Information Technology

Opportunities Summit

Summary Report

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BACKGROUND

Context

The Jobs Board Secretariat was established to support the Jobs Board and its mandate to foster a jobs and economic growth agenda for New Brunswick. The opportunities-based economic development model is based on the idea that the competition for business investment and for highly ambitious entrepreneurs and talent has never been as high as it is today. We need to identify and align our resources to develop tangible, highly valuable and profitable opportunities that will attract investment from local businesses, communities, ambitious new entrepreneurs and multinational firms.

In order to ensure that we are considering the largest range of potential opportunities for NB's growth, the JBS has organized a series of Opportunities Summits around the province, between late September and December of 2015, in partnership with Opportunities NB (ONB) and lead departments.

Summit Objectives

- Identified long list of viable economic opportunities to explore
- Identified conditions for success in identified opportunities
- Participants had a positive experience and felt their contribution mattered
- Participants felt heard

Summit Agenda and Participants

On November 3rd from 10am-2:30pm at the Convention Centre in Fredericton, NB, over 70 stakeholders gathered to discuss economic opportunities within information technology (IT) to NB. For a full list of attendees see Appendix A.

10:00am	Welcome and Mingle
10:15am	Premier Brian Gallant
10:30am	NB IT Economic Overview - David Campbell and René Boudreau - Jobs Board
10:40am	Age of Disruption - Michel Brazeau - Deloitte
11:00am	Brainstorming Opportunities
12:30pm	Lunch
1:00pm	Conditions for Success
1:15pm	Premiers Remarks
1:30pm	Conditions for Success (continued)
2:30pm	Next steps and closing

WHAT WE HEARD

Opportunities

Participants were divided into 12 tables of 6 and asked to think about the future of IT in NB.

- **Imagine it is 2040, what could IT in New Brunswick look like?** Where do we see growth? What does NB need?

These are a summary of their responses:

IT in 2040

- Largest ICT hub in North America
- Highest literacy rates in the world
- A nation that figured out how to deal with an aging population
- Home to large IT anchor companies
- IT integrated into everything – no longer an 'industry'
- Atlantic Canada is one province and is the hub for the internet of things
- One integrated university
- Innovation centers around traditional industries
- Immigration is fluid and simple
- Livable/sustainable/smart cities
- Nimble education system
- Male/female equal participation in industry
- Global focus
- Trilingual –English, French, Code

They were then given 20 minutes to discuss:

- **What are the opportunities for growth in IT in the next 3 years?**

These opportunities are outlined below:

Education (7 tables mentioned this opportunity)

- Education, immigration, new talent
- Education - schools, adults, universities
- Align education to needs/goals
- Talent – short term/long term – tactical plan /invest
- Alignment between education and immigration
- Education revolution for excellence in k-12/post-secondary opportunity creators not job seekers
- Purpose built education – literacy k-12, experiential learning, coding, alignment of education + talent + training

Ecosystem Support (6 tables mentioned this opportunity)

- Tax regime that fosters incubation of more start-ups – Innovation is 'free' in NB
- Innovative procurement – NB first
- Accessible IT infrastructure (quantum computing)
- Innovation – ecosystem – NB = Canada's model
- Continued professional development – paid training
- Ways to access new capital to help scale start-ups in existing companies

e-Government (5 tables mentioned this opportunity)

- Government's metrics need to be align with businesses – revenue, training, vs jobs
- Optimization of decision making in government to better support innovation and R&D – increase tolerance to risk to support these lean processes
- Building solutions in a digital society
- Open government, digital government, open data

Big Data (4 tables mentioned this opportunity)

- Data/metric based solutions (big data, internet of things, analytics)
- Big data in impacting industries – natural resources – first digital territory
  Centre of excellence

Cyber Security (3 tables mentioned this opportunity)

- Cyber security solutions and operations center
- Cyber security centre of excellence

Smart Grid (3 tables mentioned this opportunity)

- Smart grid energy efficiency
- Energy management (energy internet)
- Continue to focus on smart grid solutions

e-Health (2 tables mentioned this opportunity)

- Solutions to transform health
- Big data excellence in healthcare

Sector Focus ideas (8 tables mentioned this opportunity)

- NB as a nearshore alternative for Canada & US – banking as an example
- 3D printing
- Smart logistics (GPS, driverless cars, use of data)

- Sector and vertical focus
- Focus on top sector and investment (water management, bio products (wood fibre), smart manufacturing, wearables, robotics, artificial intelligence,
- Get a focus "niches"
- Integrating IT into traditional engineering – build capacity in this are through investments in specific sector areas
- Innovate with traditional sectors living labs around key sectors

Other
- Diversified workforce/approach (male/female)
- Collaboration across entire province
- More export selling competency

Conditions for Success

Tables were asked to choose an opportunity from the ones identified in the previous activity and to identify conditions for success within each of the 5 pillars of the Jobs Board economic policy framework.

Opportunity – Education K-12	
Discussion participants – Allan Gates, Jean Marc Landry, Brit Mockler, Laurie Ricker, Roberto Gauvin	
People	▪ Culture of change – testing culture should be reassessed ▪ Collaborative/facilitator role instead of solely knowledge transfer
Ideas	▪ Computational thinking from early on ▪ Making the learning interesting and tangible
Money	▪ Computers ▪ Makers spaces
Infrastructure	▪ *training of educators ▪ Computers and computing devices
Nimble Govt	▪ NA

Opportunity – Education Post-secondary * assumption k-12 has been revolutionized	
Discussion participants - Lori MacMullen, Jonathan Duncan, Sylvian Poirier, Ali Ghorbani, Karina LeBlanc	
People	▪ Access to experts, individuals, to participate in extracurricular components ▪ Student led change within PSE
Ideas	▪ Advance the development of interdisciplinary study and degree "designer degree" i.e. CS + x
Money	▪ Need to address current funding model – by faculty is a disincentive
Infrastructure	▪ Getting out of the classroom ▪ Connecting to real problems with curriculum ▪ Resistance to change
Nimble Govt	▪ Leverage and expand extracurricular activities such as guest lecturers as interim solution ▪ Change the narrative of students – what's possible vs doomsday ▪ Creating industry – PSE collaboration

Opportunity – Stem to Steam – diversify modes of critical inquiry/engagement	
Discussion participants – Ashley Nash, Melissa Lunney, Lee Danish, Akou Connell, Laura O'Blenis	
People	▪ Professional artists ▪ Experts (subject) ▪ Immigration – welcoming space, remove cultural barrier
Ideas	▪ Broadening spectrum ▪ Methods of inquiry at early stages of education (artistic, movement, tactical, colour) all senses engaged ▪ Literacy, numeracy ▪ Open-mindedness
Money	▪ MIT lab – huge diversified critical approach

	▪ Send thought leaders for different views/bring into ecosystem
Infrastructure	▪ Build model to foster ▪ Design/applied arts ▪ Incubator at university between arts/sciences ▪ MIT meta lab ▪ Hexagram institute ▪ UNB summer institute
Nimble Govt	▪ More collaborative models ▪ Adaptive competencies, diversified competences ▪ Small = nimble – time between ideation and implementation can be very short

Opportunity – Eco-System Support ***Discussion participants*** *– Yves Boudreau, Eric Morin, Samuel Desjardins, Rod Savoie, Mark MacKenzie, Jeff Wilson, Dave Grebenc, Marcel Lebrun, Doug Robertson, Gillian McCrae, Daniel Picard*	
People	▪ Incentives to support specialized training (talent not found here) ▪ Facilitate external talent integration ▪ Increase technical sales training ▪ Mentorship ▪ Youth immigration/retention ▪ Identify current talent ▪ Talent pipeline ▪ Positive minded people – credible, cooperative, collaboration ▪ Tune messaging ▪ Identify communicators – people of influence
Ideas	▪ Help companies develop and scale new IP's ▪ Stronger partnerships with universities and private sector ▪ Live & lab match – concepts/problems – with organization people ▪ Internal IT garages ▪ Solve real "big" problems ▪ Innovation + R&D = Free
Money	▪ Match private investments ▪ NB early stage fund ▪ Predictable, sustainable funding = enabling organizations
Infrastructure	▪ Evolve KPI's and red tape measures – job creation is not the only metric of success ▪ Increase risk tolerance – they can't all be success stories ▪ Navigate pipeline, deal flow earliest stages ▪ Collaboration – not duplicating efforts ▪ Vertical focus ▪ Single airport – PAINFUL US connections – barrier to go and come from NB
Nimble Govt	▪ Match private investments ▪ Reduce red tape

Opportunity – e-Government	
Discussion participants – Al Carson, Alan MacAuley, Erin Flood, Kieth Joe, Ed Doherty, Geoff Flood, Brian Feeemond, Cathy Simpson, David Alston, Claude Innes	
People	▪ Support – coop student ▪ Programmes ▪ Specialists in e-government – Estonia ▪ Digital activists ▪ Change makers ▪ Partners ▪ Champions inside government ready to fire up your team ▪ Chief Digital Officer ▪ Inspiring leaders with passion and accountability, urgency
Ideas	▪ partnering with private sector ▪ monetizing ideas or products ▪ export our experience ▪ screening mechanism for all stakeholders ▪ Open up the public sector – market/monopoly ▪ Platform providers – back end not front end
Money	▪ tax incentives ▪ sponsorship budget – real dollars ▪ savings back into e-government program ▪ Initial money to create the infrastructure and ecosystem ▪ Incentives to keep it going ad business development outside our borders
Infrastructure	▪ digital approval lab for new ideas ▪ open data, publishing, enabling innovation ▪ consolidation of data ▪ e-Identity – same attitude as land titles ▪ digital lab
Nimble Govt	▪ Leadership ▪ Make it happen attitude/approach ▪ Invest in cultural revolution ▪ Partnering between private, public sector and citizens ▪ Open government

Opportunity – Big Data (metrics based decision making)	
Discussion participants – David Small, Josh Vautour, Jody Gliddes, Jerry Carr, Fred Bullock, Jean Corriveau	
People	▪ Education ▪ Expat recruiting ▪ Private sector design curriculum ▪ Data Scientists ▪ Government Buy-in ▪ Industry subject matter experts
Ideas	▪ Show examples of business success with big data ▪ Solve a huge NB problem with big data to showcase – demographics

	- Focus - Retail - Streamline healthcare process - Data dictionary "search engine" - Own the analysis – "Sell the data"
Money	- Fund education - Fund data source – VC funding - Fund use of big data - R&D Credits - Incentives - Contract based
Infrastructure	- Test labs that include SME's - Atlantic Canada world class control - F6 Network connecting universities, colleges, etc. - Access - Open data (government free) - Collection process - Storage - Data exchange
Nimble Govt	- Business aligned curriculum - Certificate program – post grad - Transparency - Openness - Relaxed privatization policies

Opportunity – Cyber Security "make a bold statement – moonshot"
Discussion participants –Al Dillon, Ed McGinley, Craig Storey, Trevor Corey, Natacha Stakhanova

People	- Immigration – accelerated - Process on graduation - Industry align with education – purpose built
Ideas	- Create the Canadian cyber security cluster - Government and key local industry as client - Tell the best story - Leverage IBM
Money	- Focused R&D with cyber security/big data - No tax R&D - Bring external VC money - Free education for grad studies - Incentivize retention – give money for transition
Infrastructure	- Hub for cyber security - Computing platform - Access to data
Nimble Govt	Create supporting environment for cyber locals

Opportunity – eHealth

Discussion participants – *Ryan Ingram, Bernadette Fernandes, Janie Girouard, Mary Goggin, John Manship, Venk Kulkarni*

People	▪ Adoption by medical professionals, pharmacies ▪ They need incentives
Ideas	▪ Finish EHR implementation – for citizens and families ▪ Build upon it with value added products and services – export products and services ▪ Data - value
Money	▪ Large spend today ▪ Procurement improvements to reduce costs ▪ Buy local ▪ Risk based partnerships
Infrastructure	▪ H/W ▪ Access Security
Nimble Business Climate	▪ Technology for remote care and remote monitoring

Opportunity – Smart Grid

Discussion participants – *Sonya Hull, Matt English, Gerry Pond, René Boudreau, Pierre Mullin*

People	▪ Software developers ▪ Engineers – grid power, automation ▪ Technicians – electricians, install, automate ▪ Cross disciplinary
Ideas	▪ Articulate and communicate vision and success ▪ Understand who are the top 10 start-ups and players in the world ▪ Energy storage is THE game changer ▪ Energy literacy
Money	▪ Policy, pricing, rates to promote SG connectivity and business case to connect
Infrastructure	▪ Ecosystem for companies ▪ R&D academic and commercial ▪ Grid consumer – commercial, industrial, residential ▪ Grow NRC presence
Nimble Business Climate	▪ Policy to support business and talent attraction ▪ Ability to innovate outside of the regulatory framework

LESSONS LEARNED

This summit was the first in a series of sector specific Opportunity Summits throughout the province therefore much was learned to improve for the future summits:

What went well
- Ability to group ideas and allow attendees to attend their table topic of choice

What could be improved
- Morning presentations ran late and ate into brainstorming time
- Change in Premier's afternoon presentation timing interfered with the brainstorming

NEXT STEPS

Summit Survey
Following the summit a survey was sent to the participants to collect additional input on the ideas discussed and the event itself. This feedback helps us to assess which discussions resonate beyond the summit, as well as to continue to improve future summits.

Summit-Specific Report
Following each summit a report of the ideas generated (this document) and participant feedback (Appendix C) is shared with all participants following the summit.

All-Summits Report
After the full series of summits have been completed a final report will be prepared and shared with all summit participants and online. This is meant to provide visibility of the ideas generated from other summits and to highlight common themes related to the opportunities.

Early Opportunities
The Jobs Board Secretariat plans to identify and advance initial opportunities coming from the summits in partnership with Opportunities NB and lead departments, and to test the opportunities-model of economic development using the 5-policy pillar structure on these early opportunities. We will also identify opportunities that would benefit from further study and those that government is not well-positioned to lead, and share this assessment with the community of participants and interested New Brunswickers.

Implementing Policy Conditions for Growth
Finally, with your help, we will identify the best growth opportunities for New Brunswick. The Jobs Board Secretariat will lead the formation of cross-departmental teams, the development opportunity plans and measures, and assist in the implementation of the necessary policies to create the conditions growth. GNB will then track the progress and outcomes of these efforts and report those findings.

Future Summits
Consideration is being given to hosting follow-up summits in 2016 and early 2017 to explore whether this approach is demonstrating early results, discuss how it could be improved, and what has changed with the opportunities for NB's economic growth.

What You Can Do
GNB will take the lead on a portion of the opportunities identified in the summits. That leaves many great opportunities waiting to be advanced. We encourage community and private sector leaders to run with opportunities identified in this report wherever you are interested and able.

APPENDIX A: ATTENDEES

Participants	
Name	*Organization*
Adam Peabody	Ignite Fredericton
Akoulina Connell	Arts NB
Al Carson	EY
Alan MacAuley	Remsoft
Ali Ghorbani	UNB
Allen Dillon	Sentrant
Ashley Nash	Nihi Notions
Brian Freeman	
Brit Mockler	Blue Spurs
Cathy Simpson	T4G
Chris Cummins	Skillsoft
Colleen Benson	ROC consulting group
Craig Storey	Mariner Innovations
Dave Grebenc	Innovatia
David Alston	IntroHive
David Small	IGT
Doug MacAskill	JDI
Doug Robertson	Venn
Eric Morin	F6 Networks
Erin Flood	HotSpot Merchant Solutions
Fred Bullock	Cirrus9
Geoff Flood	T4G
Gerry Pond	East Valley Ventures
Gillian McCrae	Propel ICT
Glenn Fraser	ACOA
Ian Daly	MAD alumni
Janie Girouard	Fallo Design
Jean Corriveau	BMM Test labs
Jean-Marc Landry	Atlantic Lottery
Jeff Willson	Brilliant Labs
Jerry Carr	Salesforce
Jody Glidden	IntroHive

Participants	
Name	*Organization*
Jon Manship	TVC
Joshua Vautour	AirVM
Karina Leblanc	Pond Deshpande Centre
Keith Joe	
Kevin Hurley	Deloitte
Kim Matthews	GNB - THC
Laura O'Blenis	Stiletto Consulting
Laurie Ricker	Mt Allison University
Lee Danisch	Measurand
Lori MacMullen	Cuccio
Marcel LeBrun	
Mark Mackenzie	Green Imaging
Mary Goggin	Accreon
Matthew English	ACOA
Melissa Lunney	
Michel Brazeau	Deloitte
Natalia Stakhanova	UNB
Pam Gagnon	GNB - SNB
Paul Eisner	IBM
Phil Curley	HotSpot Merchant Solutions
Pierre Mullin	Siemens
Roberto Gauvin	GNB - Education
Roddy Awad	TKS
Samuel Desjardins	Keal
Savoie, Rodrigue	NRC
Sonya Hull	Siemens
Sylvain Poirier	CCNB
Tom Rivington	F6 Networks
Trevor Corey	CGI
Trevor MacAusland	3+
Venky Kulkarni	Medavie Bluecross
Yves Boudreau	Qimple

APPENDIX B: PARTICIPANT FEEDBACK

Surveys sent – 60
Responses received – 34 (57%)

Preamble:
Our objectives for the Technology Opportunities Summit were:

Information Gathering
· Identify a long list of viable economic opportunities to explore
· Identify conditions for success in identified opportunities

Participant Experience
· Participants had a positive experience and their contribution mattered
· Participants felt heard

Nos objectifs pour le sommet des possibilités technologiques ont été :

Collection des idées
· Identifier une liste des opportunités économiques viables pour explorer
· Identifier les conditions de réussite pour les opportunités identifiées

Expérience des participants
· Participants ont eu une expérience positive
· Les participants se sentent entendus

Q1. Which opportunity discussed most interested you?/ Quelle opportunité discuter vous intéresse le plus ?

Theme – Big 4 Opportunities
- Big Data x4
- E-gov x4
- Cyber Security x3
- Smart Grid x2
- "1. Developing NB as a nearshore outsourcing alterative for Canada and the US, 2. Data Analytics/Big Data, and 3. Security"
- "e-govt, smart grid/energy & security"
- "Smart Grid and associated Energy Innovation"
- "Proclaiming that NB will becoming the first digitized state or province in North America"
- "Quantum computing capabilities to support big data & cyber security could be a differentiator for NB, if acted upon in the very near term. Gov't funding the infrastructure, TechImpact spearheading the collaboration."

Theme - Education, Training and Development
- "Education" x4
- "More investment in extracurricular programming for PSE students."
- "Revamp of education system, both PSE and public schools."
- "Talent Development"

- "Changes to Education to start developing employees right for the ICT sector"
- "Diversifying the approach in IT training and development to include the Arts. A broader base for creative inquiry can only lead to stronger innovators. Design thinking and applied arts are an essential part of the innovative framework. The periodic Table would not have developed as it did without an understanding of intervals in Music scales. Diversify, and do it with excellence!"

Theme – Other
- "What does NB look like in 3 Years"
- "Smart Province Digital Lab...."
- "Opportunities for industry over the next 3 years"
- "Ecosystem support (process improvements and tolerance to risk)"
- "I did not feel there was sufficient brainstorm time to dig deep enough into any one topic to come up with anything new and interesting that has not already been discussed or been on the table already."
- "Tech in Education and Health"
- "Global approach to business"
- "L'étude de Deloitte a été grandement ignorée, ce qui est regrettable car j'estime qu'elle est très inspirante et que c'était un excellent document à circuler aux participants.
- "Internet of things"

Q2. How do you feel that your contributions were heard?/ Comment pensez-vous que vos contributions ont été entendues ?

Not at all / Pas du tout – 0%
A bit / Un peu – 32%
A lot / beaucoup –38%
Completely / Complètement – 29%

Q3. L'élément le plus important que j'ai retenu suivant le sommet est : / My biggest take-away from the Summit was:

Theme – Collaboration, Alignment & Participation
- "The government and the private sector working hard to identify the role of IT in NB's economic development"
- "Great collaboration from the participants to help Province grow."
- "We need to work collectively as a province to move forward"
- "Nous devons travailler ensemble afin de faire la province du Nouveau-Brunswick l'endroit technologique de la province. Nous sommes billingue et nous devrion capitalisé sur nos atouts à titre de province."
- "Nous avons besoin de discuter encore plus... Il y a beaucoup de perceptions et d'idées préconçues..."
- "Everyone that participated was eager to add ideas, had intent and wanted to contribute to positive change"
- "The industry representatives seemed aligned wrt the focus areas / opportunities for NB."
- "Apparent agreement on what needs to change."

- "A sense that everyone is prepared to work together and a general consensus on key areas."
- "Industry asking gov/econ dev agencies to focus programs on growing revenue/international business over job growth. higher demand = higher revenue = job growth"
- "We are quite aligned on what the priorities are."

Theme – Moving Forward
- "Lots of good discussion but still no plan that I see."
- "We need to do a lot of work to get people out of their comfort zone. I found the thinking to be somewhat constrained, "same old, same old" or this is my soapbox in the groups I participated in. "
- "lots of interest, need to pick key initiatives and start actioning"
- "There are others with the same interest and desires, but no plan/mechanism in place to facilitate the discussion. I will seek to instill leadership from industry and take a seat there myself to contribute."
- "While it was very good to have interaction and discussion with a broad group, it feels as though there is a lot of the same conversation happening, but no movement on outcomes, execution and results."
- "NB needs to adpat, quicker than other jurisdictions"
- "While we have made great inroads, we need to continue to think outside the box and diversify our tech organizations here in NB"
- "There are distinct areas of competitive advantage where NB must decisively plant our flag"
- "Tech is still too small part of economy. Need to focus on fewer initiatives."

Thème – Éducation
- "While education is important it in itself is not an economic opportunity - it is a condition of long term success"
- "Learning code in school is a good idea, but educational reform should not solely be about serving a workforce. Education is to develop strong, diversified thinkers who are adaptable and can think critically."
- "The education system needs reform"

Theme – Government Commitment
- "Glad to see the government having these discussions"
- "Commitment of Premier & GNB to Innovation"

Other / Autres
- "Feeling encouraged that the right steps are being taken for us to be a leader in the IT industry."
- "Not as productive as it might have been"
- "Most participants are much too focussed on the region (the box). They need to think outside the box."
- "Our province has extremely smart and resourceful people."
- "Discussions très très générales - en fait, trop générales. J'estime que l'intégration des TI dans nos entreprises est aussi important, sinon plus important, que de tenter de reproduire des Radian 6 et Q1 Lab."

Q4. S'il vous plaît évaluer les éléments suivants du sommet / Please rate the following elements of the summit:

	unsatisfactory / insatisfaisante	neutral / neutre	good / bon	great / excellente
Venue/ Lieu	0%	6%	32%	62%
Timing/Calendrier	12%	9%	32%	47%
Refreshments/Nourriture	0%	3%	44%	53%
Faciliator/Animateurs	0%	6%	47%	47%
Agenda/Ordre du jour	6%	24%	41%	29%

Q5. The best part of the Summit was / La meilleure partie du sommet a été :

Theme – Networking, Collaboration and Sharing of Ideas
- Table/Breakout Discussion x10
- Networking/Interaction x5
- "Meeting new industry players"
- "Able to connect with a diversity of people with great knowledge"
- "Collaborating with people from diverse industries and finding common grounds for change across the board."
- "Collaboration with other great minds...connecting."
- "open dialogue and table switching"
- "The initiative to start bringing people together, a feeling that the government is taking to heart these suggestions"
- "Meeting other participants and hearing Premier"
- "Seeing the synergy in the ideas/themes."
- "The brainpower in one room"
- "the common ground, interest in making NB better"

Other
- Deloitte Presentation x2
- "Seeing the synergy in the ideas/themes."
- "Articulation of the alignment - importance of Education and technical opportunities - security & big data.
- "Excellent ideas to help ICT Sector"
- "Taking a moment to think about the problem"
- "Articulation of the alignment - importance of Education and technical opportunities - security & big data."

Q6. The least valuable part of the Summit was / La partie la moins utile du sommet a été :

Thème - Présentation
- Deloitte Presentation x4
- Presentations in general x3
- "The presentations on our industry. Information was already known (disruptive trends) and we could have read the sector stats before."

- "Listening to a consultant (motivated by creating chaos) tell us a doom and gloom story about the market response in Canada. We know the environment is changing...we could take a slightly more proactive approach by focusing on opportunity...rather than pulling the rug out from underneath the group. They are differing perspectives on how to motivate. I don't subscribe much to rug pulling/burning platform...except in safety/life threatening situations. He had to much to gain from creating the fear.
- "pas que ce n'était pas utile, mais je crois que nous aurion plus tirer beaucoup plus de la conférence de M. Brazeau si elle aurait été plus longue et en détails."

Theme – None/ Positive Comments
- None/NA x6
- "I thought it was excellent, all around. Great job!"

Thème – Format / Ordre du jour
- "Sessions et format de remue-méninges"
- "The muddy process"
- "Perhaps too much intro and not enough time in groups doing real thinking and work."
- "Tight schedule"
- "was too short"
- "the session after the Premier spoke, thought we lost steam."
- "Too much talking from officials."
- "too much time listening vs workshopping - many people spent more time travelling to/from summit than working the issues/challenges"
- "Sharing of conditions for success - didn't get to share much in the broader group"

Other
- "The lack of big idea moments"
- "Many of the viewpoints were quite similar- could have used a few different kinds of voices in the crowd"
- "Lunch"
- "Some people were "dominant" within the groups"

Q7. Où aimeriez-vous voir le gouvernement concentrer ses efforts pour appuyer la croissance du secteur technologiques / Where would you like to see government focus their efforts to help grow the technology economy in NB?

Thème – Éducation
- "Education - coding K-12, post-secondary computer science support, student incentives & promotion, and marketing & branding."
- "Learning class we already have people in New Brunswick with the capabilities. A refresh or learning courses could help them to get back in technology"
- "En éducation, certaines politiques empêchent les écoles d'avancer et d'innover. Beaucoup de contre-productivité."
- "1) IT Education to train skilled workforce 2) Innovation and Entrepreneurship 3) Make IT education a fixed part of K-12"
- "Re-vamping education K-12 + PSE to enhance tech education/ skills training (coding, software, basic tech literacy) to strengthen talent pipeline"

- "Making more programs in colleges to help train people in New Brunswick in area of mobile development, software testing just to name a few. Maybe start training them from elementary and have it taught in our schools."
- "Look to MIT's media lab and the Hexagram Institute at Concordia. Dhirendra Shukla at UNB is also on the right track. Develop a cross-disciplinary framework in universities so that more diverse innovations are possible. We need problem solvers who are lateral thinkers. And provide supports to extend the work into the business world after graduation."

Theme – Focus on Opportunities
- "Big Data, Cyber Security"
- "Cyber Security has huge potential, data analytics, smart manufacturing linked to advanced manufacturing in a multidisciplinary approach."
- "(Energy) - SmartGrids, Internet of Things, SmartCities"
- "The future is all about data, where it comes from and how we manage it to deliver value to consumers in all walks of life, Government, etc. I want to see us collaborating asap. Let's work with industry to focus on the creation and support of an industry led cyber security cluster (focused on protecting and ensuring integrity in data), supported by an ecosystem that includes all levels of Gov't, Industry, Education and a broader network beyond our region. We need to set the vision of NB as the place to be if you are working in cyber security."
- "Security Ecosystem"
- "e-govt, smart grid/energy & security, be a model user"
- "Innovation related to: Energy (Smart Grid); Health Care; and Education"

Theme – Financial Assistance
- "Working with private fund managers to create an early stage investment fund outside of gov"
- "Financial assistance to SMEs to start & expand"
- "Identify/support high growth/export IT companies go from greater than $15M in value to get to $100M in value"
- "More capital funding for start-ups and existing companies trying to innovate in NB and beyond"
- "Travailler avec les entreprises qui veulent avancé dans la province. La création du crédit d'impôt (basé sur le programme du CDAE de la province du Québec) serait une situation gagnante pour tous."

Other / Autres
- "Build a brand /Technology Corridor from Florenceville down to Fredericton and SJ, through to Moncton, ending in Sackville (leveraging private, academic, and gov assets)"
- "Exporting IT services to other regions, help the companies that have a base here exploit this growing market."
- "Cross-cutting initiatives that make it easier to do business, and specifically R&D in NB"
- "More streamlined processes, streamlined decision making, increasing risk tolerance (no risk = no innovation)"
- "Better commercialization coordination for researchers, setting research priorities based on NBs niches."
- "Facilitate more travel out of country; Bring outsiders in to provide external input and inspiration."
- "Secteur technologique = TI (???). Il devrait concentrer ses efforts sur l'intégration des nouvelles technologies au sein des entreprises, ce qui encouragera le changement nécessaire dans la culture des entreprises pour s'ouvrir sur les nouvelles technologies et le monde."

Q8. What is something you can do to support the growth of the technology sector in NB?/ Que pouvez-vous faire pour aider a la croissance du secteur technologique à Nouveau-Brunswick?

Theme – Growth through own company
- "Continue to build the company"
- "continue to grow our IT company through increasing sales"
- "Continue to grow our company and support government efforts."
- "As a business owner, focus on growing our export revenue. As a citizen, continue to be engaged in the discussion and our sector association."
- "Create jobs."
- "Continue to grow my tech business, creating jobs and promoting experiential learning in young generations."
- "Keep my company growing."
- "Drive R&D investment from my (global) company"

Theme – Sharing/Collaboration/Promoting
- "Continue to promote NB as a tech hub in my own networks"
- "Tell the story to others, help show why we all should be NB Proud."
- "Share the story of disruption and incite people and companies to change"
- "Je suis disponible à partager mon expertise et mon expérience."
- "Learn from others. Exchange with other countries"
- "Working on it through my role at Propel ICT. Promote, start conversations, ask questions, take questions. Listen. Share vision."
- "Provide network and professional services to enable collaboration."

Theme – Education and Training
- "Transformer le CCNB en un outil de développement socio-économique qui va au-delà de son rôle traditionnel d'institution de formation postsecondaire. Il doit devenir, surtout pour le nord du Nouveau-Brunswick, un catalyseur du développement socio-économique."
- "Currently involved in UNB FCS Industry Advisory Board."
- "1) make sure that our curriculum and training address the needs of industry and government. 2) Help build innovative Intellectual Property 3) Help making our Faculty a research arm of the NB industry and government"
- "Hire students right out of college or training and give them the experience that they need to become successful in the IT field. "
- "Establish programs to help industry reach international markets i.e. export accelerator program"

Other / Autres
- "Continued creation and build-out of Smart Grid Innovation Network (in progress)"
- "Support new ICT start-ups."
- "Invest in Ecosystem"
- "Help open opportunities for cross-sectorial engagement"
- "I am a business leader in a big company. We are actively involved in making the Smart Province program a real thing. "

- "My skills are best applied to faciliating, supporting, igniting other people's passion, developing strategies, etc. toward the growth of the industry (i.e. at the strategic level). I would be delighted to be part of whatever needs to be done to support the industry's growth."
- " We are building the Lab framework specifically on the social innovation side. We will be imbuing social innovation with tech to find sustainable, scaleable solutions."
- "I will work with Government to institute a cyber security board (and sit on that board), comprised of key players in Gov't, EDU, Industry...etc. to develop a goal based plan to establish NB as the Cyber-security centre for Canada. We have the tenets, we need to tweak, be bold and move assertively together to achieve the aim. We in industry have already been discussing this (IBM, Raytheon, Sentrant, Bulletproof, etc) with UNB (Natalia S/Ali G), ONB (Gary/JP) and CIO GNB. We must now sit to structure that plan with the support of Gov't. I'm happy to help coordinate that initial and ongoing engagement actively with coordination from Gov't. Further and very importantly, we need to ensure we are bold in Canada and North America. We need to shape the best marketing pitch and align messaging to ensure we look and feel like the best place to be in this regard. "
- "I am fully engaged now."
- "Nos possibilité sont illimiter il nous faut le bonnes condition afin d'investir au NB. Avoir des crédit d'impôts et moins de fardeaux bureaucratique"

Q9. Please share any other feedback you have on the Summit / Veuillez nous faire part d'autres commentaires que vous avez sur le sommet.

Theme – Positive Comments
- "Exceptionally well run - thank you!"
- "All was good."
- "Great session with excellent suggestions."
- "Excellent event."
- "Overall, really good job, well worth the trip, great group of invitees and promising to see a pro-active gov involved in listening and take aways"
- "I was pleased that this initiative is taking place. I have confidence in those involved. I hope we can provide feedback on the plan for the sector before it's made public so we can provide open and honest feedback."
- "Well run and executed, hard to come up with definitive ideas in a couple of hours."
- "I was very appreciative to be in the room and be part of the conversation."
- "I think it was great and was glad to be a part of it."
- "Really well organized, exciting to see the province on the ground working with residents"
- "I realize it may be difficult to engage the community without excluding certain people or groups. I thought your effort in doing so was commendable, as was your deliberate effort to respect both languages during the session. Good job to the organizers!"
- "Great job, now let's go and do."

Theme – Constructive Feedback
- "The Summit model is a very good one, however, perhaps 'the usual suspects' are invited who happen to have always been known in that sector (in this case IT/ICT); while often it will not be those folks that will be fostering/creating the innovative ideas. There may be a need to go deeper into the IT/ICT/innovative community once the 3 key areas are chosen where NB will plant their flag."

- "Pick 1/2 day at either end. not middle. Premier should have participated more."
- "Good approach, structure and facilitation.   Needed more time allocated to group sessions."
- "Would have been ideal for the Premier to stay for the whole session. I realize that's not always possible. As the Minister of Innovation, he would have been welcomed all day"
- "A lot of busy executives took the day to be there. This did not use the full 4 hours to get deep enough the way it could have."
- "I have heard many people talk about the session being rushed when we got to the good stuff. I know the Premier is busy but if we have a session like that we are all committing real time and dollars to being there. Let's find a way to get everyone there for the full session. Focus on actions, plans to carry them out, and people to keep them moving. There are many of us who are doing this already but I feel we missed an opportunity to grab more volunteers."
- "J'aurais aimé voir plus de représentants des secteurs francophones. J'ai bien aimé mon expérience."
- "Je suis perplexe, suite à ce premier sommet, et en prévision des retombées réalistes potentielles pour l'ensemble de la province."

Theme – Other
- "We need to fundamentally change our current approach to IT education, for example make 'coding'/'problem solving' a part of every grade from grade 1 to 12. "
- "Would like to see a debreifing in a year"
- "Great first start. I heard alot of discussion around the table on same old approaches to ICT services....and frankly I want to ensure we don't go there. The services agencies will continue to thrive, but they cannot meet with the potential in the global market on a one person/one deliverable strategy. We need exponential capability through new products and disruptive technology that is built here in the province. That will create more wealth and sustainability for all.