



News Release

FOR IMMEDIATE RELEASE
July 13, 2010

Government of Canada Supports Leading-Edge Centre for Excellence in Print Media

Edmonton, Alberta – Small and medium-sized print companies in Western Canada will now have access to state-of-the-art technology for improving productivity and enhancing their competitiveness thanks to federal support.

The Honourable Lynne Yelich, Minister of State for Western Economic Diversification, today announced an investment of \$896,750 towards NorQuest College's Centre for Excellence in Print Media.

"Our Government is proud to support the growth of Alberta's print industry by facilitating access to new technologies and processes that enable businesses to increase their productivity and maintain a competitive advantage," said Minister Yelich.

Federal funding is directed towards enabling the Centre for Excellence in Print Media at NorQuest College to acquire new equipment, software and expertise needed to upgrade its Job Definition Format (JDF) system. JDF is an emerging global standard in the print industry that leads to more efficient workflow by simplifying information exchange between different print applications and systems. The initiative will enable the Centre to provide businesses with the ability to test new equipment and software, train staff and receive support in adopting and integrating new technology.

"The Centre for Excellence in Print Media is an exciting collaboration between industry and NorQuest College – making it possible for print media companies to become more efficient and competitive in the global market," said NorQuest President and CEO Dr. Jodi Abbott. "The federal government's commitment to this innovative centre will do a great deal to help expand industry knowledge, create opportunities and prepare the business leaders of tomorrow."

The print industry is the fourth-largest employer in Canada and currently faces several challenges, such as rapidly changing technology and increased competition. The Centre for Excellence in Print Media addresses these challenges by offering services to three target markets: print business owners, print industry employees and new entrants to the print industry in Western

Canada. In March 2008, WD announced an investment of more than \$1.4 million to help establish the Centre.

Western Economic Diversification Canada works with the provinces, industry associations and communities to promote the development and diversification of the western economy, coordinates federal economic activities in the West and represents the interests of western Canadians in national decision making.

FOR ADDITIONAL INFORMATION CONTACT:

Donna Kinley
Manager, Communication, Consultation and Marketing
Western Economic Diversification Canada
Telephone: 780-495-6892

Kimberly Nishikaze
Manager, Marketing
NorQuest College
Telephone: 780-644-6431

WD Toll-Free Number: 1 888 338-WEST (9378)

Teletypewriter (TTY): 1 877 303-3388

Website: WD is online at www.wd-deo.gc.ca.

[Subscribe](#) to news releases and keep up-to-date on the latest from WD.

A stronger West. A stronger Canada