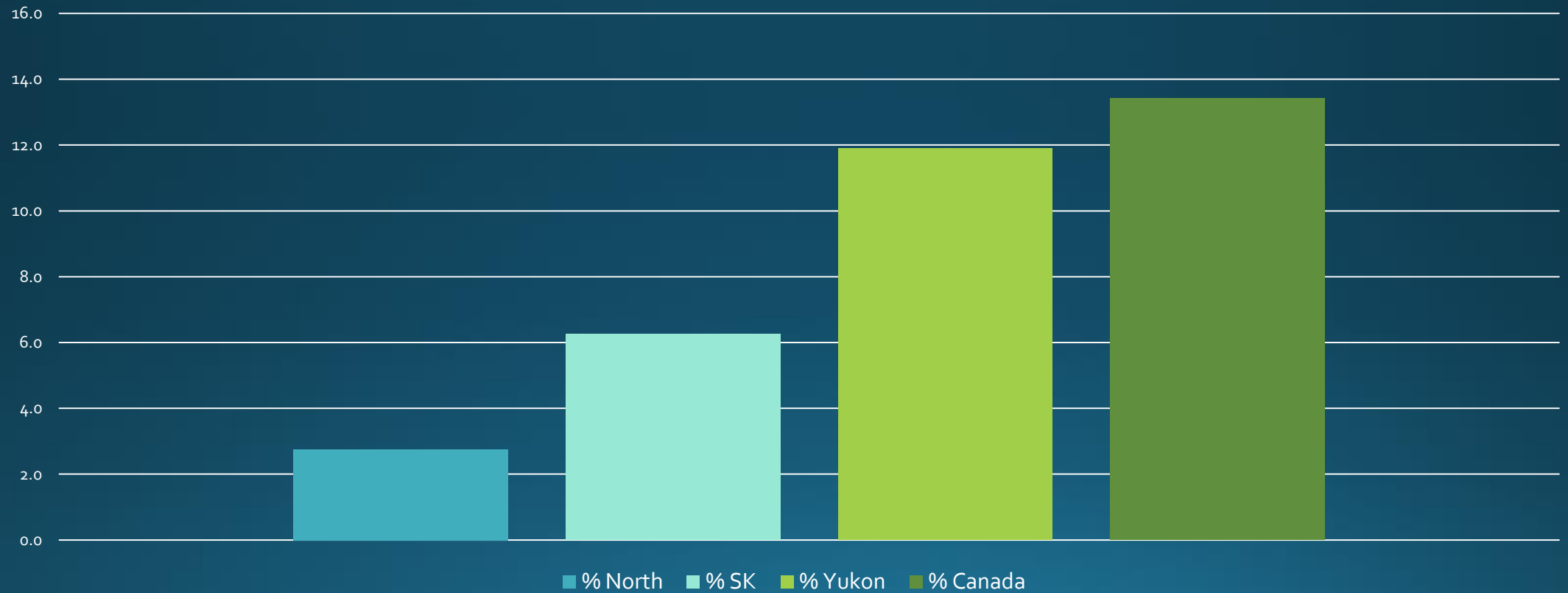
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- Agriculture, Forestry, Fishing, Hunting 4.9% North, 33.5% Saskatchewan, 1.9% Yukon, 7.3% Canada
- The numbers show a gap in northern primary economy compared with Saskatchewan – no farming, but also low numbers of enterprises in forestry, fishing, aquaculture



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Professional, Scientific, and Technical Services



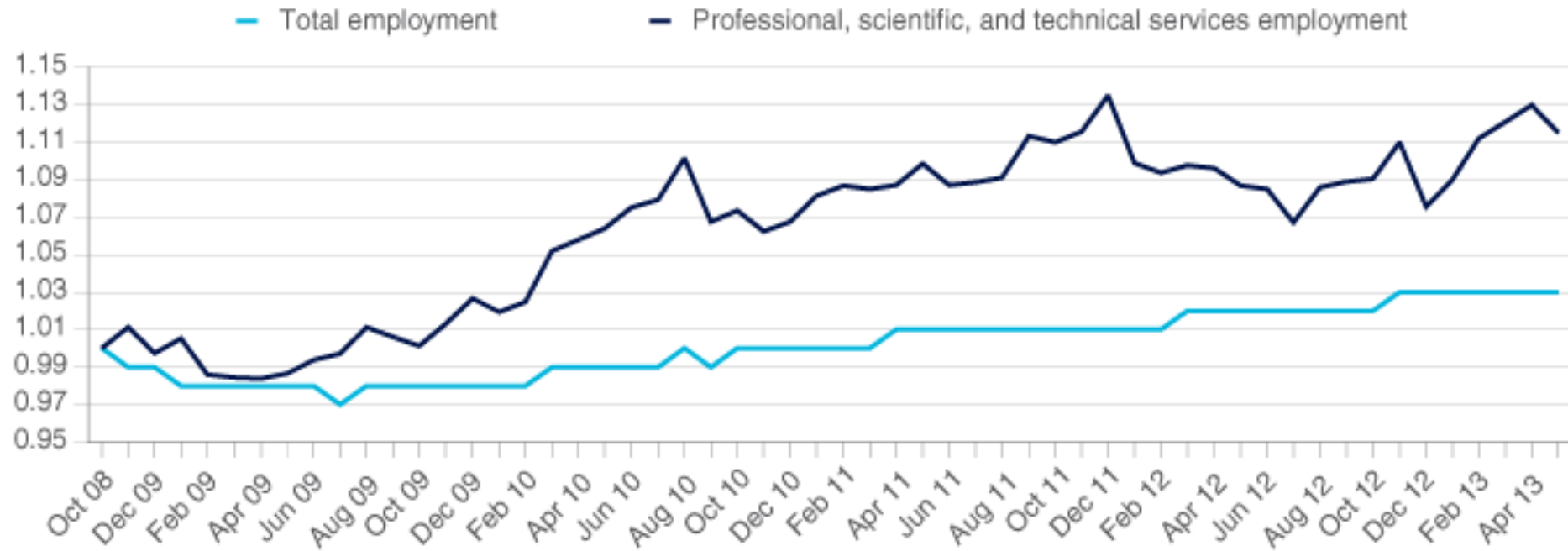
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- Professional, Scientific, and Technical 2.4% North, 7.0% Saskatchewan, 8.9% Yukon, 11.3% Canada
- This sector is emerging as a primary driver in the knowledge based economy
- During the 2008 recession, employment in this industry did not decline nearly as much as total employment, and its rebound has been far quicker and stronger than has that of overall employment
- Between 2009 and 2013, national employment has increased by just over 1 million. At the same time the professional, scientific and technical services industry has created 141,000 jobs—14 per cent of all jobs created

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Employment in Professional, Scientific, and Technical Services Has Excelled Since the Recession
(index, October 2008 = 1.0)



Sources: The Conference Board of Canada; Statistics Canada.

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- Northern SK is lags far behind Saskatchewan, Yukon, and Canada in the development of the key Technical and Scientific industrial sector (so does Saskatchewan compared to Canada)
- Why is important?
- Because the world has moved to a knowledge economy, and North SK has been left behind
- The Organization for Economic Cooperation and Development (OECD) was commenting on the knowledge economy 20 years ago (Paper - The Knowledge Based Economy – Paris 1996)

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- A lot of the attention around the development of the Knowledge Based Economy has been focussed on Information and Communication Technology – rightly so
- However, the development of the knowledge economy impacts all industrial sectors. You can't bring someone into the knowledge economy just by giving them the internet and online tools, that gives them facebook...
- The growth of the Professional, Scientific, and Technical Services Industry and decline of other industrial sectors illustrate the real impact of the development of the knowledge economy

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- Over the last 40 years, economies have been more and more strongly dependant on production, distribution, and use of knowledge – this is the knowledge based economy
- Challenge - knowledge and information are abundant, what is scarce is the capacity to use them in meaningful ways
- 4 elements
 - Know-what: Facts
 - Know-why: Scientific knowledge of principles and laws of nature
 - Know-how: Skills to do something
 - Know-who: Who knows what and who knows how to do what

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- Northern residents have knowledge, but what many know is not necessarily what industrial customers are looking for
- Northern business know-how may not be in relevant areas so they are not included in know-who which develops in day to day dealings
- Almost all northern joint ventures have significant presence in Saskatoon. This is to be included in the know-who networks of today's knowledge economy
- So what do we do? How do we grow business in northern SK when the best strategy appears to be to move to Saskatoon?

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- We have done well through mandated advantage (northern hiring quotas, northern spend targets)
- We cannot depend on this. It could end and then what?
- Northern enterprise should be innovative and cosmopolitan to become competitive and in demand
- Cosmopolitan -
“free from local, provincial, or national ideas, prejudices, or attachments; at home all over the world” – Dictionary.com
- Innovation -
“a process through which economic or social value is extracted from knowledge—through the creation, diffusion, and transformation of ideas—to produce new or improved products, services, or processes.” - Conference Board of Canada

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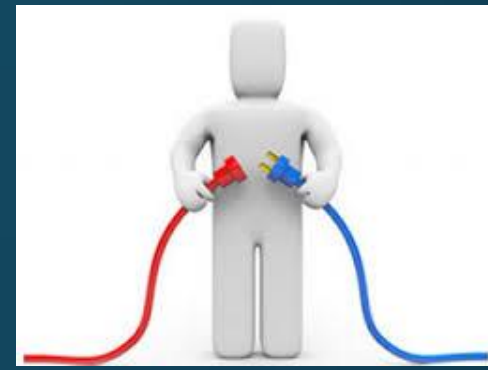
- Future of KCDC Ec Dev Support service should be to help northern enterprise become more cosmopolitan and innovative
- Should facilitate northern entry to know-who networks
- How?
- Support and not duplicate services and networks: ABON, Northern Chamber of Commerce, Northern Saskatchewan Economic Development Council
- Occupy specialized niche – develop northern innovation through connecting Scientific and Technical sector with northern business

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- Connection with Science and Technical Sector through applied research projects and resulting proposals and developments
- Example: Northlands College Mine School proposals began with labour market research, and sector skill analysis
- Examples of potential projects: mine tailings remediation, forestry harvest methods, aquaculture, silviculture, northern food security, northern energy security
- Connect northern business with scientists and technicians at ground level of process development, facilitate development of know-how and know-who

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- Current directory site should evolve as a connector between researchers and northern people
- Provides information on potential and current research and development projects
- Connects northern students and businesses to applied research projects and new ideas
- Connects northern talent, knowledge, and ideas to leading edge projects
- Enables contribution of northern knowledge, connects business and researchers to north

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Thank you!

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