

# TECHNATION<sup>CA</sup>

Industry Insider Newsletter

September 30, 2020

## SAVE THE DATES: DIGITAL MARKETPLACE events to offer B2B and B2G programming

As part of TECHNATION'S [CANADA'S DIGITAL MARKETPLACE, powered by TECHNATION](#) initiative, we are also pleased to announce the launch of a **Digital Marketplace Event Series** to offer more business-to-business (B2B) and business-to-government (B2G) programming.

We are starting with a launch event on **November 19, 2020** to address TECH and GOV driving Canada's prosperity, followed by a full-day, live event which will take place on **February 25, 2021** to demonstrate the power of B2B and B2G to drive Canada's economic recovery. Details of each follow below. *More details on sponsorship opportunities and registration will be announced shortly.*



**TECHNATION launches 'Canada's Digital Marketplace'**  
*Where Government and Big Business come together to impact Canada's prosperity*  
Thursday, November 19, 2020 | 1:00 – 3:30 pm EST | Virtual Event

**KEY THEMES**

- Government's plan to stimulate the economy & leverage purchasing power
- Procurement Modernization in Action – Transforming the GOV Tech RFP to Agile and Challenge-based Procurement
- Showcasing Canadian Innovation
- Big Business Supply Chains
- Spirit of a BIZ challenge-based procurement for innovation



**TECHNATION showcases 'Canada's Digital Marketplace'**  
*Demonstrating the power of B2B and B2Gov to drive Canada's economic recovery*  
Thursday, February 25, 2021 | 9:00 a.m. – 3:00 p.m. EST | Live Event

**KEY THEMES**

- Partnering SME/Scale-Ups with Large Corps: Leveraging Value and Opportunity
- Tech Prosperity in post pandemic environment
- Large Enterprise present to SMEs (B2B)
- SMEs showcase to large enterprise and to government
- Agile procurement / government modernization