



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

MESSAGE FROM THE PRESIDENT

Small and Medium-Sized Enterprises

As part of our commitment to encouraging the development of international business development strategies, and to the exploration of new markets among ICT companies, ITAC supported two international trade missions this year. The first was a [women-led mission to Dublin, Ireland](#) in June. Participants were able to attend *2018 Inspirefest Dublin*, as part of the mission. The goal was to provide women-led companies with a first-hand introduction to doing business in Europe to expand their international business prospects.

The second mission was to the [2018 Web Summit](#), held at the Altice Arena in Lisbon, Portugal, in November. ITAC invited 10 Canadian companies who had an interest in growing their businesses and gaining 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

ITAC received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program for both missions. ITAC will continue to review and present opportunities such as these to its members throughout 2019. In addition, 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.