

The Alberta ICT Council works to strengthen Alberta's ICT sector through programs that promote industry capabilities, strategic applications of ICT, and development of world-class ICT-based products and services.

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May 30, 2011

## Alberta at Canada 3.0

Canada 3.0 was held in Stratford at the beginning of May. Several members of the Alberta ICT council board of directors attended the conference to meet with ICT leaders from across the country. Alberta was well represented in conference proceedings through several speaker presentations. We also connected with the folks from the Canadian Digital Media Network, Communitel and several startup ICT companies to gain an understanding of Ontario's technology commercialization environment.

## Special Report on Alberta ICT

Our special report on Alberta's ICT industry is now available in print and downloadable formats. This 32 page supplement profiles a number of Alberta-based companies with articles that promote our sub-sectors and the value of ICT to various industry segments. The report can be downloaded from our website at [www.albertaict.ca/publications](http://www.albertaict.ca/publications). We have a limited number of print copies available on request.

## More on Our Website:

While our website is still a work in progress, we have added the Community section (available from the main menu). This section is designed as an information exchange for members in various stages of business and product development. Currently there are 4 sections, B2B Opportunities, Building Your Product, Building your Business, and International Trade. Each section is designed to provide focused information and announcements to that area of activity.

## Upcoming ICT Events:

See our website for [details](#) and more events.

- **June 7** – Doing Business in Asia - Edm
- **June 23** – All Associations BBQ - Calgary
- **June 23** – Twilight in the Meadows – Edm
- **Oct 2-5** – International Wave Conf. – Lake L

[Post Your News or Event](#) on our website

## Edmonton Connector Event – “Doing Business in Asia”

**June 7<sup>th</sup> luncheon**, Tickets \$35  
11:45am Edmonton Petroleum Club  
11110-108 Street NW, Edmonton

Richard Young, Assistant Director of Business Development at Fidera Limited in Hong Kong, will be discussing strategies on how to position and structure your growing business in the Asian marketplace. Richard is a displaced Albertan located in Hong Kong; he has direct experience assisting Canadian companies establish an Asian presence.



Attend this event even if your company's product is not market-ready; learn from other's experiences to supplement your future marketing plans and strategies to partner with foreign suppliers and capital partners (offshoring). Register online at

[www.AlbertaICT.ca/Register](http://www.AlbertaICT.ca/Register).

## We Are a Changing!

The Alberta ICT Council has changed its organization model to allow a broader representation of companies that form Alberta's ICT sector. Our membership now consists of ICT companies, individual members, and associate organizations. Previously, the ICT Council's membership consisted of industry associations and representatives from public sector organizations.

The new organization model supports a direct relationship between the Council and companies within Alberta's ICT sector. As a not-for-profit industry association, we continue to support a program that addresses sector awareness, sector alignment, access to markets, access to capital, and access to skills. Our activities address individual, company, and sector needs. Our mandate to create an enabling environment that supports the development and use of innovative ICT technology remains the same.

We will be initiating a membership campaign in June with details that describe the benefits of being a member as a company or as an individual.

## Mission to Mobile World Congress 2012

The ICT Council is working directly with Alberta International and Intergovernmental Relationships (IIR) to coordinate a trade mission to Mobile World Congress 2012 (Barcelona Spain in February 2012). Alberta-based ICT companies interested in attending the conference and participating in trade-development meetings should contact Patrick Binns as soon as possible. Participation in this event is supported by funding from Alberta IIR. **Space is limited.**

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