The Université du Québec en Outaouais (UQO) is proud to present **Canada 150 : The Canadian National Conference on Innovation**, as part of Canada’s 150th anniversary activities. In 2017, innovation is ubiquitous in all spheres of our society. It is Canadians’ ability to innovate that is largely what makes Canada one of the most cutting-edge and prosperous countries in the world.

Canadian universities play a key role as the first drivers in this new knowledge- and innovation-based economy. Indeed, the primary mission of universities is the development and acquisition of knowledge through teaching and research, which contribute to innovation and enrich society with scientific, cultural, social and economic knowledge.

By growing closer to their surroundings more recently, today’s universities can go beyond knowledge acquisition. They integrate all aspects of knowledge transfer, to the great benefit of our communities. Universities accomplish knowledge transfer by adopting an approach to innovation that is inclusive. It relies on creating spaces in which to meet, generating ideas, and making new social connections. In fact, innovations are born when people come together with the aim of producing new services, new practices, and new approaches to improve economic and social performance. These initiatives are only possible if those people are able to establish new relationships with each other.

I wish a good conference to all participants.

**Denis Harrisson**  
Rector  
Université du Québec en Outaouais
Business as Unusual

The people who are crazy enough to think they can change the world are the ones who do.
—Apple’s “Think Different” commercial

Welcome to Canada 150: The Canadian National Conference on Innovation! Celebrating the anniversary of Confederation would not be complete without celebrating Canada’s past, present, and future innovations. The Conference aims to acknowledge the achievements of the famous Canadian innovators of the past, such as Alexander Graham Bell, Joseph-Armand Bombardier, and Frederick Banting; to analyze the current trends in many fields of innovation; and to chart Canada’s future as the most innovative country in the world 20 years from now.

Past achievements inspire the nation by demonstrating that innovation is possible in any era. Today’s advances in technology, science, education, management, and policy development show that it is possible to transform the Canadian economy and its society into the most innovative in the world. Today’s achievements provide a good foundation for the future and demonstrate what Canada is capable of.

Our innovation vision is for Canada to be the most innovative country in the world 20 years from now. This vision is indeed bold and ambitious, yet reasonable. We see it as a goal for the future. Much should be done in order to attain this goal. One of the most important tasks is to develop innovators. Markets do not exist for breakthrough innovations. It is innovators who create them; and we have to find strategies to cultivate innovators of outstanding caliber. This quest is a key part of the multi-year mission aimed at transforming Canada into the most innovative country.

Another key action to take in order to attain this goal is to ask yourself, “What did I do for innovation today?” The fact that you came to this unusual conference is a good start. It indicates that you are already an innovator with great potential to contribute to making Canada successful in the field of innovation. Your contribution is much needed and highly appreciated.

Thank you for being with us!

Larisa V. Shavinina, Ph.D.
Conference Chair
Conference Opening

Day I (December 1)

- 4:00 p.m.: Registration
- 6:00 p.m.: Introduction: Social Innovation in Action (Dr. Charmain Levy, Dean of Research, Université du Québec en Outaouais).
- 6:05 p.m.: A Word of Welcome: Business as Unusual (Dr. Larisa Shavinina, Conference Chair, Editor-in-Chief of the bestselling International Handbook on Innovation and of the Routledge International Handbook of Innovation Education, and Professor, Université du Québec en Outaouais).
- 6:10 p.m.: Welcoming Remarks from the Business Development Bank of Canada (BDC) on behalf of all sponsors (Christine Guyot, Manager, Government Relations).
- 6:15 p.m.: Opening Remarks on Innovation Plan (Dr. David Lametti, Parliamentary Secretary to Minister of Innovation, Science and Economic Development, the Honourable Navdeep Singh Bains).
- 6:45 p.m.: The Best at What’s Next: Innovation for a Competitive Canada (the Honourable Perrin Beatty, President and Chief Executive Officer, The Canadian Chamber of Commerce).
- 7:15 p.m.: BDC presents 1st and 2nd place winner certificates in two categories to four children. They are winners in the categories of best drawing illustrating Canada’s innovations in 20 years and of the best LEGO models of future innovations (Christine Guyot, Manager, Government Relations).

The Conference Opening is sponsored by Pratt & Whitney Canada.

Day II (December 2)

- 9:30 a.m.: The Present and the Future of Social Innovation: Working Together to Overcome Big Challenges (Dr. Tina Dacin, Stephen J. R. Smith Chair of Strategy and Organizational Behavior, Director of the Smith School of Business Centre for Social Impact and former Chair of the Principal’s Innovation Fund Committee, Queen’s University).
- 10:00 a.m.: Innovation by Numbers and Beyond (Sylvie Michaud, Assistant Chief Statistician, Statistics Canada).
10:30 a.m. : Health Break

11:00 a.m. : Rediscovering Canada’s Innovation Mojo: Overcoming the “NOT” Factor (Dr. Peter W.B. Phillips, Director, Centre for the Study of Science and Innovation Policy, and Distinguished Professor, Johnson Shoyama Graduate School of Public Policy, University of Saskatchewan).

11:30 a.m. : How Canada Becomes the Best at What’s Next (Scott Smith, Director, Intellectual Property and Innovation Policy, The Canadian Chamber of Commerce).

12:00 p.m. : Lunch

2:00 p.m. : From Invention to Innovation (Dr. Marc Fortin, Vice-President, Natural Sciences and Engineering Research Council of Canada).

2:30 p.m. : Behind the Scenes of Innovation in Agriculture: Maintaining Public Trust (Kerry-Leigh Burchill, Director General of the Canada Agriculture and Food Museum and Vice-President of the International Association of Agricultural Museums).

3:00 p.m. : Accelerating the Pace of Scientific Innovations: How to Translate Scientific Discoveries and Technological Inventions into Innovations? (Dr. Roman Szumski, Vice-President of Life Sciences, National Research Council of Canada).

3:30 p.m. : Health Break

4:00 p.m. : Innovation Talent Search and the Creation of the “Blue Zone” of Innovation Nationwide: The Future of Innovation in Canada (Dr. Larisa Shavinina, Editor-in-Chief of the bestselling International Handbook on Innovation and of the Routledge International Handbook of Innovation Education, and Professor, Université du Québec en Outaouais).

4:30 p.m. : How to Develop a New Generation of Innovators-Technology Entrepreneurs in Canada? (Dr. Tony Baletti, Director of Technology Innovation Management (TIM) Master’s Program, and Professor at the Sprott School of Business and the Department of Systems and Computer Engineering, Carleton University).

5:00 p.m. : Empowering Innovation through Intellectual Property (Konstantinos Georgaras, Director General, Corporate Strategies and Services, Canadian Intellectual Property Office).
Day III (December 3)

9:30 a.m. : The Current State of Business Innovation in Canada and its Future (Bruce Good, Executive Director, Centre for Business Innovation, The Conference Board of Canada).

10:00 a.m. : Driving Enterprise Innovation (Tamara Zimmerman, Assistant Vice-President, Innovation, Business Development Bank of Canada).

10:30 a.m. : Health Break

11:00 a.m. : Building and Sustaining a Culture of Innovation and Entrepreneurship in Atlantic Canada (Dr. Dhirendra Shukla, Chair of the J. Herbert Smith Centre for Technology Management & Entrepreneurship, and Dr. John McLaughlin, member of both the Order of Canada and the Order of New Brunswick, former President of the Canadian Academy of Engineering and President Emeritus of the University of New Brunswick).

11:30 a.m. : Rural Innovation: Technological Transitions and the Uncertain Futures of Rural and Small-Town Canada (Dr. Ken Coates, Canada Research Chair in Regional Innovation, Centre for International Governance Innovation, and Professor, University of Saskatchewan).

12:00 p.m. : Lunch

2:00 p.m. : How Can Public Education Help to Solve Canada’s Innovation Conundrum? (Dr. Michael Bloom, President, Bloom Research Insights, and Former Vice-President, Industry and Business Strategy, The Conference Board of Canada).

2:30 p.m. : Because It is 2017: The Role of Memory Institutions and the Potential for Innovation (Dr. Guy Berthiaume, Chief Librarian and Archivist of Canada).

3:00 p.m. : The Role of Museums in Developing Tomorrow’s Innovators (Margaret Beckel, President and Chief Executive Officer, Canadian Museum of Nature).

3:30 p.m. : Health Break

4:00 p.m. : Innovation in Commerce: Shopify in a Global Economy (Brennan Loh, Director of International Markets, Shopify).

4:30 p.m. : Closing Speech. On Disruptive Technologies and Other, Even More Exciting Advances in Canada: Technological Innovations of Tomorrow (André Leduc, Vice-President, Information Technology Association of Canada).
Innovative Initiatives

Canada 150 : The Canadian National Conference on Innovation is innovative in every way

- **Exhibition**

Exhibit space is available exclusively for children’s creative work. It displays children’s drawings illustrating their vision of Canada’s innovations in 20 years. Research demonstrates that those nations that succeed in innovation have citizens who had clear visions of the future and dreamed of innovation. The Conference thus creates such an opportunity for future generations of Canadian innovators and acts on it.

- **Innovative Company**

Another initiative of the Conference is to feature an innovative and entrepreneurial firm. This year, we are featuring Bridgehead. Please read in the pocket folder about this company’s unique path to success.
Acknowledgements

Canada 150: The Canadian National Conference on Innovation was made possible due to the joint effort of many people. The organizers are profoundly grateful to speakers, students, professors, lecturers, employees, and the administration of the Université du Québec en Outaouais for their enthusiastic encouragement and multifaceted support. Special thanks to Masters-level students enrolled in the Project Team Management course for their active participation in developing the Conference’s vision and mission and for shaping the various facets of its program. A team of volunteers deserves the deepest thanks for completing many tremendous tasks to help organize the Conference.

Our extraordinarily warm thanks go to children who contributed to the wonderful exhibition by drawing their innovation vision of the future. The organizers recognize the excellent involvement and encouragement of teachers and principals of a few schools participating in the project. Parental support of children’s creative work is highly appreciated.

The Conference would be impossible without support of visionary sponsors who share its objectives, vision, and mission. The organizers are exceptionally grateful to Pratt & Whitney Canada, the Business Development Bank of Canada, and the Chief Scientist of Québec and the Fonds de recherche du Québec, which groups together the three research funding agencies of Québec. Special thanks to Library and Archives Canada for allowing us to use their elegant conference hall for Canada 150: The Canadian National Conference on Innovation.
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