

# ITAC

INFORMATION TECHNOLOGY  
ASSOCIATION OF CANADA

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ASSOCIATION CANADIENNE  
DE LA TECHNOLOGIE DE L'INFORMATION

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## Industry News

[Revamped Science and Innovation Strategy Leverages ICT Adoption](#)

[ITAC Supports OSC Diversity Rules Digital Media Revs Up Technology Fast 50](#)

[More Canadian Doctors Embracing Technology](#)

[Digital Nova Scotia Response to Tax and Regulatory Review](#)

## ITAC Industry Insider

Canadian information and communications technology companies are instinctive world traders. In 2011, the industry exported \$20.7 billion in goods and services. Our growth and our success are closely tied to our ability to export.

The reality is that the domestic market is too small to support the growth and market leadership of Canadian producers of smart phones, software, telecom equipment and applications, microelectronics and microsystems. ICT companies know from the moment they emerge from their incubators that they must find customers in global markets or they will fail.

For many years the "go-to" foreign market for Canadian ICT has been the United States.

## Reports

[Canadian Businesses Unprepared for Security Threats: Cisco](#)  
[The Canadian Workforce at 2020](#)  
[ICT Offshoring will Contribute \\$24 B to Economy by 2018](#)

## Ryerson Scholarship Winner Almost Overlooked ICT Opportunity



*On November 17 Ryerson University Business Technology Management student Oksana Kilik was presented a*

Partnerships or supply chain relationships U.S. based ICT giants can set a course for success for Canadian firms. With the U.S. business and consumer markets continuing to have magnetic power on Canadian ICT, our neighbour to the south remains vitally important. But other markets are growing in their importance too. While the size of Canada's ICT exports to the United States actually declined in 2011, exports to the European Union grew by 8% to constitute 12% of Canadian ICT exports - worth approximately \$1.4 billion. And we've seen significant growth in Asia Pacific trade as well.

ITAC is a community that believes strongly in the imperative of free and fair trade. A key mandate of our association is to do whatever we can to assist our members and others to develop international business development strategies early in their evolution. Trade agreements provide tremendous support for this. And so do the various services provided by the Department of Foreign Affairs, Trade and Development.

We rely heavily, for example, on DFATD Trade Commissioner Service to provide meaningful business-to-business introductions for our trade missions like the ones detailed below. The Global Opportunities for Associations program, also from DFATD, makes it possible to take emerging Canadian ICT companies on missions to explore new markets.

Our close association with Export Development Canada is a rich channel of market intelligence and vital business support for exporters of all sizes. These organizations are vital in the campaign to build a strong ICT industry in Canada by building a strong capacity for intuitive, committed and successful exporting.

Karna Gupta  
President and CEO  
ITAC

## TwelveDot Inc. Tackles Dubai Market

An Ottawa cybersecurity firm says a recent ITAC-led trade mission to Dubai has given it a foothold in the Middle East that will lead to a significant expansion of its business.

Faud Khan, CEO of TwelveDot Inc. says the October trip with four other Canadian firms provided foundational experience and important introductions that will allow his company to take advantage of the significant opportunities in the region.

"You have to be there to understand the business culture and to figure out the different business models



***\$5,000 scholarship cheque from ITAC, money raise through donations at the association's annual golf tournament. In a [thank you letter](#), Ms. Kilik outlines how the BTM program, spearhead by ITAC, has changed her life.***



## What's BTM All About?

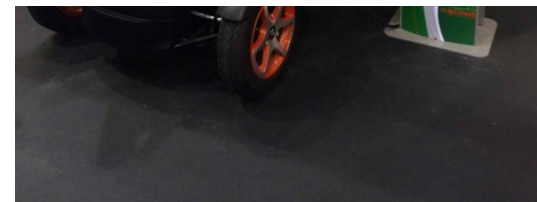
### **Sports-themed Wearables Hackathon Showcases Developing Talent**

Toronto's first sports-themed wearables hackathon was a sold out event with nearly 100 entrepreneurs working around the clock for three days in mid-November.

Nineteen teams competed for the top prize of \$7,500 in cash, software and the opportunity to bring their idea to market with the ongoing support from Ryerson University and IBM.

that can succeed," he said in an interview. "The ITAC Mission provided that experience."

[Read the full story](#)



### **Join ITAC's Mission to India in January**

ITAC, with the support of its partners Invest Ottawa and the Ministry of Economic Development and Trade (Ontario), is leading a mission of up to 10 Canadian ICT companies to India from January 18-21, 2015. This mission is specifically designed for ICT companies in telecom (including applications), cybersecurity and e-health. Canadian companies on this mission will meet large Indian-based multinational firms seeking new partners to address these specific areas of expertise. The first two days of the mission will take place in Mumbai. Then the companies will travel to Bangalore. The mission will end the week in Delhi with participation at Convergence India, the largest trade show in the region. The mission will be conducted with the active participation of Department of Foreign Affairs, Development and Trade, Trade Commissioner Service as well as Export Development Canada. It will present an opportunity to establish meaningful business contacts in the Indian marketplace. It will also offer an important grounding in the Indian business culture and present participants with useful market intelligence. The mission is designed to provide a sound foundation for ongoing business development in the Indian market or to accelerate business development initiatives already underway. Thanks to funding from DFATD, ITAC can reduce the travel costs associated with this mission by up to half. [Registration and more information.](#)

### **If Not India, International Trade has a South Korean Option in February**

Led by the Honourable Ed Fast, Minister of International Trade, the Trade Commissioner Service is organizing a trade mission to Seoul and Busan, South Korea, February 8 to 13, 2015.

This multi-sector trade mission to South Korea, a priority market under Canada's Global Markets Action Plan, will highlight the breadth of business opportunities in the South Korean

University and IBM.

The winning team, named Raisins, included Kevin Zhu (University of Toronto) and Brazilian exchange students Nelson Nauata (University of Sao Paulo), Rafael Oliveira (University of Sao Paulo), Higor Silva (Federal University of Uberlândia), and Felipe Oliveira (University of Campinas). They won the grand prize with their Player Tracking System app which can monitor and track players on a field, using a heat map similar to ones used in a military field or traffic control area. Data is collected and plotted on coordinates so that players and their coaches can review overall and individual performance. The software, developed using IBM's Bluemix platform-as-a-service, is compatible with other devices, and can be adapted in a field, rink or court for various purposes. [Read the full story](#)

### Quick Links

[Industry Infographic](#)

[About ITAC](#)

[Our Members](#)

market and the benefits for Canadian businesses, including small and medium-sized enterprises, of the soon to be implemented Canada-Korea Free Trade Agreement.

The Canada-Korea Free Trade Agreement - Canada's first free trade agreement in the Asia-Pacific region - will provide enhanced market access and unlock new trade and investment opportunities for Canadian businesses and workers in South Korea.

For more information visit the [Trade Mission to South Korea web page](#)

## Japanese Delegation Learns About ICT Trade Opportunities

Two dozen business leaders from Hitachi Group in Japan spent two days in Toronto recently learning about the Canada's ICT sector. The group toured the industry incubator Venture Lab in Markham, met with officials from the city of Toronto, and were presented a national overview by ITAC. The delegation was especially interested in ICT innovations involving health care and those in use by the legal profession.



## Events Worth Attending

ITAC hosts and supports a wide range of industry events each month. Here are three educational and networking opportunities that you might want to consider attending.

**Dec. 5 - [Doing Business in India](#) Webinar 9 a.m. - 11 a.m**

**Jan. 25 - [11th Annual Mobile Healthcare Summit](#), Toronto**

Do you have a story you would like to see featured in the ITAC Insider? Send me an [email](#) and we'll work together to share it with the ICT community.

Steve

Communications Director

ITAC