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ITAC Industry Insider Newsletter
June 8, 2018

ITAC Fall cyber mission to the EU

ITAC is excited to lead its first international trade mission focused on cyber security and have targeted the European Union (EU) as our destination of choice in Fall 2018. Canada's cyber industry is ranked in the top 10 cyber in the world and we want to showcase Canadian talent and technology globally.

ITAC has received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program to reduce up to half price for a **maximum of 10 companies** from across Canada, to attend the **6th European Cybersecurity Conference**, which is taking place in November in Brussels, (date is still TBC), as well as an additional city in region.

Europe has been chosen due to the entree into force of the **Canada-European Comprehensive Economic and Trade Agreement (CETA)** and because the EU is already Canada's second largest ICT export market. The EU is the world's largest importer of telecommunications, computer, and information services and the 4th largest importer of ICT products, with imports totaling $94 billion and $311 billion respectively. All EU tariffs on Canadian ICT products have been eliminated under CETA and Canadian ICT service providers are on equal footing with their EU competitors and receive better treatment than most of their non-EU competitors. Canadian ICT companies will also benefit from improved labour mobility provisions and expanded access to EU government procurement opportunities.[1]

The *European Cybersecurity Conference* itself will present networking and B2B opportunities, and includes 20 speakers and 1000+ attendees. ITAC has already started engaging with Canada's embassy in Brussels to assist with planning and arranging of meetings.

Please watch the ITAC Newsletter this summer for details of the mission. Contact VP, Policy, Nevin French at nfrench@itac.ca for information once announced.

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[1] Global Affairs Canada: Sectors under CETA http://www.international.gc.ca/trade-commerce/trade-agreements-accords-commerciaux/agr-acc/ceta-aecg/business-entreprise/sectors-secteurs/ICT-TIC.aspx?lang=eng