



## Canada needs to be in an IP Frame of Mind

By: Sandra Dueck, Policy Analyst, Greater Peterborough Chamber of Commerce

Peterborough is an innovative place to do business and be in business. This is evident by the continued growth of Peterborough & the Kawartha Innovation Cluster, partnerships between businesses, as well as the City, Peterborough & the Kawartha Economic Development, and Trent University joining forces to build out Cleantech Commons at Trent University.

The Peterborough Chamber recognizes the vital importance of a business's ability to innovate and along with Chamber Member Prima IP and the support of our Policy Committee and Board of Directors, we developed a policy resolution called Driving Innovation in Canada. The resolution was voted on and passed by delegates at the Canadian Chamber of Commerce Annual General Meeting in Fredericton, New Brunswick earlier this year.

The resolution has four components that would help encourage more business innovation in Canada.

1. Implement for 2018-2019 an "innovation box" approach to encourage more business investment in innovation processes in Canada.
2. Consult with senior business leaders/technologists to define what intellectual property (IP) would qualify, e.g. patents, copyright, industrial design.



3. Ensure that any such regime adopted in Canada delivers the clarity and simplicity that encourages participation in innovation from both SMEs and large companies.
4. Develop a Canada-wide "My First Patent" program using the Quebec-model as a guideline.

The resolution is designed to fit well as the federal government embarks on an "intellectual property strategy". The recommendations are about encouraging more investment in innovation and the development of a Canada-wide "My First Patent" program to encourage more patents in Canada. Quebec funds such a program that allows Quebec SMEs with 250 or fewer employees that are able to demonstrate research and development efforts completed or in part, to apply for a non-repayable contribution of up to 50% of eligible expenses, to a maximum of \$25,000 for a patent application project, industrial design registration or integrated circuit topography.

### What is the "innovation box" approach?

The innovation box approach, while a tax advantage, supports business investment in research and helps bridge the commercialization gap. This approach would also encourage companies to locate intellectual property activity and the new high-value jobs associated with the development, manufacture and exploitation of innovation inside Canada. If properly designed, it would promote and enhance the innovation capacity of sectors that leverage science and technology innovations throughout Canada. Firms in all sectors across Canada will have a greater incentive to adopt, commercialize or otherwise exploit the output of the R&D process here in Canada.

The idea is that an innovation box would allow companies to "tick" a box on their tax form that indicates that the revenues are being derived from patents and innovation investment. Now, there is no

suggestion of a free for all, as how the types of profits that qualify for the lower tax rate, and how acquired intellectual property is treated, differ significantly among countries and provinces. Additionally, the "patent box" rate varies considerably among nations and provinces. Some countries put caps on the total tax relief companies can receive from patent boxes. In the case of Saskatchewan, the provincial government has installed time limits on the number of years of tax relief that can be attached to a patent.

The Chamber is asking that the federal government consider these options. We know that Canada currently sits 6th in the world for innovation quality and 16th in innovation overall in the Global IP Rankings. Encouraging new innovations to be commercialized and current businesses to consider commercializing their innovations are keys to pushing Canada up in the rankings.

Read the full policy resolution at [peterboroughchamber.ca/blog](http://peterboroughchamber.ca/blog)

## Cleantech Commons: opportunity identified

Cleantech Commons is a partnership between Trent University and the City of Peterborough that will focus on bringing together academic and industry partners.

The vision for the 85 acre site adjacent to Trent University is simple, "to become Canada's premier clean technology research and innovation site, hosting a cluster of companies and start-up enterprises in the fields of clean technology, agrobiotechnology, water treatment and advanced materials. Cleantech Commons will seek out tenants who will foster connections between the business community and the University."



Mayor Bennett and Leo Groarke, President, Trent University announce the name of the research park

Another goal of the research park is to "create a brighter economic future for Peterborough & the Kawartha, with well-paying jobs for highly qualified professionals."

Peterborough & the Kawartha Economic Development will be in charge of marketing and connecting prospective businesses with the site.

More: [cleantechcommons.ca](http://cleantechcommons.ca)

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**POWER HOUR**  
STRENGTHENING BUSINESS

**Save the Date**

Wednesday,  
February 21, 2018

5:30pm

The Venue PTBO

Registration opens in  
January

Peterborough Chamber of Commerce

**PTBO CHAMBER MEMBER**

STRENGTHENING BUSINESS

**Local Syrup producer wins federal award**

Staples Maple Syrup recently won a Canada 150 award for their "outstanding contributions to communities across Haliburton-Kawartha Lakes-Brock to coincide with Canada's 150th birthday."

The Staples with Haliburton-Kawartha Lakes-Brock MP Jamie Schmale

The multi-generation farm is a 4 Time Royal Winter Fair Champion for their products.

Congratulations!

Learn more: [facebook.com/Staples-Maple-Syrup-209121255764757/](https://www.facebook.com/Staples-Maple-Syrup-209121255764757/)

### Two Chamber Members working together

Members Chemong Home Hardware Building Centre and Patefacio Design Inc. will be working together to offer Interior Design Consultations for Beaver Homes and Cottages.

#TeamPtbo

More information contact: Bonnie Moore - [bonnie@chemonghbc.com](mailto:bonnie@chemonghbc.com)

Chamber members, send your Member Milestones to [reception@peterboroughchamber.ca](mailto:reception@peterboroughchamber.ca) or call 705-748-9771 x0.

**#LOVE LOCALPTBO**  
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Peterborough Chamber @ptbochamber - Nov 28  
@incurlishfoodmark @ #LeadersLunch "Food tastes better served with a story" #romancingthepotato #strengtheningbusiness #lovelocalptbo

[www.peterboroughchamber.ca](http://www.peterboroughchamber.ca)

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## Event Calendar

Mark down these dates for 2018!

**Special Date!**  
PBX  
PETERBOROUGH BUSINESS EXCHANGE  
**TUESDAY, January 9th, 2018**

**PBX @ Community Care Peterborough**  
185 Hunter Street, Peterborough

4:00pm - 6:00pm

**Details:** Celebrate the start of 2018. PBX is a great opportunity for the business community, employers, consumers, and community agencies to make valuable connections.

Bring your business cards and get ready to get connected to the Peterborough business community.

**Cost:** Free, courtesy of Shorelines Slots at Kawartha Downs

**LUNCHBOX LEARNING**  
**WEDNESDAY January 17th, 2018**  
(Chamber & WBN Members only)

**Creating your Digital Marketing Roadmap**

**Chamber Boardroom**  
175 George Street North  
12:00pm - 1:00pm

**Speaker:** Toby McLeod, Strategy.ca

### What you'll learn:

Website Roadmap: Learn how to turn your website into a business asset that makes you money, instead of costing you money and opportunities

5 costly website mistakes and how to avoid them.

The anatomy of a web page that generates leads & sales.

How to track and measure the success of your website.

**Cost:** Free (Bring your lunch)

**Sponsor:** Bell

**Note:** Pre-registration required

Full Events Calendar can be found at

[peterboroughchamber.ca/events](http://peterboroughchamber.ca/events)