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ITAC Industry Insider Newsletter

April 26, 2018

ITAC supports women-led mission to Ireland

ITAC has had a long-standing commitment to supporting female entrepreneurs particularly in their quest to conduct business globally as well as to scale and grow their businesses. With that in mind, and as part of its commitment to encouraging the development of international business development strategies, and to the exploration of new markets among tech companies, ITAC will be supporting a **women-led mission to Dublin, Ireland, June 18-22, 2018**.

ITAC has received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program to reduce up to half for a **maximum of 10 companies** from across Canada, to meet leaders in the European ICT ecosystem in Dublin, Ireland. Those who are able to participate will also attend the [2018 Inspirefest Dublin](#), which runs June 21-22. This two-day international technology conference will present networking and B2B opportunities for participants.

The objective of this mission is to provide women-led companies with a first-hand introduction to doing business in Europe and how to meet potential partners and customers. Participants will meet with influential European companies and contacts in an effort to expand their international business prospects. You must be a female CEO or Co-CEO to qualify.

Why Ireland? Ireland has become the global technology hub of choice when it comes to attracting the strategic business activities of ICT companies. This has earned Ireland the reputation for being the heart of ICT in Europe. In addition, two-way merchandise trade with Ireland amounted to \$2.4 billion in 2016, making it Canada's twelfth largest exporting and ninth largest importing partner in the European Union (EU)^[1]. Canada is Ireland's eighth largest trading partner outside the EU.^[2]

Ireland also has a flexible labour market as well as a dynamic, internationally-oriented economy. It is developing at a rapid pace to enhance its international image through outreach, trade and investment missions. And, as a reminder, there is also the Canada-European Union (EU) Comprehensive Economic and Trade Agreement (CETA) to consider, which is a progressive trade agreement that upholds and promotes the values that Canada shares with the EU. To learn more about the European Commission, [click here](#).

If you are interested in participating please send a BRIEF expression of interest to Denise Shortt (dshortt@itac.ca) with a corporate bio and a short description of your anticipated objectives and outcomes.

All expressions of interest must be submitted **by April 30, 2018**.

^[1] Statistics Canada

^[2] Central Statistics Office, Ireland

^[3] Eurostat