



## **Five Reasons for Canadian ICT Companies to Explore Opportunities in Dubai**

- Middle East is one of the fastest growing IT markets in the world, with a forecasted spend exceeding \$32 billion in 2014 – an increase of 7.3 percent.
- Cyber and homeland security spend in the Middle East market is estimated to be between \$23 billion and \$25 billion over the next decade. UAE represents 40 percent of this spend. IT security in the Middle East continues to grow at 15 percent a year.
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- Smart city initiatives are fueling this growth in the GCC three countries have announced major projects: Saudi Arabia, Qatar and the UAE.

ITAC will be leading mission of Canadian ICT companies to GITEX 2014 – the largest ICT trade show in the Gulf region from October 12 to 16. If you are a Canadian ICT looking to explore this market, the mission presents an excellent opportunity to gain introductions to business partners in the regions, develop a solid understanding of how business is conducted in the UAE, and learn about the many strategic opportunities a presence in this region can afford. Additionally, funding support from the Department of Foreign Affairs and Trade Development permits companies to do all this at reduced cost.

ITAC and DFTAD Trade Commissioner service along with the Ontario Ministry of Economic Development are also providing business-to-business services for this mission. Spaces are limited. If you are interested in joining our mission please contact Lynda Leonard ([leonard@itac.ca](mailto:leonard@itac.ca)) today.