

# Good to Know Links

## 1. ABORIGINAL HUMAN RESOURCE COUNCIL

### **Change of name and new website for Aboriginal Human Resource Development Council of Canada**

The Aboriginal Human Resource Development Council of Canada is now called "Aboriginal Human Resource Council." They run a national Trades and Apprenticeship Project and also have the Workforce Connex forums " designed to help resolve barriers and open potential to effectively train, recruit and retain an Aboriginal workforce."

<http://www.aboriginalhr.ca/en/home>

## 2. ASIATRAVELTIPS

### **Women Travellers Playing Major Role in Development of Asian Travel Industry**

This online article not only contains statistical information about the number of Asian women who are travelling, taken from the survey "Women Travellers of Asia Pacific" by MasterCard, but also describes the types of things women travellers want when they are travelling. According to a CanWest press release, "out of every 10 Asian Pacific travellers - four are women." and "In the past 12 months, 54% of Chinese women surveyed had undertaken an international trip for personal reasons, compared to 47% of men."

<http://www.asiatraveltips.com/news07/76-WomenTravellers.shtml>

## 3. BUSINESS DEVELOPMENT BANK OF CANADA

### **Demystifying E-marketing**

This online article explains why businesses should use e-marketing and the different types of e-marketing tools like webinars and blogs and explains e-marketing methods.

[http://www.bdc.ca/en/my\\_project/Projects/articles/ebusiness\\_marketing.htm?cookie%5Ftest=1](http://www.bdc.ca/en/my_project/Projects/articles/ebusiness_marketing.htm?cookie%5Ftest=1)

## 4. CANADIAN TOURISM COMMISSION

### **Study Sheds Light on "Creature Comfort" Expectations**

This article contains highlights of the 2007 North America Airline Satisfaction Study by J.D. Power and Associates. It gives tourism operators an idea of what Generation X and Generation Y customers expect when travelling, since the needs are different according to the age range.

<http://www.corporate.canada.travel/corp/media/app/en/ca/newsItem.do?articleId=65895>

## 5. CORNELL UNIVERSITY - CENTRE FOR HOSPITALITY RESEARCH

### **Compendium 2007**

"Compendium 2007 is a useful compilation of the publications issued by the Center for Hospitality Research in 2006, including Research Reports, Tools for the Hospitality Industry, and articles written by Cornell faculty members in the Cornell Hotel and Restaurant Administration Quarterly. All Reports and Tools featured in the Compendium 2007 are freely available for downloading to registered users of the Center's website." Registration to the website is free.

<http://www.hotelschool.cornell.edu> (under "The Center for Hospitality Research" and "Publications" and "Reports" and "2007 Reports").

## 6. ENVIRONMENT CANADA – ECOACTION

### **ecoACTION website**

This new website was created by a partnership of federal government departments. It contains the latest news on all that is being done to improve energy efficiency in Canada as well as links to information on environmental acts and regulations, incentives and rebates, sustainable development, energy saving calculators and more.

<http://www.ecoaction.gc.ca/index-eng.cfm>

### **Green \$ource Funding Guide**

This online document, which contains information on funding for non-profit organizations wanting to take action on environmental issues, is offered regionally. It contains a database which can be searched for funding by region, amount of funding required, type of funder, etc.

[http://www.ec.gc.ca/ecoaction/grnsrc/index\\_e.cfm](http://www.ec.gc.ca/ecoaction/grnsrc/index_e.cfm)

## 7. GO2 : THE RESOURCE FOR PEOPLE IN TOURISM

### **Keeping It in the Family : Succession Planning for Family Businesses**

This online article explains what an entrepreneur needs to do to ensure that his family business is legally transferred to a member of the family when he retires.

<http://www.go2hr.ca/ForbrEmployers/FamilyBusiness/SuccessionPlanningforFamilyBusinesses/tabid/485/Default.aspx>

## 8. HOTEL NEWS RESOURCE

### **The Employment Interview : How Hard Can It Be?**

This online article covers the type of questions an employer should ask when he/she is interviewing a potential employee.

[http://www.hotelnewsresource.com/article28155-The\\_Employment\\_Interview\\_How\\_Hard\\_Can\\_It\\_Be\\_By\\_Dr\\_Rick\\_Johnson.html](http://www.hotelnewsresource.com/article28155-The_Employment_Interview_How_Hard_Can_It_Be_By_Dr_Rick_Johnson.html)

## 9. INDUSTRY CANADA - LANGUAGE INDUSTRY

### **Language Technologies Market in Brazil**

This 36 page online report contains information on opportunities in language technologies (IT) in Brazil. At present, close to three quarters of all software in Brazil is imported; however, the Brazilian government aims to reduce the country's reliance on imports while increasing exports and to that end is promoting the globalization of its IT sector through funding and programs to support local industry. Software imported into Brazil must first be translated into Brazilian Portuguese, which is the country's official language. The main business opportunities for Canadians lie in content management and voice and language processing, in Portuguese.

[http://strategis.ic.gc.ca/epic/site/lain-inla.nsf/en/h\\_qs00163e.html](http://strategis.ic.gc.ca/epic/site/lain-inla.nsf/en/h_qs00163e.html)

### **Language Training Market in Korea**

This 39 page online document provides an overview on the opportunities for Canadian businesses in the language training industry to provide their services in Korea. Korea is spending more money per capita on English education than any other nation. Korea is learning from its southeast Asian neighbours, even those with weaker economies, that a multilingual nation is in a better position to attract tourists, foreign investment, financial services providers and international business. Since the larger language companies are self-sufficient, Canadian businesses are encouraged to seek partnerships with small and medium-sized enterprises that are generally in the development phase and would welcome foreign expertise.

[http://strategis.ic.gc.ca/epic/site/lain-inla.nsf/en/h\\_qs00147e.html](http://strategis.ic.gc.ca/epic/site/lain-inla.nsf/en/h_qs00147e.html)

## 10. NATURAL RESOURCES CANADA - CANADIAN GOVERNMENT WORKING GROUP ON THE MINERAL INDUSTRY

### **Overview of Trends in Canadian Mineral Exploration, 2006**

This 185 page publication contains statistical information on mineral exploration in Canada. The Regional Outlook section summarizes the most interesting projects currently underway in Canada. The document also contains information on Canadian mineral exploration activity around the world, with breakdowns by Canadian-based companies in Canada as well as in foreign countries. [www.nrcan.gc.ca/mms/pubs/explor\\_e.htm](http://www.nrcan.gc.ca/mms/pubs/explor_e.htm)

## 11. ROYAL BANK OF CANADA (RBC) FINANCIAL GROUP

### **Guide for Business Opportunities in the 2010 Winter Games**

This 33 page online document is designed to provide small and medium-sized businesses with the tools they need to bid for contracts for the 2010 Winter Games and to showcase their products and reach new markets, both in Canada and globally. It covers bidding, understanding requests for proposals, being a supplier or a subcontractor for the Winter Games, opportunities for Aboriginal businesses, and how to sell at the Games.

<http://www.rbcroyalbank.com/business/pdf/2010-Guide-EN.pdf>

## 12. STATISTICS CANADA

### **New 2006 Census Releases**

Statistics Canada has released the 2006 Census statistics for the following: "Age and Sex", (including the separate "Age and Sex Population Comparison Pyramid" and "2006 Community Profiles" along with the "Census Tract Profiles" and "Thematic Maps".

<http://www12.statcan.ca/english/census/Index.cfm>

### **Labour Force Projections for Canada, 2006-2031**

A low birth rate and aging of the population present many challenges for Canada. The changes that the labour force is and will be undergoing could significantly affect the labour market, Canada's potential for economic growth, government revenues and some social programs, notably so-called 'pay as you go' plans. This online statistical report, which is the feature article in the June 2007 issue of the Canadian Economic Observer, looks at 4 different scenarios to predict what the labour force situation will be between 2006 and 2031.

<http://www.statcan.ca/english/freepub/11-010-XIB/00607/feature.htm>

### **Retail Trade : How the Provinces Fared in 2006**

Using data from the monthly Retail Trade Survey, "this annual review describes sales growth and trends by trade groups such as new motor vehicle dealers, supermarkets and general merchandise stores. This (online) study focuses on provincial sales."

<http://www.statcan.ca/bsolc/english/bsolc?catno=11-621-MWE2007057>

### **Trucking in Canada 2005**

This online report provides an overview of both the for-hire and the private trucking companies in Canada, with statistics on revenues and expenses, employment, and goods transported, among other things. <http://www.statcan.ca/bsolc/english/bsolc?catno=53-222-X>

### **Urban Economies and Productivity**

This 34 page online research paper explains how clustering manufacturing companies together in one area makes them more productive since it stimulates the development of other industries which provide them with equipment and machinery and allows them to use the skilled labour available in the area and also how knowledge spills over from one company to another, helping them to be more productive.

<http://www.statcan.ca/english/research/11F0027MIE/11F0027MIE2007045.htm>

### 13. UPS CANADA

#### **UPS 2007 Canada Business Monitor**

According to this article in the Toronto Sun, UPS Canada and TNS Canadian Facts have completed “a major study on the trends of businesses that employ fewer than 250 employees”. One of the issues the article focuses on is the fact that many Canadian SMEs are unwilling to export because they either feel that they have enough business in Canada or that they must first expand their business in Canada.

Article “Northern Inertia : Canada’s Businesses Stay too Close to Home” available on Canada newswire at: <http://www.newswire.ca/en/releases/archive/July2007/16/c6466.html>

Article “Small Can Be Big: Global Market Awaits Canadian Entrepreneurs Who Are Willing to Seize New Opportunities” available in the Toronto Sun for July 22, 2007 at: <http://www.torontosun.com/Money/2007/07/22/4358882-sun.html>

### 14. XEROX

#### **Technology key to business growth for majority of Aboriginal-owned small businesses**

Online article is the **summary of a survey** done for Xerox by Leger Marketing on the success of Aboriginal businesses. The survey revealed that 72 per cent of Aboriginal business owners plan to expand over the next five years. Three-quarters (77 per cent) of the businesses surveyed said that scalable technology solutions, including colour printing and document management capabilities, are critical to business growth.

<http://media.xerox.ca/news/default.asp?articleID=1356>

OR also at: <http://www.newswire.ca>