



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

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Health tech trade mission provided participants with insight into health infrastructure in Europe

In June, (number) of ITAC Health members took advantage of an opportunity to explore the potential markets in Europe through a **health-focused trade mission to Helsinki, Finland**.

Thanks to a grant through Global Opportunities for Associations (GOA), ITAC was able to assist participating members in the costs for attending and participating. The trade mission to Helsinki will included an opportunity to participate in the [HIMSS and Health 2.0 Conference](#).

ITAC worked with the Canadian Consulate in Finland to connect participants with the Canadian Consulates across Europe; and arranged a site visit to the local University Hospital in Helsinki. Together, these opportunities provided additional insight into the typical Health IT infrastructure, regional future initiatives intel, procurement processes in Finland, Scandinavia and Europe.

"This was an excellent trade mission, very well organized and found it to be helpful in understanding the trends and buying decisions in Europe as well as getting to know some key contacts. We would be very interested in participating again." Glenn Lanteigne, CEO, Tectonic Advisory Services

If you're interested in learning more about future opportunities like this, please contact ITAC Health Executive Director Elaine Huesing at ehuesing@itac.ca.