



Industry  
Canada

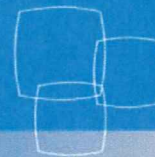
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**January 18 – 2012**

**FREE Webinar!**

1:00 P.M. Eastern time  
(10:00 A.M. Pacific time)



## **Get Innovations to the Marketplace with the Canadian Innovation Commercialization Program**

Are you developing products or services in the areas of environment, health, safety and security, or enabling technologies, and looking to enter the commercial market?

If so, the Canadian Innovation Commercialization Program can help you. Created to bolster innovation in Canada's business sector, the Program helps businesses bridge the pre-commercialization gap for their innovative goods and services by:

- Awarding contracts to entrepreneurs with pre-commercial innovations through an open, transparent, competitive and fair procurement process.
- Testing and providing feedback to these entrepreneurs on the performance of their goods or services.
- Providing innovators with the opportunity to enter the marketplace with a successful application of their new goods and services.
- Providing information on how to do business with the Government of Canada.

**English**

**January 18, 2012**

**1:00 P.M. Eastern time  
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**Registrar: <http://www.ic.gc.ca/webinars>**

#### **About the Presenter**

Helen Braiter has been with Public Works and Government Services Canada for 13 years and is the Director of Strategic Initiatives and Innovation in the Office of Small and Medium Enterprises. She is currently responsible for the Canadian Innovation Commercialization Program, a new \$40 million program that was announced in Budget 2010 which aims to promote innovation and support Canadian business development. An environmental engineer by training, she has worked in many areas within the Acquisitions Branch of Public Works and Government Services Canada including policy, risk management and supplier engagement.





Dear Chamber:

The Government of Canada is hosting a webinar that may be of interest to your **clients**. The director responsible for the *Canadian Innovation Commercialization Program*, Helen Braiter, will explain how businesses can take advantage of this program. The program can help companies by awarding government contracts to entrepreneurs with pre-commercial innovations through a competitive process.

We would appreciate it if you could share/promote the enclosed notice to your small business clients and partners or post a link to the event at [www.ic.gc.ca/webinars](http://www.ic.gc.ca/webinars) on your organization's website.

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Le gouvernement de Canada organise un webinaire qui pourrait intéresser vos clients. Le directrice responsable du *Programme canadien pour la commercialisation des innovations*, Helen Braiter, expliquera comment le programme peut être utile à votre entreprise. Ce programme peut aider des entreprise end attribuant des contrats aux entrepreneurs ayant des innovations précommerciales au moyen d'un processus concurrentiel. Nous vous saurions gré de transmettre l'avis ci-dessous à vos partenaires et clients parmi les petites entreprises or afficher un lien à [www.ic.gc.ca/webinaires](http://www.ic.gc.ca/webinaires) sur le site web de votre organisation.

*Kendra Morley*

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