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Canadian Printing Industries Sector Council

Conseil sectoriel de l'imprimerie du Canada

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Roadmap to help lead industry towards the future

TORONTO - A roadmap to help the print industry navigate an environment of changing technologies and related HR issues was launched in Toronto on Saturday, as part of Print World 2008.

The Skills and Technology Roadmap (STRM), produced by the Canadian Printing Industries Sector Council (CPISC), explores the technologies that will shape the printing and graphic communications sector and forecasts the impact they will have on skills development and training.

CPISC Co-Chair, Duncan Brown, says the *Charting our Course* roadmap report has been developed with direction and input from a blue-ribbon panel of industry leaders and key stakeholders.

"Rapid advances in technology are having a significant impact on the printing and graphic communications industry, and the CPISC report outlines those likely to have the greatest impact."

According to the STRM, some of the technology trends most likely to influence the industry include the use of customized databases for direct printing and radical advances in science and print capabilities, such as printing on new and diverse materials and the use of nanotechnologies.

Fellow CPISC Co-Chair, Jeff Ekstein says that to effectively respond to the trends, the industry needs to focus on helping employees adapt and adjust.

"Getting value for money from new technology means making sure employees have the skills to manage new products, implement new systems while also responding to changing customer demands.

"The CPISC roadmap provides a set of strategic recommendations that, when implemented, will help the industry ensure current and future employees get the skills they need, allowing the industry to thrive in this environment of technological changes."

CPISC is now developing an implementation plan that the industry can act on to help companies better manage the impact technology trends will have on human resources. A full copy of *Charting our Course*, the Skills and Technology Roadmap report, is available at www.cpisc-csic.ca

About CPISC

The Canadian Printing Industries Sector Council, funded by the Government of Canada's Sector Council Program, is a not-for-profit organization responsible for spearheading the human resources strategy of Canada's printing and graphics communication sector. Human Resources and Skills Development Canada and Industry Canada provided financial support for the Skills and Technology Roadmap project.

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