

Ottawa, Ontario October 9, 2007- Jeff Ekstein and Duncan Brown, Co-Chairs of the Canadian Printing Industries Sector Council (CPISC) are pleased to announce that Human Resources and Social Development Canada (HRSDC), through its Sector Council Program, has approved two-year infrastructure funding for the CPISC as well as funding for four projects considered critical to the future of the industry.

"With the confirmation of funding, the federal government is demonstrating its commitment to assist the sector in addressing its human resource needs," said Mr. Ekstein.

"Canada's New Government is committed to developing the best-educated, most-skilled and most flexible workforce in the world," said the Honourable Monte Solberg, Minister of Human Resources and Social Development. "Our contribution of over \$2,000,000 will help ensure Canada continues to have a competitive and highly skilled printing industry, now and in the future."

Mr. Brown echoed that sentiment: "The printing industries face a number of unique challenges that will be addressed by CPISC's work." The reality of the printing sector today includes rapid technological change, a geographically dispersed and demographically varied workforce, changing demographics as employees near retirement and a lack of skill standards. "The stability to the Council provided by this funding will enable CPISC to continue its work by bringing together employees and employers as well as other concerned partners to develop solutions to our pressing human resource issues," said Marie Eveline, Executive Director of the Council.

In addition to core funding, government funding has been provided to establish national skill standards and occupational profiles; undertake a review of education and training programs in order to identify training gaps; to establish a databank of labour market information to inform human resource decisions; and, to develop a skills and technology roadmap for the printing and graphic communications sector. This last project is co-funded by Industry Canada. "These four initiatives form the base from which to revitalize the industry by enabling CPISC to develop a suite of tools and services for use by both employers and employees", said Duncan Brown.

The Canadian Printing Industries Sector Council, funded by the Government of Canada's Sector Council Program, is a not-for-profit organization responsible for the human resources strategy for the printing industries in Canada. For more information, please visit [www.cpisc-csic.ca](http://www.cpisc-csic.ca)

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