



INFORMATION TECHNOLOGY
ASSOCIATION OF CANADA



ASSOCIATION CANADIENNE
DE LA TECHNOLOGIE DE L'INFORMATION

ITAC Industry Insider Newsletter

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Few spots still open for women-led tech trade mission to Lisbon. Opportunity to build relationships and scale business

ITAC has had a long-standing commitment to supporting female entrepreneurs particularly in their quest to conduct business globally as well as to scale and grow their businesses. With this in mind, ITAC is pleased to announce that we will again work with Global Opportunities for Associations (GOA) – now referred to as CanExport-Associations – to offer an **ITAC Women-Led Tech Trade Mission to Europe (Lisbon, Portugal) this coming November**.



This trade mission will tie into the [2019 Web Summit](#) conference, an incredible way for members interested in growing their businesses to gain access to market, capital and talent, and to learn more about the latest trends and opportunities in tech as presented by the industry's thought leaders. Web Summit is being held at the Altice Arena in Lisbon, Portugal, November 4-7, 2019. It welcomes over 70,000 people annually and attracts the best of speakers and industry leaders from across the globe.

A few spots are still available. Contact ITAC Vice President, Industry Development, [Denise Shortt](#) for more information.

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.

ITAC has received financial support from Global Affairs Canada's Global Opportunities for Associations (GOA) program to reduce up to 75 per cent of the costs for a maximum of 10 Women-led companies from across Canada, to meet leaders at the Web Summit conference.



Participants from the 2018 Web Summit conference, including Denise Shortt, ITAC VP, Industry Development, and Mayor John Tory

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.

Last year, ITAC hosted a different trade mission to Lisbon, and also attended the Web Summit Conference. 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. [Click here](#) to learn more.