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ITAC Industry Insider Newsletter

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Canadian delegates join ITAC's Tech Trade Mission to Lisbon for business development, advice and latest trends from world leaders at Web Summit

The 2018 Web Summit was held at the Altice Arena in Lisbon, Portugal, between November 5-8, 2018. Each year, Web Summit welcomes over 70,000 people annually and attracts the best of speakers and industry leaders from across the globe. This year, ITAC was pleased to participate through a trade mission, which invited 10 Canadian companies who had an interest to grow their businesses and gain access to market, capital and talent.

As part of the Summit, Canadian companies joined forces to help put Canada on the map for cutting edge technology around cyber, AI and web management. A strong contingent of Canadian federal, provincial and municipal leaders was also present, including Mayor John Tory.

Participants were led by ITAC Interim CEO, Denise Shortt, and included:

- Joanne Fedeyko, CEO, Connections SiliconValley
- Mandy Gilbert, CEO, CreativeNiche/Red Academy
- Mark Patterson, ED, Magnet
- Alanna Stone, Co-founder and CMO Flipd
- Salar Chagpar, Co-Founder, Chief Visioneer
- Sharoon Thomas, Co-founder, Fulfil.io
- Carlos Moreno, Global chief Creative officer, Cossette
- Azam Mohabbatian, Co-founder, Nekso



As noted above, participants had the opportunity to connect with Mayor John Tory – who was also joined by Councillor Michael Thompson (Ward 37 Scarborough Centre), Chair of the Economic Development Committee and multiple partners – including ITAC. ITAC is working with the City of Toronto on its efforts to promote the benefits of doing business in Toronto and to raise awareness that Toronto will host Web Summit's sister conference Collision for three years, starting in May 2019. Five hundred Canadian companies, organizations and individuals attended Web Summit.



Also in Lisbon, Trade Mission participants had the opportunity to: meet with trade commissioners from around the world; view a pitching session where start-ups pitched their current products and ideas; join in on the Canadian Tech Reception; and frequently visit the Canadian Pavilion, where participants from across the country could meet up and connect with their country's peers...and

so much more. 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.

ITAC received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program to reduce up to half of the costs participants.

Web Summit enabled attendees to garner both an understanding of the regulatory frameworks in the EU as well as access those markets.