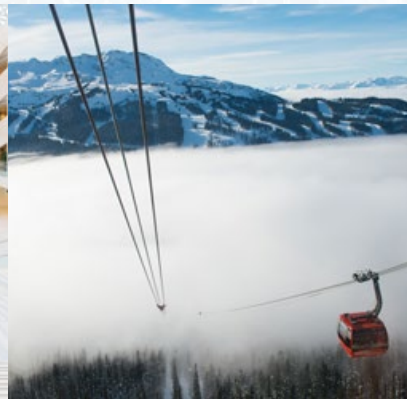


TECHNOLOGY

BUSINESS EVENTS

LEVERAGING ECONOMIC
STRENGTHS TO MEET
WITH PURPOSE IN CANADA

A nation of innovators
businesseventscanada.ca



CANADA 

CANADA IN FOCUS

37.5
MILLION
TOTAL POPULATION

19.1
MILLION
TOTAL WORKFORCE

1.3
MILLION
BUSINESSES

\$2.0
TRILLION
TOTAL GDP

Source: 2019 Statistics Canada



**CANADA
RANKS 1ST IN
THE G7 FOR**

DEMOCRACY

**QUALITY
OF LIFE**

Source: 2020 Best Countries rankings

→ Destination Canada's Business Events team is charged with growing Canada's share of international business events by promoting the country's unique meeting, convention and incentive event possibilities.

→ DISCOVER CANADA FOR BUSINESS EVENTS

“Business events play a crucial role in economic growth. When destinations focus on their **intellectual assets** in a particular industry or sphere, they can help local industries accelerate ahead of those in other communities to become leaders in their field. By aligning our strategies with **Canada's leading innovation industries**, we are creating a thoughtful, community-based approach to business event attraction that unites tourism, industry, academia, government and economic development agencies, lifting up culture, art, community confidence and pride, and ultimately, innovation.”

— Chantal Sturk-Nadeau, Executive Director,
Destination Canada Business Events



“There is no substitute for the creativity and energy that ignites when groups of like-minded people come together in the same place. When organizations choose to host their event in one of Canada's **centres of excellence** they not only gain access to some of the world's safest, greenest, creative, culturally diverse and dynamic destinations, but they gain access to their industry's thought leaders and innovators. These opportunities not only promote the transfer of knowledge, but they can **lead to future collaboration, talent attraction, R&D partnerships, trade, investment and future leisure travellers**. Such is the power of business events as a catalyst for economic nourishment, and social and cultural change.”

— Virginie De Visscher, Senior Director of Business Development,
Economic Sectors, Destination Canada Business Events



OPEN UP TO A HOST OF NEW CONNECTIONS



With **world-class expertise across a spectrum of innovation industries**, Canadian tech hubs are a natural draw for conferences across a wide range of sub-sectors. When combined with Canada's vast landscapes, diverse cities and culture, dynamic culinary and nightlife experiences, and unique opportunities to explore groundbreaking ideas, it's easy to understand why organizations the world over are choosing Canadian locations to host their global tech events.

Canadian trailblazers in a host of emerging technologies **are shaping the future of work, health care, culture and society**. When conference-goers meet in our tech hubs, they can tap into Canada's brain trust, connect with some of our brightest minds and thought leaders, and explore Canadian technologies powering the future during tech festivals, B2B exchanges, technical tours and more. And when top performers are recognized and rewarded with Canada's unparalleled destinations and distinctive experiences, they'll return home refreshed and inspired, ready to perform.

Isn't it time for you to meet with purpose in Canada? Connect with us to learn how.

→ businessevents@destinationcanada.com

#meetincanada

businesseventscanada.ca

INFORMATION AND COMMUNICATIONS TECHNOLOGY IN CANADA

Information and Communications Technology is among Canada's fastest-growing economic sectors.

Information and Communications Technology—or ICT—encompasses technologies found everywhere: software and computer services; telecommunications and mobile; artificial intelligence; quantum computing; big data and analytics; cybersecurity; cloud; blockchain; photonics; the Internet of Things; augmented and virtual reality.

Basically, if it involves capturing, transmitting or displaying data and information electronically, that's Information and Communications Technology.

HERE ARE SEVERAL HIGHLIGHTS:

As recently as 2018, Canada's ICT sector has outperformed the overall Canadian economy in not only output, but also employment and innovation growth.

Touching practically everything in our technological lives, the sector contributed \$89.4 billion to Canada's GDP (as of Q2 2019).

\$89.4B

Sector's contribution to Canada's GDP

Source: Quarterly Monitor, Information and Communications Technology Council, 2019 Q2

1.49M

Jobs in Canada's digital economy

Source: Monthly Snapshot, Information and Communications Technology Council, February 2020

41,500+

Companies in Canada

Source: 2018 Canadian ICT Sector Profile, Innovation, Science and Economic Development Canada

#1

In the world in quantum computing science

Source: Economic impact of quantum technologies 2019, National Research Council Canada

Canada has 41,500-plus companies in the sector, with 90% in Software & Computer Services (2018 numbers).

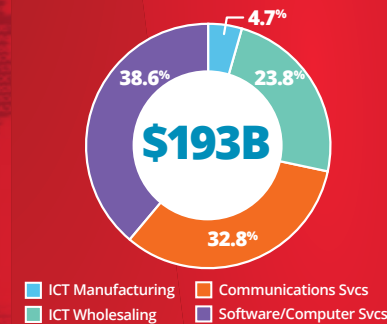
These same 2018 numbers show Canada's ICT workforce at 652,450, of which 55% have a university degree, with the average salary just under \$78,000, 49% higher than the Canadian average.

About 78% of ICT products manufactured in Canada were exported in 2018, increasing by 1.3% to \$11.3 billion.

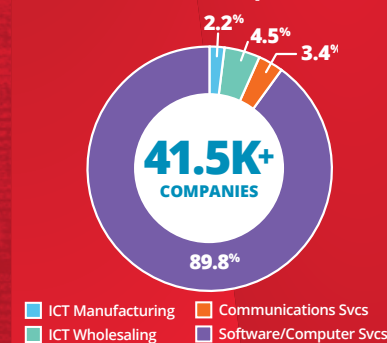
And, in terms of research and development, the sector hit \$6.2 billion in 2018, reflecting 34.5% of all private sector R&D expenditures in Canada.

Of the world's top 10 largest tech companies, nine have Canadian headquarters in the Greater Toronto Area; one is located in Montreal.

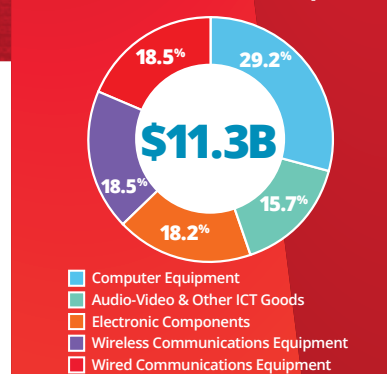
REVENUES BY SUB-SECTOR, 2018



COMPANIES BY SUB-SECTOR, 2018



EXPORTS OF GOODS BY PRODUCT GROUP, 2018



NOTABLE FORTUNE GLOBAL 500 TECH COMPANIES OPERATING IN CANADA



Data last updated April 15th 2020, provided by Invest in Canada.

“Canada is a very strategic marketplace for Oracle and we are excited to continue to invest in the country.”

- **Rich Geraffo**, Executive Vice-President, North American Technology Division, Oracle

NOTABLE RECENT INVESTMENT ANNOUNCEMENTS

- **HSBC (UK)** has opened its Global Data & Innovation Lab in Toronto, employing over 50 people in AI-related roles.
- **Samsung Electronics (South Korea)** announced the expansion of the Samsung Advanced Institute of Technology (SAIT) artificial intelligence (AI) Lab Montreal.
- **Ericsson (Sweden)** announced the creation of a Global Artificial Intelligence Accelerator (GAIA) innovation hub in Montreal.
- **Facebook (USA)** expanded its Montreal AI lab, doubling its researchers in a facility of up to 60 people.
- **Amazon Web Services (USA)** has opened a 13,000 sq. ft. office in Winnipeg for AWS Thinkbox, a cloud computing company providing services for entertainment, architecture and engineering industries.
- **Accenture (Ireland)** has opened a new innovation hub in Toronto, also adding 800 technology jobs in 2020 and expanding its apprenticeship program to help under-represented communities.
- **Amazon (USA)** has expanded its tech hub in Toronto, expecting to create 600 jobs in software development, machine learning, cloud computing, digital advertising and artificial intelligence.
- **Fujitsu (Japan)** has founded a new subsidiary in Vancouver, Fujitsu Intelligence Technology, focusing on developing artificial intelligence products and services.
- **LG Electronics (South Korea)** in partnership with the University of Toronto has opened a research centre in Toronto for the development of AI technologies.

Two years after the Global Skills Strategy was introduced, close to 40,000 people have come to Canada under the program, including almost 24,000 highly skilled workers in occupations such as computer programming, information system analysis and software engineering.

Source: Immigration, Refugees and Citizenship Canada, 2019



CONTACT

Invest in Canada promotes, facilitates and accelerates foreign direct investment (FDI) into Canada. It is the global investor's primary point of contact. Reach out to speak with a dedicated advisor.

info@invcanada.ca | www.investcanada.ca

CANADA'S TECHNOLOGY CENTRES

- VICTORIA**
- Big data
 - Fintech
 - IoT
 - Software as a Service (SaaS)

- EDMONTON**
- AI/machine learning (ML)
 - Big data
 - Digital entertainment & interactive gaming
 - Nanotechnologies
 - SaaS
 - Telecommunications & wireless tech

- CALGARY**
- AI
 - Communications technology
 - Digital media & gaming
 - Geomatics & autonomous technologies
 - IoT
 - SaaS

- TORONTO**
- AI/ML
 - Communications technology
 - Cybersecurity
 - Digital entertainment & interactive gaming
 - Fintech
 - Mobile apps
 - SaaS

- OTTAWA**
- AI/ML
 - Connective autonomous vehicles technology
 - Communications technology
 - Cybersecurity
 - Digital entertainment & interactive gaming
 - Govtech
 - Next-generation networks (NGN) & 5G
 - Photonics
 - SaaS

- MONTREAL**
- AI
 - Cybersecurity
 - Data centres
 - Digital entertainment & interactive gaming
 - Esports
 - VFX & animation

- HALIFAX**
- Cybersecurity
 - Data analytics
 - Digital entertainment & interactive gaming
 - SaaS

- QUÉBEC CITY**
- Applied AI
 - Cybersecurity
 - Data centres
 - Insurtech
 - Interactive entertainment
 - Optics/photonics/non-destructive testing (NDT)
 - VFX & animation

- WATERLOO**
- AI
 - Autotech
 - Cybersecurity
 - Fintech
 - Quantum technology

- VANCOUVER**
- AI
 - Cybersecurity
 - Digital entertainment & interactive gaming
 - E-commerce
 - Esports
 - Fintech
 - SaaS
 - Web & social media technologies
 - Visual effects (VFX) & animation
 - VR/AR

- KELOWNA**
- Animation
 - Digital entertainment & interactive gaming

- SASKATOON**
- Animation
 - Digital entertainment & interactive gaming
 - Enterprise software

- WINNIPEG**
- Data centres
 - Digital media & interactive entertainment
 - E-commerce
 - Insurtech
 - SaaS

SUPERCLUSTERS

When small-, medium- and large-sized companies, academic institutions and non-profit organizations come together to generate bold ideas, **regional innovation systems are transformed.**

Harnessing the power of collaborative R&D, a \$950M investment by the Government of Canada matched by the private sector unlocks the power of data-driven innovation across a spectrum of industries that make up **Canada's five superclusters: digital technologies, protein industries, advanced manufacturing, artificial intelligence and blue ocean science.**



CANADA'S DIGITAL TECHNOLOGY SUPERCLUSTER

Based in **Vancouver**, the Digital Technology Supercluster is a cross-industry collaboration of diverse health-care, communications, natural resources, technology and transportation businesses who co-invest in ambitious, business-led R&D projects focused on transformational digital technologies to solve some of industry's and society's biggest problems.

680 MEMBER ORGANIZATIONS, INCLUDING:

- BCIT
- Canfor
- Dwave
- DNASTack
- Genome BC
- Finger Food Advanced Technology Group
- Food X
- Microsoft
- Telus
- Thrive Health
- University of British Columbia
- University of Victoria



AI-POWERED SUPPLY CHAINS (SCALE AI)

A consortium of private entities, research centres, academia and high-potential startups, the Montréal-based Scale AI supercluster is the central pillar of Canada's AI ecosystem which identifies cross-sector collaborative projects, and provides funding and expert guidance to strengthen and improve the productivity of supply chains through the integration and responsible use of AI.

AMONG THE 110+ PARTICIPATING ORGANIZATIONS:

- Air Canada
- COVEO
- Creative Destruction Lab
- Element AI
- Majik Systems
- McGill University
- Mindbridge
- Shopify
- University of Alberta



SUB-SECTOR SPOTLIGHT

1. ARTIFICIAL INTELLIGENCE

Hotspots: Vancouver, Calgary, Edmonton, Waterloo Region, Toronto, Ottawa, Montréal, Québec City

CANADA IS AT THE CUTTING EDGE OF R&D

Montréal's Element AI, Toronto's Vector Institute and Edmonton's Alberta Machine Intelligence Institute are magnets for the world's top talent.

CONFERENCES

The **True North** Tech for Good™ conference brings the biggest minds in tech together to discuss the implications of innovation and the importance of ensuring that technology is guided by ethos above all else.

2019
Waterloo Region, Ontario

World Summit AI Americas is an exclusive gathering of the major global influencers in AI across business, science and tech for two full days of mind-boggling innovation, heated discussions on AI policy, ethics and regulation, applied solutions for enterprise, hands-on workshops and the development of plans for advancing the application of AI for Good in the coming year.

2019, 2021
Montréal, Quebec

CANADIAN PIONEERS:

Toronto: Deep learning led by Geoffrey Hinton

Montréal: Machine learning led by Yoshua Bengio

Edmonton: Reinforcement learning led by Richard Sutton

SUCCESS STORIES

Montréal is home to SCALE AI, Canada's AI supply chain supercluster and the International Centre of Expertise in Montréal for the Advancement of AI.

Source: www.montrealinternational.com

Edmonton is a core member of the Pan-Canadian AI Strategy thanks to expertise from the University of Alberta and the Alberta Machine Intelligence Institute (Amii).

Calgary's White Whale is a data technology company building AI analytics solutions that empowers businesses to make sound, data-driven decisions. Its flagship solution, DeepSea, is used in several industries including energy, health and wellness, aviation, defence and professional sports.

Montréal startups Hexoskin and Hykso have made a name for themselves in biometric clothing and wearable technology. Many Olympic boxers and professional MMA fighters are getting real-time data via Hykso punch trackers. During the Rio 2016 Olympics, various athletes sported Hexoskin Smart Shirt tech wearables.

In **Toronto**, researchers with Uber Technologies Advanced Technologies Group Research and Development Centre are conducting research in autonomous technology alongside some of the top universities of Canada.

The **Waterloo Region** is ranked #2 in Canada for AI research and is home to Canada's largest robotics and automation cluster and 150 research centres, including the largest concentration of math and computer science talent in the world.

Source: Waterloo fact sheet provided by destination

INTERNATIONAL AI COMPANIES IN CANADA:



2. DIGITAL MEDIA & INTERACTIVE ENTERTAINMENT

Hotspots: Vancouver, Kelowna, Calgary, Toronto, Montréal, Québec City

MAJOR PLAYERS



Canada

Home to the world's 3rd largest digital games industry

40,600

Skilled workers

Source: Video Entertainment Association of Canada

596

Studios

Source: Video Entertainment Association of Canada

SUCCESS STORIES

With more than 230 immersive technology companies in 2019, **Vancouver** is home to the world's 2nd largest VR/AR sector and the largest cluster of the world's top VFX and animation studios.

Source: www.bcbusiness.ca/New-report-reveals-a-growing-and-diverse-VRAR-ecosystem-in-BC-but-challenges-loom and Vancouver Economic Commission/VFX

Montréal is the world's 5th largest video game hub, 1st in Canada, and is a world leader in VFX and animation.

Source: www.montrealinternational.com/en/keysectors/video-games

In **Halifax**, aerospace and defence organizations are leveraging local gaming and simulation technologies to develop various training scenarios.

Montréal hosts a number of major esports events each year, such as Six Invitational – Rainbow Six and Red Bull player one. The city's Esports Central Arena, Canada's first esports entertainment complex, is a multifunctional gaming attraction for both amateurs and pros.

Vancouver-based Biba's free mobile games work with any playground to turn screen time into healthy, imaginative outdoor play for the entire family. Now available at 4,500 sites in ten countries around the world, with more than 1000 participating cities, in 2019.

Source: Vancouver VR/AR report 2020

CONFERENCES

The annual **VR/AR Global Summit** brings together the best knowledge and networking for enterprise, hardware, software and content providers.

2018, 2019
Vancouver, British Columbia

The largest B2B2C event in Canada, **MEGA+MIGS** brings together hundreds of video game creators from around the world to meet thousands of visitors in Montréal.

Annual
Montréal, Quebec

Squeeze, the **Québec City**-based animation studio, has been given the nod to create five episodes of "What If...?", a brand-new animated series from streaming platform Disney+.

Calgary is the birthplace of stock photography. Image Club Graphics, Veer, iStockPhoto, Dissolved and Eyewire were all founded here.

Montréal's Felix & Paul Studios is an EMMY® Award-winning immersive entertainment studio creating unparalleled virtual reality, augmented reality and mixed reality experiences for audiences worldwide.



Photo by Souril Kumar from Pexels



Photo by Brett Sayles from Pexels

3. CYBERSECURITY

As part of its new National Cyber Security Strategy, Canada is committing to invest **\$507M** over five years.

Source: IIC

The Canadian cybersecurity industry contributed over \$2.3B in GDP and 22,500 jobs to the Canadian economy in 2018.

Source: Canadian Defence, Aerospace, Marine and Cybersecurity Industries Survey (2018), 2018 survey, released in 2020

The cybersecurity industry's R&D intensity was more than three times that of the total Canadian ICT industry average in 2018.

Source: Canadian Defence, Aerospace, Marine and Cybersecurity Industries Survey (2018), 2018 survey, released in 2020

Hotspots: Vancouver, Waterloo Region, Toronto, Montréal, Ottawa, Québec City, Fredericton

SUCCESS STORIES

Canada is the 5th largest cybersecurity innovation hub in the world by venture capital deals (2015-2018).



Toronto's Herjavec Group has been ranked as the most innovative cybersecurity company three years running by responding to a changing threat landscape that goes beyond hackers to include state actors and organized crime.

Source: www.investinontario.com/spotlights/10-cybersecurity-companies-watch-2019



St. John's Verafin is the world's largest financial crime management software company.



Kelowna's Two Hat Security AI-powered content moderation platform classifies, filters and escalates more than 102 billion human interactions a month in real time, including messages, usernames, images and videos.



The Canadian Institute for Cybersecurity at the University of New Brunswick, Fredericton works in partnership with Siemens' team of technical staff and researchers to develop robust and practical cutting-edge cybersecurity and privacy technologies.



Ottawa's Thales Canada - Defence & Security is committed to the development of innovative Canadian technologies and made-in-Canada defence and security solutions.



Waterloo's eSentire® is the largest pure-play Managed Detection and Response (MDR) service provider, keeping organizations safe from constantly evolving cyberattacks.

4. TELECOMMUNICATIONS TECHNOLOGIES

Hotspots: Calgary, Edmonton, Toronto, Ottawa, Québec City

SUCCESS STORIES



Québec City's EXFO is the communications industry's test, monitoring and analytics expert, pioneering essential solutions and technologies for over 30 years.



Since purchasing **Ottawa's** former technology giant Nortel Networks' carrier ethernet and optical networking division in 2010, **Ciena**, the second-largest supplier in the world of optical technology, has grown to do the majority of their global R&D in the nation's capital.



The Things Lab at the University of Calgary conducts high-level research in IoT and low-power wide-area network (LPWAN) technologies that apply to the IoT sector.



The **University of Alberta** in **Edmonton** houses one of the top five wireless research groups in North America.



Bell MTS is investing approximately \$400M in all-fibre network technology in Winnipeg.

CONFERENCES

- Canadian Telecom Conference**
| 2001 – 2020
| Toronto, Ontario
- IIC Canada Conference**
| 2019
| Ottawa, Ontario
- International Conference on Network and Service Management**
| 2019
| Halifax, Nova Scotia
- International Conference on Network and Service Management**
| 2019
| Vancouver, British Columbia

KEY R&D



CONFERENCES

World Crypto-Bitcoin, Blockchain and Cyber-Security conference

| May 2019
| Toronto, Ontario

VANCOUVER

Multifaceted and dynamic, Vancouver is one of the most sought-after destinations for business events in Canada. It's also a rapidly growing technology hub where innovations in digital media, interactive entertainment, web platforms and software services are drawing the world's attention (and global business events).

75,000
Professionals work in tech & ICT in Vancouver, three-quarters of the total for BC
Source: ICTC

100,000
Tech professionals across BC
Source: <https://www.vancouvereconomic.com/focus/technology/>

Fastest growth of
Tech Talent
in North America
Source: CBRE Tech Talent 2019

Top 25
Best Startup Ecosystems in the World (2019)
Source: www.startupgenome.com/reports

10,000+ Companies across BC
Source: www.vancouvereconomic.com/focus/technology/

The 3rd largest in the world, Vancouver's digital media and interactive entertainment industry includes close to 1,000 businesses.
Source: www.vancouvereconomic.com/focus/digital-entertainment-interactive/

The BC tech industry generates more than **\$23B in revenue** and **\$15B in GDP**.
Source: www.vancouvereconomic.com/focus/technology/

The University of British Columbia and **Simon Fraser University** are leaders in software development.

Cascadia Innovation Corridor
The Corridor links Vancouver, Seattle and Portland innovation ecosystems to answer some of the world's greatest challenges.

Blockchain @UBC
A multidisciplinary research cluster focusing on blockchain research and education to advance the design, development and adoption of blockchain technologies.
Source: www.digitalsupercluster.ca



NOTEWORTHY INNOVATIONS

Hootsuite A global leader in social media management, **Hootsuite** was founded and is headquartered in Vancouver.
Source: www.vancouvereconomic.com/focus/technology/

Trulioo Identity verification service **Trulioo** has developed a global ID verification solution that is not constrained by geography, economic status, age or gender.
Source: www.trulioo.com/company/about-us/

COMPANIES



Source: Tourism Vancouver

SUBSECTORS

- AI
- Cybersecurity
- Digital entertainment & interactive gaming
- E-commerce
- Esports
- Fintech
- SaaS
- Web & social media technologies
- VFX & animation
- VR/AR

Source: www.vancouvereconomic.com/focus/technology/

Did you know...

Vancouver ranked first in Canada and 15th in the world on Startup Genome's list of the world's best startup ecosystems.

Source: www.vancouvereconomic.com/vancouver/place-of-ideas

Electronic Arts (EA), a global leader in digital interactive entertainment with 300 million worldwide users, was founded in Burnaby, British Columbia.

Amazon recently announced it is expanding its footprint in Vancouver with software development engineers, user experience designers and speech scientists working to make Alexa smarter, and to support Amazon Advertising plus Retail and Operations Technology divisions.

VR/AR Association Vancouver

“Organizations like TED, SIGGRAPH, and OpenStack choose Vancouver because of our unparalleled convention infrastructure, set against a backdrop of ocean, mountains and forest. Our clients tell us the city itself, and our spectacular natural setting, inspires creative thinking and dynamic ideas.”

— Dave Gazley, VP Meeting and Convention Sales, Tourism Vancouver

ACCELERATING INNOVATION

AINBC The Artificial Intelligence network of British Columbia
www.ainbc.ai

Spring Activator
www.vancouvereconomic.com/focus/technology

POST-SECONDARY INSTITUTIONS



#meetincanada

CONFERENCES

VR/AR Global Summit
| 2019 and 2020

SIGGRAPH
| 2014, 2018 and 2022

Ted Conference
| Annual

EA Games
| Annual

International DOTA-2
| 2018

CONFERENCE INFRASTRUCTURE

13,000
GUEST ROOMS

91,740 sq m
987,482 sq FT
TOTAL MEETING SPACE


VANCOUVER CONVENTION CENTRE

43,339 sq m
466,500 sq FT
3,250 Gala



CALGARY

A thriving tech hub and designated LoRaWAN™ living lab, Calgary, with its leadership in communications technology, geomatics, SaaS and IoT technologies, is a magnet for tech events focused on 21st century technologies.



42,500

Employed in the tech sector

Source: 2020 Scoring Tech Talent, CBRE Research

2,834

Businesses in Calgary's tech sector

Source: Canadian Business Counts for NAICS ICT Variant, Statistics Canada, December 2019; Calgary Economic Development

28

"Pure-Play" AI firms in Calgary

Source: Canada's AI Ecosystem, UToronto + Global Advantage Consulting Group, Page 28, June 2020

Institute for Quantum Science and Technology

at the University of Calgary

conducts leading research in key theoretical and experimental topics of quantum science and technology.

Interactions Lab

University of Calgary

conducts research in the areas of human-computer interaction and information visualization.

- SUB-SECTORS*
- Applied AI/ML
 - Communications technology
 - Digital media & gaming
 - Geomatics & autonomous technologies
 - IoT
 - SaaS



NOTEWORTHY INNOVATIONS



Calgary's **Tektelic Communications** develops and manufactures high-performance wireless products, including the LoRaWAN™ network used as part of the city's Living Lab.



Xingwei Wu of **Westaim Corporation** realized a technological breakthrough first envisioned in 1936 when he developed the hybrid electroluminescent flat-panel display screen (flat colour TV screen or computer monitor).

Calgarian, James Gosling, is credited as the inventor of the **Java** programming language in 1994, creating the original design of Java and implementing its original compiler and virtual machine.

COMPANIES*

























*Source: Calgary fact sheet provided by destination

Did you know...

Calgary is a Living Lab

Calgary is the first city in Canada to deploy citywide industrial grade LoRaWAN™ to enable local IoT solutions of up to 30,000 sensors. The Living Lab opens up public spaces, transportation corridors, dark fibre plus LoRaWAN™ networks and other city-owned assets for the testing, validation and showcasing of technological innovation, including unmanned and autonomous systems, augmented reality and virtual reality in a real-world environment.

Source: www.calgary.ca/General/Pages/Living%20labs/Living-labs.aspx?redirect=/livinglabs

Startup Genome named Calgary as a Top 5 ecosystem for connectedness

among 50 cities globally.

Source: Global Startup Ecosystem Report (GSER), Startup Genome, 2019

CONFERENCE INFRASTRUCTURE

14,000

GUEST ROOMS

111,484

sq m

1.2 million

sq FT

TOTAL MEETING SPACE

CALGARY TELUS CONVENTION CENTRE

11,334

sq m

122,000

sq FT

3,600

Gala

BMO CENTRE

24,619

sq m

265,000

sq FT

2,000

Gala

CONFERENCES*

IEEE International Conference on Acoustics, Speech and Signal Processing

| 2018

#meetincanada

“

Calgary's strong corporate presence, entrepreneurial spirit and tenacious startup culture is driving an ecosystem that embraces innovation across sectors as diverse as clean technology, agritech, fintech, biotech and more. Calgary is a natural place to host a technology conference — even our venue spaces are designed to integrate advanced event tech and inspire your delegates!"


— David Woodward, Executive Director, Meetings + Conventions Calgary

ACCELERATING INNOVATION*









POST-SECONDARY INSTITUTIONS





















*Source: Calgary fact sheet provided by destination

16 BUSINESS EVENTS | TECHNOLOGY

businessseventscanada.ca 17

EDMONTON

A central innovation hub core to the Pan-Canadian AI Strategy thanks to its leading R&D in AI and reinforcement learning, Edmonton is home to one of the top five AI research institutions in the world – just one of many reasons Edmonton is an ideal location for a meeting of the minds.

19,600

Employed

Source: Edmonton Global Information and Communication Technology Sector Profile

1,443

Businesses (2018)

Source: Edmonton Economic Development Information and Communication Technology Sector Profile (2018)

Edmonton is a core member of the **Pan-Canadian AI Strategy** thanks to expertise from the **University of Alberta** and the **Alberta Machine Intelligence Institute**.*



COMPANIES

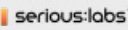


Source: Hoovers, Edmonton Global

NOTEWORTHY INNOVATIONS



The 2nd fastest growing software company in Canada, **Jobber**, a scheduling software and app, is headquartered in Edmonton.



Edmonton-based **Serious Labs** is an award-winning 3D-interactive technology company that develops VR training solutions for the global heavy equipment industry.



OENano uses nanotechnology to create revolutionary products for a number of sectors including the energy, agriculture and transportation industries.*



Granify provides a SaaS solution that enables online retailers to maximize their sales by using cutting-edge big data and ML technologies.



Clinisys uses its data migration strategies, including data visualization, big data analytics and data mining, in eHealth applications.

Source: Edmonton Economic Development Information and Communication Technology Sector Profile

SUB-SECTORS*

- AI/ML
- Big data
- Digital entertainment & interactive gaming
- Nanotechnology
- SaaS
- Telecommunications & wireless tech

*Source: Edmonton Global fact sheet

“

The 2019 SingularityU Canada Summit brought thousands of Canadians together in Edmonton, and via satellite and livestream events across the country. It was one of 15 international SU Summits that happened around the world, putting Edmonton on the global stage and highlighting our city as a progressive and collaborative place in the open data, open government and digital innovation spaces. The event was a catalyst for both our city and our innovation sector, and rallied the community together to see the exciting work that is being done by Edmontonians.”

— Anna Look
Director, Visitor Economy Sales
Explore Edmonton

ACCELERATING INNOVATION*



POST-SECONDARY INSTITUTIONS*



*Source: Edmonton Global fact sheet

#meetincanada

Did you know...

ST Innovations, the business arm of the University of Alberta’s SMART Network, combines a leading research network with specialized equipment and market insights to accelerate innovative health ideas at every stage through various human machine interfaces using AI, VR/AR (XR) and robotics.

CONFERENCES

SingularityU

| 2019

Nano Canada
International
Conference

| 2021

CONFERENCE INFRASTRUCTURE

12,738

TOTAL GUEST ROOMS

61,858 sq m

665,841 sq FT

TOTAL MEETING SPACE

EDMONTON EXPO CENTRE

48,495 sq m

522,000 sq FT

6,000 Gala

EDMONTON CONVENTION CENTRE

12,225 sq m

131,590 sq FT

3,980 Gala

WINNIPEG

In Canada’s heartland, Winnipeg is easily accessed from all points east, west, north and south. This midwestern city boasts a thriving community of small- and medium-sized tech companies making contributions in data collection platforms, ML and robotics, and interactive digital media/game developments.

19,300

Employed

Source: StatsCan -Table 14-10-0054-01

1,315

Tech businesses

Source: Stats Can customized table

COMPANIES*



POST-SECONDARY INSTITUTIONS



NOTEWORTHY INNOVATIONS*



Bold Commerce, which offers modular e-commerce solutions, grew 414% in 2019 and was named one of Canada’s Top Growing Companies by the *Globe & Mail*.



Bit Space Development is ranked in the top 10 of VR/AR-development companies from around the world by *Clutch*.



Winnipeg startup **SkipTheDishes** uses technology to connect hungry residents with local restaurants. Since 2013, the company has grown to include 18,000 couriers and 100 locations in Canada and the US.

SUB-SECTORS*

- Data centres
- Digital media & interactive entertainment
- E-commerce
- Insurtech
- SaaS

*Source: Winnipeg fact sheet provided by destination

“Winnipeg makes it easy to help you bring your next technology meeting or convention here with our one-stop shop for tourism support and strong network within our thriving techno-creative industry. Economic Development Winnipeg can easily connect you with local business and academic tech experts for speaking opportunities and facility tours, while our Tourism Winnipeg team provides the tools and support you need to make your event a success.”

— Dayna Spiring, President and CEO, Economic Development Winnipeg Inc.

ACCELERATING INNOVATION*



North Forge Technology Exchange



Manitoba Technology Accelerator (MTA)



Industrial Technology Centre (ITC)



Red River College Innovation Centre



Check Point Secure Academy in Canada



Wawanesa Innovation Lab

*Source: Winnipeg fact sheet provided by destination

#meetincanada



CONFERENCES*

Western Canada Information Security Conference

| 2019

Items International

| 2017

CONFERENCE INFRASTRUCTURE

7,100

TOTAL GUEST ROOMS

56,000 sq m

604,000 sq FT

TOTAL MEETING SPACE

RBC CONVENTION CENTRE

24,526 sq m


264,000 sq FT

9,000 Gala



WATERLOO

A global technology hub, Waterloo is a powerhouse of tech talent and innovation, boosted by a world-class academic community. Here you'll find Canada's top technology university, the world's highest concentration of mathematical and computer science talent, expertise in both hardware and software – and plenty of Canadian experts to champion and enhance your conference agenda.


21,500+
Employed*

1,700
Companies

558
Startups

130
AI companies*

Did you know...

- 

The Waterloo Region is home to Canada's largest robotics and automation cluster, 150 research centres and the largest concentration of math and computer science talent in the world.
- 

The region is Canada's leading IoT cluster.
- 

Canada's first **Google for Startups Accelerator** is here.
- 

The Toronto-Waterloo Corridor is home to **287,000 tech workers** and nearly **9,600 tech companies**.
- 

The region has the world's highest concentration of **corporate innovation labs**.
- 

The highest concentration of **quality tech talent nationwide** can be found here (2018).
- 

The region has the 2nd highest concentration of **startups** worldwide.



NOTEWORTHY INNOVATIONS



Among its many applications, **Northern Digital** technology is the foundation of some of the most progressive surgical navigation systems in medicine facilitating computer-guided surgery and therapy. One of the company's products can track a moving object as small as a blood cell from six metres away.

Source: www.waterlooeo.ca/en/industries/resources/ndi-success-story.pdf

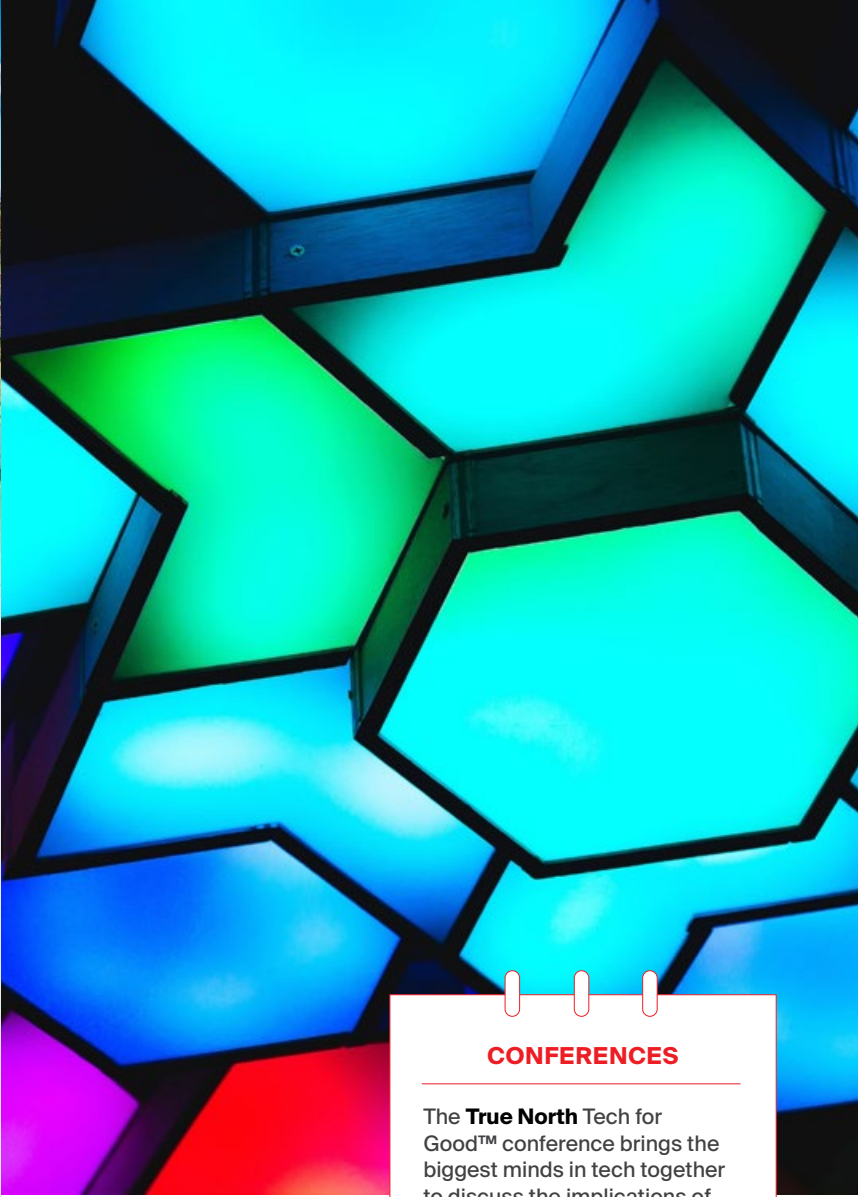
COMPANIES*



SUB-SECTORS*

- AI
- Autotech
- Cybersecurity
- Fintech
- Quantum technology

*Source: Waterloo Regional Tourism Marketing Corporation fact sheet



CONFERENCES

The **True North Tech** for Good™ conference brings the biggest minds in tech together to discuss the implications of innovation and the importance of ensuring that technology is guided by ethos above all else.

| June 2018, 2019

POST-SECONDARY INSTITUTIONS



The **University of Waterloo** has been ranked Most Innovative University in Canada for 28 years (2019) and ranked #1 in Canada and #4 in the Americas for innovation in AI and robotics.



ACCELERATING INNOVATION*



“The Waterloo Region has inspiring spaces and venues for all kinds of events. The area is known for being at the cutting edge for thinking and doing and is populated by thought leaders – from startups to globally recognized tech firms and research leaders. Best of all, there is a collaborative mindset that permeates every aspect of our innovation ecosystem.”

– Kelly McManus, Senior Director, Community Relations and Events, University of Waterloo

CONFERENCE INFRASTRUCTURE

2,700
TOTAL GUEST ROOMS

55,741 sq m
600,000 sq FT
TOTAL MEETING SPACE

BINGEMANS CONFERENCE CENTRE

4,314 sq m
46,000 sq FT
1,200 Gala

TORONTO

One of the world’s fastest-growing tech hubs, Toronto is a pioneer in AI/ML, cybersecurity, communications tech and fintech. The city and region’s distinct mix of culture, educational opportunities, diversity and talent draws the world’s best creators and thinkers, and some of the globe’s most prestigious tech events.



The Toronto region's tech industry employs **290,000** skilled workers, making it one of the largest tech hubs in North America.*

More than **15,000** tech companies and **5,200** startups*

Named the world's fastest-growing
Tech sector
by KPMG International*

SUB-SECTORS

- AI/ML
- Communications technology
- Cybersecurity
- Digital entertainment & interactive gaming
- Fintech
- Mobile applications
- SaaS

COMPANIES*

Canadian startups and the world's leading global tech companies make Toronto their Canadian headquarters.



*Source: Business Events Toronto



NOTEWORTHY INNOVATIONS



Toronto's **Ecobee** designs award-winning smart thermostats and devices controlled by voice.



Whoosh!, on *Canadian Business*' 2018 list of fastest-growing companies, makes products to keep the goo off all your touchscreens.*



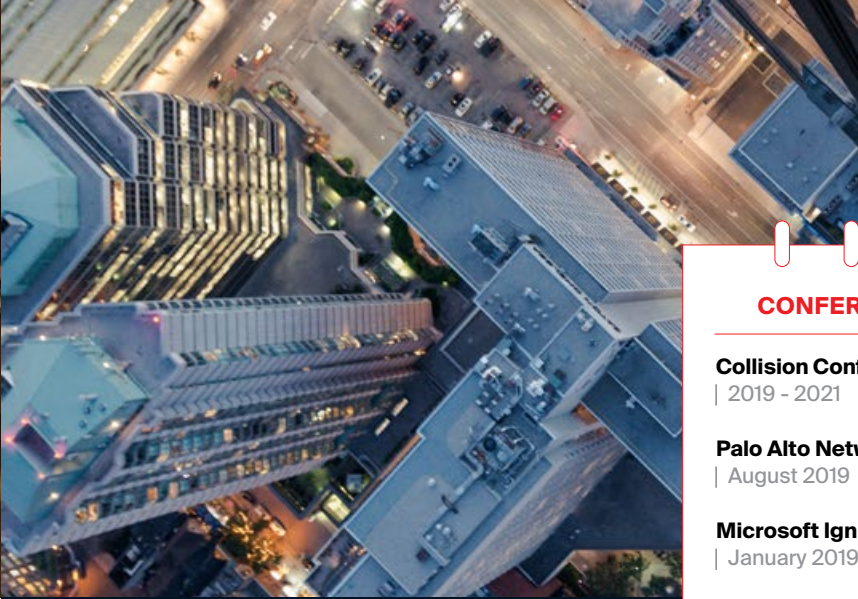
Content from **Wattpad**'s worldwide network of 80 million users has been developed into Netflix series and best-selling ebooks.



360insights uses cloud engineering technology to create customer satisfaction, drive sales and uncover market insights.

“Collision landed in Toronto in 2019 and exceeded expectations, even in its first year, and expect it's only going to grow in size and quality in the years to come. People came and saw that this is a great city – not only to work in but also to explore and enjoy.”*

— Sunil Sharma, co-host of the Collision Conference (Web Summit), and managing director of TechStars Toronto Accelerator, the first node of the worldwide network outside the US.



CONFERENCES*

Collision Conference
| 2019 - 2021

Palo Alto Networks
| August 2019

Microsoft Ignite Tour
| January 2019

AWS Partner Summit
| 2017 - 2019

Did you know...

Toronto ranks among the top three cities in North America for tech talent.*

From 2018 to early 2020, Toronto hosted some 200 tech events and welcomed some 100,000 delegates.

CONFERENCE INFRASTRUCTURE

36,000
TOTAL GUEST ROOMS

Over **3,260,000** sq FT
of meeting and exhibition space at four major convention centres:

- Metro Toronto Convention Centre
- Exhibition Place
- The International Centre
- Toronto Congress Centre

METRO TORONTO CONVENTION CENTRE
55,741 sq m
600,000 sq FT
4,470 Gala

Photo by Warren Wong of Unsplash

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ACCELERATING INNOVATION

65+ tech-focused business incubators and accelerators* including:



Source: <https://fi.co/insight/a-guide-to-toronto-s-best-startup-accelerators-incubators>

*Source: Business Events Toronto

OTTAWA

With the highest concentration of tech talent in North America* and world-class R&D capability, Ottawa, Canada’s capital, is a thriving global tech hub cultivating in-demand expertise in disruptive technologies including connected and autonomous vehicles, cybersecurity, 5G and AI.



Ottawa’s tech industry employs **77,000** skilled workers.*

1,750 Knowledge-based businesses*

COMPANIES*



ACCELERATING INNOVATION*

 **Centre of Excellence in Next Generation Networks**


 **National Research Council of Canada**


 **Communications Research Centre Canada**

 **Canada’s Advanced Research and Innovation Network**



NOTEWORTHY INNOVATIONS*

 **MindBridge Ai** has developed the world’s first AI-powered auditing solution to help companies restore confidence in their financial data. It currently markets its solutions to the external audit sector and the banking sector. The company has grown to over 100 employees in Ottawa and recently opened a new location in the UK.

 **shopify**
Headquartered in Ottawa, **Shopify’s** R&D centre of excellence is driving innovation in AI/ML and robotics toward the \$1B development of its North American network of fulfillment centres.

- SUB-SECTORS***
- AI/ML
 - Communications technology
 - Connective autonomous vehicles technology
 - Cybersecurity
 - Digital entertainment & interactive gaming
 - Govtech
 - NGN & 5G
 - Photonics
 - SaaS

*Source: Ottawa Tourism/Invest Ottawa

Did you know...
Located in Ottawa, **Area X.O** is the futureplex of innovation and collaboration. The state-of-the-art facility offers a safe and secure environment to create, test and demonstrate next-gen mobility and connected technologies.

Ottawa is home to the **Canadian Photonics Fabrication Centre**, North America’s only pure play fabrication centre.



L-SPARK is Canada’s first enterprise SaaS accelerator. In addition to supporting SaaS startups, L-SPARK has launched independent accelerators driving innovation on autonomous vehicles with Blackberry-QNX, and in medtech with TELUS, Solace and CIRA, focusing on secure IoT.

“ **SAAS NORTH NOW**, Canada’s largest technology conference for SaaS (software-as-a-service) companies scaling up, was founded in 2016 in Ottawa by Cube Business Media Inc. and L-Spark Corporation. The conference brings together the entire Canadian SaaS ecosystem under one roof. Despite pressures to launch SAAS NORTH in other cities, as founders, we knew the potential of Ottawa as a lifetime host city of the conference, and we’ve never looked back!

— Patrick White
Managing Director | L-SPARK

POST-SECONDARY INSTITUTIONS



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CONFERENCE INFRASTRUCTURE

10,000
TOTAL GUEST ROOMS

125,425 sq m
1,350,062 sq FT
TOTAL MEETING SPACE

SHAW CENTRE
17,837 sq m
192,000 sq FT
3,840 Gala

CONFERENCES

SAAS NORTH NOW
| 2020

Impact AI
| 2020

CENGN Summit
| Annual

AccelerateOTT
| Annual

QUÉBEC CITY

Québec City nurtures a thriving optics-photonics industry, features Canada’s largest national defence research centre, and is a world-class hub for geospatial businesses, software, database integrators, plus designers and their sector conferences.



23,366

Jobs

524

Companies

\$3.5B

Revenue

65

Research centres, chairs, clusters and institutes

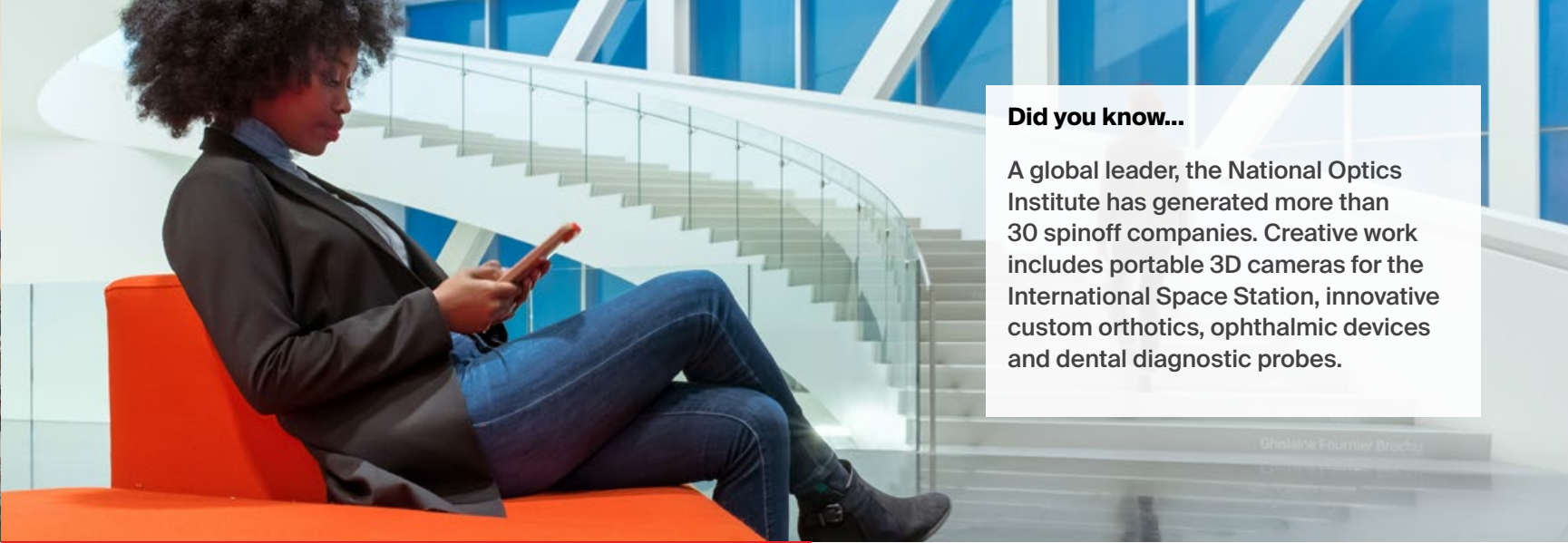
Source: Québec international, 2016

COMPANIES*



“ We have had marvellous collaborations with many event partners. We couldn’t have pulled it off without the Québec City’s Ambassadors’ Club and Québec City Convention Centre.”*

— Denis Laurendeau, Professor, Université Laval
Co-organizer of the International Conference on 3D Vision



Did you know...
A global leader, the National Optics Institute has generated more than 30 spinoff companies. Creative work includes portable 3D cameras for the International Space Station, innovative custom orthotics, ophthalmic devices and dental diagnostic probes.

NOTEWORTHY INNOVATIONS*



Eddyfi Technologies is a key player in the non-destructive testing equipment business. The 10-year-old Québec City startups’ technology is deployed across six brands and 10 industries in more than 110 countries.



Coveo Cloud’s AI-powered intelligence platform cuts through the complexity in data and draws inferences from behaviour to get to the heart of what users need.



Québec City’s **LeddarTech®** is an industry leader in environmental sensing solutions for autonomous vehicles and advanced driver assistance systems.

SUB-SECTORS*

- Applied AI
- Cybersecurity
- Data centres
- Insurtech
- Interactive entertainment
- Optics/photonics/NDT
- VFX & animation

*Source: Quebec international fact sheet provided by destination

“ The Québec City area, home to Université Laval, is an excellent place to recruit the best optics talent. We’re located in the Espace d’innovation Michelet, a next-generation technology park that unquestionably inspires innovation and collaboration for ABB’s employees. It’s very promising for the expansion of our business.”*

— Marc Corriveau, ABB

CONFERENCES

ASME 2018 International Design Engineering Technical Conferences & Computers and Information in Engineering Conference
| 2018

International Conference on 3D Vision
| 2019

Education & Training in Optics and Photonics
| 2019

ACCELERATING INNOVATION*

- quantino** The first incubator in optics and photonics in Canada, **Quantino** is headquartered in Québec City.
- Institut Intelligence and Data**
- COPL** Centre d’optique, photonique et laser **Optics, Photonics and Laser Centre**
- CRDM**
- Centre for Digital Imagery and Interactive Media**
- INO**

*Source: Quebec international fact sheet provided by destination



CONFERENCE INFRASTRUCTURE

17,250
TOTAL GUEST ROOMS

73,860 sq m
795,000 sq FT
TOTAL MEETING SPACE

QUÉBEC CITY CONVENTION CENTRE

28,000 sq m
300,000 sq FT
3,830 Gala

MONTREAL

Montréal has earned its reputation as a major global hub for AI, deep learning, multimedia, video game production and software development. The city is home to the largest number of researchers in AI in Canada, and the hub around the Mila research centre and IVADO labs acts as a magnet to attract high-profile, international tech events.



179,000+

Tech professionals in Greater Montréal and 5,000 businesses

72,000

Experts in software development

5,000

Tech companies

Source: Montréal international sector brochures ITC, Gaming, VR/AR

As of 2018:

\$5.7B

ICT sector exports

\$21B+

Revenues

\$11B+

Real GDP (\$ of 2012)

Source: www.economie.gouv.qc.ca/objectifs/informer/par-secteur-dactivite/technologies-de-linformation-et-des-communications/page/le-secteur-10878/?tx_igaffichagepages_pi1%5Bmode%5D=single

(Greater Montréal accounts for about 70% of all IT activities in Québec)



“What sets the Montréal technology sector apart from other large cities is the force of its academic sector. We are talking about 5,000 tech companies that collaborate with 11 world-renowned university institutions. This collaboration is the key to the success of the AI field in Montréal. This also explains why major events such as NeurIPS and World Summit AI have decided to host their events in Montréal!”

— Guy-Joffroy Lord, Director, development, business intelligence and strategic alliances, Tourisme Montréal

NOTEWORTHY INNOVATIONS



Montréal Institute of Learning Algorithms

Mila is the world’s largest academic research lab in deep learning and reinforcement learning.

Source: www.montrealinternational.com/en/publications/greater-montreal-artificial-intelligence-hub/

SCALE AI

The Canadian government chose Montréal as headquarters for **Scale AI**, Canada’s AI supply chain supercluster, dedicated to building the next-generation supply chain and boosting industry performance by leveraging AI technologies.

COMPANIES*



SUB-SECTORS*

- AI
- Cybersecurity
- Data centres
- Digital entertainment & interactive gaming
- Esports
- VFX & animation

*Source: Montréal international sector brochures

CONFERENCES

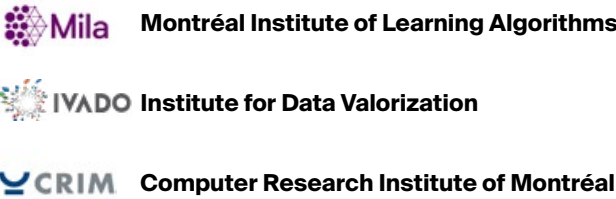
DreamHack 2016, 2021	International Conference on Educational Data Mining (EDM) July 2019
International Joint Conference on Artificial Intelligence (IJCAI) August 2021	International Conference on Artificial Intelligence and Law (ICAIL) June 2019
World AI Summit AI for the Americas March 2021	Neural Information, Processing Systems (NeurIPS) December 2018

Did you know...

La Guilde du jeu video du Quebec, the largest association of its kind globally, promotes the Quebec video game industry locally and internationally.*

POST-SECONDARY INSTITUTIONS

The largest university research hub in Canada:



Ranked **Best Student City in the Americas**

Source: QS Best Student Cities 2019

Two universities in the **top 150 best universities in the world**

Source: QS Ranking 2019

Montréal is Canada’s university capital, with the highest number of students.



CONFERENCE INFRASTRUCTURE

27,000
TOTAL GUEST ROOMS

2,903 sq m
1,000,000 sq FT
TOTAL MEETING SPACE

PALAIS DES CONGRÈS DE
MONTREAL CONVENTION CENTRE
51,280 sq m
551,520 sq FT
3,240 Gala

*Source: Montréal international sector brochures

#meetincanada

businesseventscanada.ca

VICTORIA

This compact seaside capital is a natural draw for tech entrepreneurs and business events alike. The city is an innovation hub for SaaS providers, big data analysts and IoT innovators, plus those focused on cleantech, alternative energy and ocean technologies. Victoria's interconnected research, education and industry ecosystem, combined with its rich cultural, culinary and historical amenities, make the city an easy choice for engaging dialogue and forward-focused business events.



16,775

Employed (2018)

Source: Business Events Victoria

COMPANIES



POST-SECONDARY INSTITUTIONS



ACCELERATING INNOVATION

VIATEC[®]

VIATEC Victoria Innovation, Advanced Technology and Entrepreneurship Council



Matrix Institute for Applied Data Science

CONFERENCES

Municipal Information Systems Association Conference

| 2021

Esri Canada User Conference

| 2019

Reboot Communications Annual Privacy and Security Conference

| 2019

Fortinet Conference

| 2018

SUB-SECTORS

- Big data
- Fintech
- IoT
- SaaS

Did you know...



LlamaZOO is a spatial business intelligence provider with a SaaS platform that enables First Nation bands and stakeholders in mining, oil and gas, forestry, and other capital-intensive industries to make meaningful and impactful decisions by visualizing their complex land data in 3D.

Source: VIATEC

“Greater Victoria has become an innovative region with a burgeoning educational sector which helps to feed talent to a thriving technology sector with a clear focus on clean technology, marine technology and innovation. A strong talent base, excellent educational institutions, our mild climate and high quality of life are all contributors to our success, and make Victoria a great place to meet.”*

— Paul Nursey, President and CEO of Destination Greater Victoria

CONFERENCE INFRASTRUCTURE

6,100
TOTAL GUEST ROOMS

20,903 sq m
255,000 sq FT
TOTAL MEETING SPACE

VICTORIA CONFERENCE CENTRE

6,782 sq m
73,000 sq FT
1,100 Gala

KELOWNA

Sun-soaked and wine-kissed, this urban resort in the heart of British Columbia's acclaimed wine region provides plenty of creative inspiration for tech, animation and digital media pros, and the organizations that choose to meet in Kelowna's mountain, lake and vineyard playground.



Combined

15,000

Employed in tech, animation, digital media and film

Source: ICT Sector Profile provided by Kelowna

200

Animation, film and digital media businesses

Source: Statistics Canada, Canadian Business Patterns, December 2017 provided Kelowna

CONFERENCE INFRASTRUCTURE

4,500
TOTAL GUEST ROOMS

10,219 sq m
110,000 sq FT
TOTAL MEETING SPACE

#meetincanada

NOTEWORTHY INNOVATIONS



Yeti Farm Creative is an animation studio that services renowned and coveted broadcasters like Corus Media, Netflix and Amazon while also creating original content.



Hyper Hippo Entertainment connects people from around the world through its award-winning AdVenture Capitalist series of games.



With a mission to destroy lag time, **Wtfast** delivers the best connection to 800 million gamers around the world.

Source: investkelowna.com

SUB-SECTORS*

- Animation
- Digital entertainment
- Interactive gaming

Source: TK digital tech brochure



The technology sector of the Central Okanagan, where Kelowna is located, has grown 15% year-over-year since 2013.

Source: InvestKelowna

SASKATOON

Fuelled by prairie ingenuity, Saskatoon is fast becoming an innovation hub for talented animation, gaming and enterprise software developers and startups.



12,900

Employed

Source: SREDA

725

Companies

Source: SREDA



Digital Integration Centre of Excellence at Sask Polytechnic focuses on bringing digital solutions to industrial partners, with a core focus on data integrity, transmission and storage.



Innovation Place helps grow Saskatchewan's tech sector and provides a supportive environment for startups and early-stage technology companies.



University of Saskatchewan

Source: Tourism Saskatoon

NOTEWORTHY INNOVATIONS



7shifts' restaurant employee scheduling solution is used by more than 250,000 restaurants across North America, Europe, the Middle East and Australia. Total capital raised in Series A was more than \$20M in 2019.



Vendasta This cloud commerce platform, which provides digital solutions to small- and medium-sized businesses, raised \$40M in growth funding.

Source: Saskatoon flatsheet



© Tourism Saskatoon/Greg Huszar

SUB-SECTORS

- Animation
- Digital entertainment/interactive gaming
- Enterprise software

Source: Saskatoon flatsheet

CONFERENCE INFRASTRUCTURE

5,286
TOTAL GUEST ROOMS

74,322 sq m
800,000 sq FT
TOTAL MEETING SPACE

TCU PLACE

9,662 sq m
104,000 sq FT
1,424 Gala

WORLD TRADE CENTRE AT PRAIRIELAND PARK

22,296 sq m
240,000 sq FT
2,880 Gala

HALIFAX

With world-renowned research institutions, a growing startup community and established leadership in innovation industries, Halifax's diversified information technology, gaming and digital media sectors attract a host of business events and talent to the region.



Approximately

12,000

Employees



IBM chose Halifax in 2012 to create a Client Innovation Centre and then expanded again in 2017. The company has been hiring aggressively and leveraging the city's talent.



EY launched its Canadian Centre for Advanced Analytics in 2014 and its Global Centre of Excellence in Robotic Process Automation in 2018 in Halifax.



WattPad announced in late 2019 that it is establishing its second headquarters in Halifax.

SUB-SECTORS

- Cybersecurity
- Data analytics
- Digital entertainment & interactive gaming
- SaaS

Source: Provided by destination fact sheet



Halifax is situated on a landing point for transatlantic network cables. Infrastructure like GTT Atlantic's International Exchange Centre allow for fast and secure transmission of data between North American and European clients.

Source: Provided by destination fact sheet



© Nova Scotia Tourism/Scott Mann

CONFERENCE INFRASTRUCTURE

5,400
TOTAL GUEST ROOMS

64,475 sq m
694,000 sq FT
TOTAL MEETING SPACE

HALIFAX CONVENTION CENTRE

11,148 sq m
120,000 sq FT
2,000 Gala



WHY CANADA FOR TECH CONFERENCES



Leadership across the spectrum of technology industries not only makes Canada a competitor on the world stage, but an innovation leader. **Business events, like technology itself, accelerate progress and provide a platform for a year's worth of business to take place over the course of just a few days.** Such events lead to the innovation and reinvention so critical to the economic recovery for businesses and the communities in which they operate and meet.



Business events are **a fundamental source of learning, research and information sharing** — all critical to the advancement of technologies. While business events may drive knowledge sharing and engagement, purposeful collaboration is a hallmark of Canadian culture. **The strides being made in research and technological advancements are collectively reshaping the future of global business.** Organizations that meet here gain access to Canadian industry and thought leadership through business-to-business exchanges, hosted innovation tours and the sharing of best practices.



With over 650 AI startups and some of the world's brightest minds in the field, Canada is a natural draw for business events dedicated to the advancement of AI. **Business events allow communities of researchers, entrepreneurs and others to come together in one place at one time.** Prime conference locations like Montréal, Toronto, Edmonton, Vancouver, Calgary and Québec City offer those AI communities opportunities to explore Canada's innovation ecosystems on technical tours, through B2B exchanges and at networking events.



Everything we consume — from a new computer, to the latest in automotive technologies — **is discussed, debated and debuted at a business event. International business events are magnets for content-hungry individuals and for those with investment resources.** Impressed by Canadian infrastructure, talent and ready access to key markets, **the largest tech companies in the world are expanding or relocating to Canada to conduct research and manufacture their products.** These local subject-matter experts can enhance speaker schedules and help champion events to grow membership and revenues.



Canada is committed to fighting cybercrime and offers solutions for governments, health-care and the financial services sectors. Innovation hubs in Fredericton, Toronto, Vancouver and Montréal offer conference organizers plenty of opportunities to connect with Canadian innovators to create compelling, secure events.



Events of all kinds (exhibits, conferences and festivals) **feed every industry, connecting supply with demand and people with each other.** As these events grow, so do regional economies.

The architects of the global tech revolution live, work and conduct research here. **Canada boasts the world's highest concentration of AI startups, fuelled by the research being done at Mila, Google's Brain AI and others.** Such depth of knowledge not only helps draw internationally renowned conferences to Canada, but also helps to build and maintain productive networks that can generate economic benefits such as talent attraction for organizers, host industry champions and host destinations.



Business events have the power to inspire the next generation, fuelling innovation. Today's advancements in cloud gaming, VR/AR technologies, 5G networking and wearable tech will transform interactive entertainment and gaming in the coming years. Many of **the emerging technologies driving the industry forward are being developed in Vancouver, Kelowna, Calgary, Toronto, Montréal and Québec City** — coincidentally some of Canada's most sought-after locations for conferences and incentive reward events.



Many of today's "must-have" technologies, such as LED lighting, digital cameras, high definition TVs and smartphones, are enabled by **optics and photonics technologies** developed in Québec City and Ottawa — two of the country's most alluring locations with a robust field of industry experts to champion events.



As emerging gaming technology makes **esports** more accessible, more and more organizers are looking to innovation and cultural hotspots like Montréal, Toronto and Vancouver to host global tournaments and esports festivals. **Such events become the launch pad or testing ground for new technologies,** new games and new gear, creating real-time feedback from top users for companies.



Around the world researchers and corporations are putting AI to work to understand the COVID-19 pandemic. Technologies developed in medtech hotspots like Toronto, Saskatoon, Québec City, Vancouver and beyond **create unique opportunities for cross-industry or cross-institution collaboration by spotlighting innovation during events hosted here.** In Canada, inclusion is more than a way of doing business — it's a way of life.



Business events have the power to progress change and transform societies. With e-learning and edtech on the rise, virtual and augmented reality are becoming increasingly prevalent for training and simulation and as a way to interact with customers. Technologies being developed in Vancouver, Montréal, Québec City, Toronto and beyond help attract future events interested in leveraging these innovation ecosystems.



The core technologies of the Fourth Industrial Revolution, such as big data, cloud computing, IoT and blockchain are being deployed across Canada to modernize supply chains. Such future-focused technologies are being developed in Calgary, Edmonton, Winnipeg, Waterloo Region, Montréal, Québec City, Halifax and beyond. **The unintentional connections made at in-person meetings** has a great impact on the individuals attending, and can help advance the field in which they work, **translating directly to economic diversity and resilience for host organizers and destinations.**



Canada's dynamic cities and urban innovation centres may be a natural draw for business events, but they also provide international travellers with a taste of Canadian culture, cuisine and our vast, dramatic landscapes, **fuelling the desire to return with family and friends for future leisure travel.**



CANADA

A NATURAL REWARD FOR TOP TECH PERFORMERS

A place not just to explore, but to connect. Where the extraordinary is rewarded and celebrated. Where open minds, intrepid spirits and glowing hearts are welcome. A place that inspires and refreshes. A place to discover the potential within each one of us.

Want your next incentive event to leave an indelible mark on the heart of your organization?
Let Canada show you the way.



Embrace your spirit of adventure. Canada's Yukon, Northwest Territories and the eco-resorts of coastal British Columbia are change-makers and some of our most legendary, out-of-the-box incentive destinations, each offering an unparalleled stage for exclusive corporate gatherings and high-end recognition events.

Vancouver, BC



Go wild. Canada's Hudson Bay is ranked one of the world's best places to see polar bears in the wild. Too wild? Try photo safaris to witness the awe of the aurora borealis — Canada is also ranked one of the best places in the world to witness the Northern Lights — or retreat to any of the intimate, authentic and inspirational eco-friendly lodges and resorts that dot our vast landscape.

Hudson Bay, Nunavut



Whistler, BC

Swing for the trees. Canada's distinctive golf courses are framed against some of the country's most iconic destinations: Whistler, Victoria, Banff, Mont Tremblant, and throughout Nova Scotia and Prince Edward Island. The fact that these resorts are within close proximity of our tech innovation hubs is merely coincidental.



Jasper, Alberta



Sea-to-Sky Highway, BC

Get your motors running. Whether it's high-performance team building driving Canada's iconic test tracks and courses in Montebello and Victoria, or a road rally through some of our most scenic tech destinations — your teams will connect with Canadians and our tech communities in an up-close-and-personal way.

Raise your glass in celebration of your team's accomplishments. Tech centres like Toronto and Vancouver are a stone's throw away from Niagara and Kelowna, two of the country's most productive, picturesque wine regions — both exceptional locations in which to reward and recognize your top performers.



Niagara-on-the-Lake, Ontario

Looking for more inspired incentive ideas? Connect with us to learn more.

→ businessevents@destinationcanada.com



NO ONE KNOWS CANADA LIKE WE DO

Destination Canada's Business Events Team offers in-depth knowledge of Canada. Our team can help you deliver compelling content audiences want to consume when they meet in Canada. Connect with us for solutions and support on the fundamentals of meeting in Canada, including where to meet, recommended innovation hubs best suited to your specific event, introductions to our cross-country network of meeting and event partners, technology experts, leaders and innovators, and those who can help champion your event, augment your program, grow your membership and event audiences, and deliver a return on your event investment.

Consider Destination Canada your first point of contact when considering Canada for your event.

FIND OUT MORE

→ businessevents.destinationcanada.com/en-CA

→ #meetincanada



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