



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

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Join us: Trade Mission to Lisbon offers valuable opportunity to obtain advice and learn more about latest trends in tech from world leaders

ITAC member companies have expressed interest to grow their businesses and gain access to market, capital and talent. Many have expressed particular interest in accessing the European market and specifically, to attend the Web Summit conference as it is one of the largest most well attended technology conferences worldwide. ITAC intends to take a delegation of companies to Web Summit to promote the spirit of the Canadian technology industry in putting Canada on the map for cutting edge technology around cyber, AI and web management.

Web Summit is being held at the Altice Arena in Lisbon, Portugal, November 5-8, 2018. It welcomes over 70,000 people annually and attracts the best of speakers and industry leaders from across the globe.

ITAC is receiving financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program. There is **currently room for 10 participants**, who will be joined by ITAC's Vice President of Industry Development, Denise Shortt.

Attendees will garner both an understanding of the regulatory frameworks in the EU and access those markets. The conference is one of the largest tech conferences in the world boasting over 70,000 attendees, 160 countries represented and 300 speakers. The Canadian pavilion at the Summit provides a way to showcase Canadian technology innovation and to supplement B2B meetings. Attendees can leverage Canadian Trade Commissioners from key markets to gain intelligence and advice, meet potential investors (over 2,500 VCs and Angels attend Web Summit), and learn more about the latest trends and opportunities in tech as presented by the industry's thought leaders.

The list of 2018 speakers include: Young Sohn, President & CSO, Samsung; Gillian Tans, President & CEO, Booking.com; Brad Smith, President, Microsoft Corporation; Emmett Shear, CEO, Twitch and more. For a full list of speakers, [click here](#).

If you are interested in joining the trade mission with ITAC, or want to learn more, contact Denise Shortt at dshortt@itac.ca or 647-520-0946.