



PEOPLE  
INNOVATION  
CAPITAL  
INFRASTRUCTURE  
AGILITY

# New Brunswick Growth Opportunity

## Cybersecurity



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Cybersecurity**

Province of New Brunswick  
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# Message from the Minister

The competitive landscape facing New Brunswick has fundamentally changed over the past decade due to the emergence of new technologies and the increase in jurisdictions competing for global investment. Although New Brunswick continues to make economic strides forward, it is critical that we work together as a province towards accomplishing our shared goals of ensuring New Brunswick remains a competitive place to work, live and raise a family.

The New Brunswick Economic Growth Plan was created in consultation with thousands of New Brunswickers whose recommendations have informed the priorities for moving our economy forward. The Economic Growth Plan coordinates cross-sector efforts from government, stakeholders and the public to identify emerging markets and opportunities.

New Brunswick is the first province in Canada to develop a comprehensive cybersecurity strategy, forging ahead of the rapidly developing knowledge economy. Cybersecurity is a billion-dollar industry and is anticipated to double in size over the next five years. New Brunswick is equipped to capitalize on this opportunity with a burgeoning technology sector, innovative post-secondary institutions and proximity to one of Canada's largest military bases.

CyberNB is a strategic economic development initiative spearheaded by Opportunities NB and headed by cybersecurity expert Allen Dillon with support from numerous private and public sector partners. The strategy was developed with industry leaders, academia and the government. It is a deliberate growth strategy aimed at creating high-value jobs and having a positive impact on New Brunswick's GDP.

We look forward to working together to develop a dynamic cybersecurity cluster that is attracting investment from around the world and providing good quality career opportunities for New Brunswickers around the province.

Hon. Francine Landry  
Minister of Economic Development  
Minister responsible for Opportunities NB



# The New Brunswick Economic Growth Plan

## Focusing our economic development efforts

The New Brunswick Economic Growth Plan establishes the framework and role for the provincial government to help bring the economy back to a solid rate of growth. A growing economy is needed to provide the fiscal foundation that will ensure the province remains a great place to live and work.

The Economic Growth Plan is a directional plan outlining how government – across all of its departments, agencies and related organizations - will mobilize to ensure there is a co-ordinated, complementary effort to improve New Brunswick's economy and establish a strong foundation for the future. The plan is the outcome of valuable consultation with hundreds of community and business leaders across the province.

The New Brunswick Economic Growth Plan is based on five key focus areas:

- **PEOPLE** - We will grow our workforce by providing more targeted training and skills alignment efforts; and by significantly expanding the number of new and returning New Brunswickers building their careers in the province.
- **INNOVATION** - We will foster an innovative economy by investing more in research and development, supporting high growth potential entrepreneurs and by transforming government through new and innovative technologies.
- **CAPITAL** - We will boost private-sector investment by strengthening our business climate and addressing key challenges that are holding back growth.
- **INFRASTRUCTURE** - We will expand investment into economic infrastructure that ensures industries continue to invest here and talent from around the world will come to call our province home.
- **AGILITY** - We will increase the speed at which government interacts with the business community and we will strive to build a stronger partnership with industries to move the province ahead within a sustainable fiscal framework.

## Pursuing Growth Opportunities

The New Brunswick Economic Growth Plan is focused on leveraging key industries, assets and attributes to create a strong value proposition for business investment. The global competition for business investment and talent has never been more pronounced and New Brunswick needs to focus its efforts to be able to compete and win.

Government will start by using the subject-matter experts in departments and working with the private sector and community-based partners to uncover potential opportunities. A growth opportunity is one that will lead to incremental business investment and jobs, leading to a sustained boost in economic activity (GDP) and tax revenue. Opportunities will be assessed on:

1. the scope and scale of the opportunity (we need to boost the economy);
2. the time to impact (we need growth in the short term to stimulate the economy);
3. a clearly defined and relevant role for government and the resources required (not all opportunities for business investment require government involvement– some may require just a nudge); and
4. a defined return on taxpayer investment (we need to show that public investment in opportunities will increase tax revenues).

## Growth Opportunity: Cybersecurity

Cybersecurity is one of the fastest growing technology-based industries in the world and is expected to double in size between 2016 and 2019, creating between 1.5 million and 2 million new jobs in the global economy.

Billions of cybersecurity events are monitored every day, in more than 130 countries, and will continue increasing well beyond 2019 as the Internet of Things and the broadening of connectivity enable more people to engage with technology, necessitating a denser and more rigorous approach to online security practices.

New Brunswick was the first Canadian province to develop a comprehensive strategy on cybersecurity. Leading subject matter experts have been developing solutions for cybersecurity and data inventory for a multitude of clients, including some of the world's largest corporations and businesses, for some time now. The New Brunswick Economic Growth Plan for cybersecurity will involve consolidating New Brunswick's role as the Canadian epicentre for cybersecurity, and aligning our educational assets to support cross-sector development of adjacent opportunities.

CyberNB is a strategic economic development initiative spearheaded by Opportunities NB. Opportunities NB has developed its CyberNB Plan to realize this opportunity's potential. The plan encompasses the following five areas: research and post-secondary education; start-ups and new products; physical infrastructure; digital infrastructure; and workforce development.

The strategy was developed with industry leaders, academia and government. It is a deliberate growth strategy aimed at creating high-value jobs and will have a positive impact on New Brunswick's GDP over the next five years. We have also identified actions under the five pillars of the New Brunswick Economic Growth Plan that will help us strengthen and grow the cybersecurity industry in the years ahead.

### **People – Strengthen the Workforce**

- Develop and promote industry-specific curriculum for high school, university and college curriculums. CyberSmartNB represents the focused development of a cybersecurity educational pipeline to train new information security experts and accelerate workforce development.
- Amplify the presence of the existing industry in New Brunswick, and its prospective employment opportunities.

### **Innovation**

- Link small-scale entrepreneurship to industry giants for knowledge and resource growth.
- CyberInnovateNB represents the establishment of a new incubator dedicated to start-ups and new tech development in cybersecurity.
- Use mobile technology, social media and other channels to amplify New Brunswick's reputation as a global leader in cybersecurity.

### **Capital – more private investment**

- CyberSparkNB supports the creation and accelerated growth of cybersecurity technologies, industry cluster development and jobs in New Brunswick.
- CyberSecureNB is dedicated to securing New Brunswick's digital services and infrastructure, while raising public and industry awareness of cybersecurity threats.

## **Investing in strategic infrastructure**

- Constant maintenance of New Brunswick's broadband connectivity.
- Continued development of CyberNB website as projects and initiatives unfold.

## **Foster agility and nimbleness in the public sector and across the economy**

- Further collaboration with international partners.
- Work with industry to advance and develop new target markets.