



Proof of Activity Report

TECHNATION TRADE MISSION TO WEB SUMMIT 2022

Lisbon, Portugal – November 1-4, 2022



**Denise Shortt, Senior Vice-President,
Industry, Membership and
Diversity & Inclusion**

TECHNATION Canada

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1. TECHNATION INTRODUCTION

TECHNATION OVERVIEW (formerly ITAC: Information Technology Association of Canada)

At TECHNATION, we unite Canada's technology sector, governments, and communities for Canada's future. For more than 60 years, we've championed Canada's technological future by helping to facilitate and enable the tech industry and government to work together to grow and evolve with new technology available.

From start-ups and small and medium-sized enterprises to national and multi-national organizations, we invite you to join us and discover how the Canadian tech industry is working together to identify and develop pragmatic solutions to pressing national challenges and to influence national technology strategy in critical areas that matter to you.

Learn More: <https://technationcanada.ca/en/>



Angela Mondou
President and CEO, TECHNATION

Angela joined TECHNATION in 2019 with over 25+ years of exceptional global and Canadian experience in the Technology sector, driving transformational programs in global supply chain, technology product introduction and technology business integration. A visionary executive with a passion for leadership, Angela's unique career path includes 10 years as a military officer specializing in global supply chain and logistics followed by 18 years in senior-level leadership roles in the Technology and Defence sectors. Her diverse leadership experience includes Senior Business Integration and Sales & Marketing Director with BlackBerry, and as Global Program Director, Mergers & Acquisitions with Nortel Networks, where her team was responsible for delivering technology to over 127 countries.



Denise Shortt
Senior Vice President, Industry, Membership and Diversity & Inclusion

Denise joined TECHNATION in 2011 and leads the Industry and Diversity & Inclusion files. She is an internationally respected writer, researcher and speaker specializing in information technology, gender issues, entrepreneurship and innovation. Denise co-authored *Technology with Curves: Women Reshaping the Digital Landscape* (HarperCollins, 2000) and *Innovation Nation: Canadian Leadership from Java to Jurassic Park* (Wiley & Sons, 2002). The Canadian government bought 50,000 copies of *Innovation Nation* to send to Trade Commissioners Offices around the world in order to showcase Canadian innovation. She has a Masters in Technology from Harvard University and studied gender and technology at MIT. Denise was recently awarded a CWC Leadership Award for her life-time of work as a champion for the advancement of women.

2. OVERVIEW

TECHNATION Canada (formerly ITAC) wishes to acknowledge, with great appreciation, CanExport's invaluable support of our recent SME Trade Mission to Lisbon, Portugal. As this Report indicates, delegate feedback underscores both the usefulness of the trip as well as the extent of the need for future such initiatives in support of SME businesses in Canada.

As Canada's national ICT business association, TECHNATION Canada champions the development of a robust and sustainable digital economy in Canada, inclusive of all. A vital connection between business and government, TECHNATION provides its members with the advocacy, networking and professional development services that help them to thrive nationally and compete globally.

A prominent advocate for the expansion of Canada's innovative capacity, TECHNATION encourages technology adoption to capitalize on productivity and performance opportunities across all sectors. A member-driven not-for-profit, TECHNATION has served as the authoritative national voice of the \$170 billion ICT industry for over 60 years. More than 36,000 Canadian ICT firms create and supply goods and services that contribute to a more productive, competitive, and innovative society. The ICT sector generates over one million jobs directly and indirectly and invests \$4.9 billion annually in R&D – more than any other private sector performer.

TECHNATION has conducted previous trade missions to the UAE and India encouraging over 30 ICT companies to explore opportunities in these markets. TECHNATION has also led trades missions in the past under the former ITAC name. Below are our most recent missions that were found to be highly successful.

- TECHNATION'S SME to Web Summit, Lisbon, Portugal, **November 1-4, 2022**
- ITAC Women-Led TECH Trade Mission to Web Summit, Lisbon Portugal, **November 4-9, 2019**
- ITAC Health TECH Trade Mission to Helsinki, Finland, **June 11-13, 2019**
- ITAC Women-Led TECH Trade Mission to Dublin, Ireland, **June 18-23, 2018**
- ITAC TECH Trade Mission to Web Summit, Lisbon Portugal, **November 2018**

TECHNATION also specifically supports female entrepreneurs as they grow their businesses and helps them gain access to market, capital and talent. Many of these emerging companies are now viable and competitive and are looking to scale and grow their businesses internationally. We were proud to partner with Women in Tech Portugal to host a networking event designed to showcase female founders from around the globe. Sylvie Ouellette, CEO and Founder of Versatil (and TECHNATION Ontario Board member) represented TECHNATION at this event as a shining example of Canadian entrepreneurship success. Versatil is a diversity unicorn for Canada and is one of the few companies to be diversity certified in every category.

In Lisbon, TECHNATION specifically supported Canadian SME scale-ups. Given TECHNATION's longstanding commitment to pushing Canada's status in technological innovation to grow our tech economy globally, Web Summit 2022 offered an excellent learning opportunity and environment to meet influential experts with the prospect of future collaborations. Our scale-ups are eager to expand and grow their businesses in European and global markets and came away from this mission with market intelligence, specific leads and access to international partners.

TECHNATION worked very closely with the Canada Embassy to Portugal and the Trade Commissioners on the ground in Portugal to curate specific b2b opportunities and networking events for our Canadian delegates. We were thrilled to join the over 240 Canadian delegates who also attended Web Summit. Headed by Denise Shortt, TECHNATION's Senior -Vice President, Industry Development and Diversity & Inclusion, the delegation included the following nine Canadian SME representatives.

In this document, TECHNATION has included the following proof of activity: key highlights from delegate reports on learnings, contacts and leads generated from the mission; various screenshots of tweets and photos capturing the event in progress; and a post-mission press release.

The Canadian companies who participated in this delegation were pan-Canadian and diverse. We were representative of many Canadian provinces and we had a mix of female and BIPOC leaders participate.

Mission delegates were asked to submit brief reports on their experiences. Below is a selection of key learnings. Participants echoed the critical importance and need for cybersecurity tech trade missions and the absolute importance of returning to in person trade mission opportunities post pandemic. SMEs/Scaleups have been profoundly affected by the pandemic and face increasing economic challenges. Opportunities such as this one, which is designed to help them compete in new markets/jurisdictions offer these companies tremendous scaffolding and support.

Throughout the trip, business founders informally shared the challenges they have faced to date in both trying to do business internationally and compete globally. While delegates were almost unanimously satisfied with the trade mission experience and greatly appreciated the opportunity to tap into the European market/connect with global companies.

Delegates also strongly advocated for an increase for financial support from 50% to 75%. The cost to attend these trade missions/conferences is extremely expensive and they face a challenge in affordability/post pandemic inflation/increased costs of accommodation; international currency etc.

We look forward to future opportunities to support Canadian companies/SMEs and Scale-ups as they strive to thrive in global jurisdictions.

WebSummit 2022 Stats:

The Canadian delegation had over **240+ attendees** and our trade mission delegates were able to mobilize along with this delegation to maximize our interactions with foreign participants/leads/investors and partners. The Canadian Reception hosted over 200 participants and was an excellent opportunity to network.

71,000+ attendees

Canadian delegates at Web Summit: 240+

42% of the Web Summit attendees were

Women in IT

160+ Countries

1,000 Speakers

2300+ Start-ups

2000+ Media

1000+ Investors

340+ Partners

TECHNATION: 9 companies



Creative Niche

Creative Niche – Mandy Gilbert (CEO and Founder) – Ottawa, ON

Creative Niche was born out of a passion for building long-lasting relationships that advance careers, businesses, and communities. With a 96% Success Rate, we've matched thousands of digital, marketing, and creative talent across leading organizations in North America. Mandy Gilbert, our CEO and Founder is a thought leader in this space with her columns at Inc Magazine and Rolling Stone. She's an active board member of the Young Presidents' Organization (YPO) and The Remix Project, which provides creative and educational programs to young people from marginalized and underserved communities. Since day one inclusivity at Creative Niche has been a focus. Every employee receives DEI and LGBTQ+ training and development. We are committed to continuous improvement in our recruitment process to ensure everyone feels welcome to work with us. As a women-led company, Creative Niche is an accredited diverse supplier in North America and holds a WBE certification. Our recruiters understand your industry and how to differentiate a satisfactory candidate from an exceptional one. The team has an average tenure of eight years, which means our clients don't experience setbacks or lost momentum due to turnover. Creative Niche can help you find temporary or full-time talent on an as-needed and contingency basis.



When Mandy started Creative Niche in 2002, she did it with an \$8K personal line of credit. Fast forward to today, and it's a multi-million dollar company that has matched thousands of digital, marketing, and creative talent across leading organizations in North America. Since day one, Mandy has prioritized integrity and impact—which has led to well-earned accolades such as the Enterprising Woman of the Year Award and the United Nations Global Accelerator.



EGI Inc. – Marsha Bradley (CEO) and Amy Van de Klippe (President) – London, ON

EGI Inc is an Operations and IT support firm. We specialize in partnering with Development Teams to provide Business Analyst services to their projects. This skill set is in high demand globally and offers EGI Inc the ability to work with Dev Teams anywhere in the world. Our Website is <https://egiinc.ca/> EGI Inc is located in London, Ontario Canada. We have a team of 3 full-time employees and a network of subcontractors. As a women lead/woman-founded business we are focused on growing EGI Inc to meet the market demands of not only

Canada but companies in other countries. Due to the nature of what we do, EGI Inc is able to successfully support project teams remotely and ensure project success no matter where our customers are located.



Marsha specializes in simplifying complicated business processes. Her experience in IT, HR, finance and operations gives her a robust view of key business challenges. A natural leader with strong interpersonal skills, Marsha brings a robust management background to EGI Inc. Drawing on her prior experiences, Marsha is able to not only define efficient process, but lead the change management, roll out and optimize the new process as well as work with the underlying systems that are used in the business. Prior to joining EGI Inc, Marsha held various roles in IT and HR consulting, Finance, and Lecturing at the Ivey School of Business at Western University.



Amy specializes in Agile methodology for IT and Business Operations. She founded EGI Inc. to provide a structured approach to solving business process constraints and build accountability, apply focused effort and right size a solution to get things done efficiently. She marries business process analysis with Business Analysis to provide a well rounded solution to each team EGI Inc works with. After years as a Business Analyst and Product Owner on several different teams, Amy pulled her experience and insight into actively helping EGI Inc. clients transition to Agile from whatever phase they are currently in.



FundMore – Brad Cartier (CMO) – Ottawa, ON

FundMore is an award-winning automated underwriting system that uses machine learning to streamline the loan origination process. FundMore lets you leverage customizable automation, enhance the borrower experience through analytics, reduce risk using AI, and improve your cycle times for new accounts. We are based out of Ottawa, Canada, and currently our ARR is \$2M and we employ 40 people and aim to increase that to 60 shortly.

FundMore is growing rapidly in Canada. We have raised a total of \$6.7M since launching, including a \$4M round which closed a couple of weeks ago. Our booked revenue currently sits at \$7M, with TCV of nearly \$25M, and we are on pace to be profitable by mid-2023. We have already gained strong traction in the Canadian market and are in the early stages of building our go-to-market strategy internationally, including the U.S. and Europe. The Web Summit has already accepted us into their ALPHA program and approval is currently pending for their BETA program as well. We are an excellent candidate to attend Web Summit given the traction we've already gained in Canada and the current market need for our platform in international markets, including Europe. Our goal is to bring our award-winning and industry-leading platform to these markets, using Web Summit as a launching pad. For these reasons we believe we are a perfect candidate to participate in Web Summit, supported by CanExport.



Brad is a fractional CMO for FundMore among other proptech companies. He is also an investor, advisor, and marketing consultant in the real estate technology space.



INTELLIMEDIA
POWERING SUCCESS

**Intellimedia.ca – Ahmad Jawad (CEO) –
Edmonton, Alberta**

An experienced and trusted partner, Intellimedia offers services and solutions that maximize the value of systems and data to power and achieve organizational success. Equipped with extensive knowledge and experience in business process, data management, and integration, Intellimedia helps organizations expand capabilities of existing systems, as well as complements them with customized solutions. Our goal is to ensure solutions are tailored to help maximize all the benefits your technology and information has to offer. Intellimedia is committed to providing education analytics and integration solutions to help schools power student success! Among our flagship education solutions are Dossier Education Management System, SchoolEngage and IntelliLink.



Ahmad Jawad is an established member of the Alberta Tech community, having founded and expanded Intellimedia into a thriving corporation in the EdTech field focusing on Education Analytics and digitize form management. Ahmad holds a Bachelor of Science from the University of Alberta, an Executive Master of Business Administration from Athabasca University and completed a Management Excellence program at Harvard Business School. Ahmad is a believer in continuous learning and continue to take professional development courses and workshops in his field. Ahmad speaks 3 languages, English, French and Arabic.

Ahmad has in-depth involvement in supporting First Nation education authorities to amalgamate and provide education systems that best serve the community. Ahmad is a passionate community steward, committing both time and resources to supporting several not-for-profit and Indigenous organizations.

 **LearnLab.ai Inc. – Salar Chagpar (CEO) – Oakville, Ontario**

We are in the business of future education. We are passionate innovators with a desire to help individuals, teams and businesses develop the skills and competitive advantages they need to succeed in today’s economy. We envision a world where people learn together, are empowered to ask questions, seek knowledge, and co-create a better future by innovative learning, tackling challenges, and future-proofing their skills through life long skills development.



As technical co-founder and CEO of Prepr, and Director of Innovation & Growth at Linx Agency Inc., Salar brings over 12 years of technology development, product development and consulting experience to this project. Salar is passionate about helping organizations unlock their potential by strategically using technology and enabling people through integrated digital and physical learning experiences. As a serial tech startup co-founder, and adviser Salar draws on a wealth of knowledge when consulting organizations to solve complex technology and business-related challenges. Further, Salar has also worked as a Business Consultant and Advisor with the Business Development Bank of Canada (BDC) for over 7 years advising organizations to transform their sales, marketing and business operation using technology.



Saltmedia / IT Horizons – Chris Arnoldus (Graphic & Web Designer) – Grande Prairie, AL

Saltmedia is an award-winning, certified Indigenous business based in Treaty 8 Territory, in Grande Prairie, AB. We specialize in websites, logos, branding, online marketing, and hosting, and have a team of experts with diverse areas of specialization. We are continuously improving to stay up to date with current technologies, and together, we're able to offer our clients, a comprehensive and cutting-edge online solution.

IT Horizons is an IT Managed Service Provider (MSP) based in Treaty 8 Territory, in Grande Prairie, AB. Our focus is offering IT support and consulting solutions to small and mid-sized businesses throughout northern Alberta and BC. We deliver outstanding solutions in IT strategy and consulting, service and support, cloud services and data center, remote management and monitoring, security and data protection, VoIP business phone services, asset management, procurement, and more!



Chris was born in Cranbrook B.C., raised in Prince George and moved to Nanaimo in 2009 where he attended Vancouver Island University from 2010-2014. He completed his Bachelor of Arts with a focus on Graphic Design with Honours from VIU. (He was the first student in 10 years to pull this off and insists this is where his grey hair came from.) He has a wealth of experience in retail management and is one of the friendliest designers you will ever work with! He appreciates direct and honest feedback on all his designs and works hard to truly deliver designs that each client loves. Chris has been working with the Saltmedia team remotely from Burnaby B.C. before working from home was cool.



SkyHive

Unleashing Human Potential

SkyHive – Mohan Reddy (Co-Founder & Chief Technology Officer) – Vancouver, BC

SkyHive is a TECHNATION member and a Certified B Corporation and software provider of global workforce intelligence technology, optimizing labor market efficiencies in real-time for companies, communities, and national economies. Leading enterprises use SkyHive’s cloud-based applications and platforms to power the future of work at its most granular level: skills. SkyHive’s Quantum Labor Analysis™ has been recognized by the World Economic Forum and Forbes for leading efforts in ethical AI and its positive impact on labor economies worldwide. SkyHive® is a Certified B Corporation and software provider of global workforce intelligence technology, optimizing labor market efficiencies in real-time for companies, communities, and national economies.



Mohan is the Co-Founder and Chief Technology Officer of SkyHive. He oversees all aspects of developing and delivering SkyHive’s technology capabilities and innovation. Mohan is a hands-on technologist in Machine Learning / Deep Learning systems, specialized in building scalable systems, robotics, and computational neuroscience. Previously Mohan was the CTO of The Hive in Palo Alto, where he co-founded many startups.



STARTUP FUEL

StartupFuel – Ashley Martis (CEO and Co-Founder) – Toronto, Ontario

Raising capital is an art that not every founder is good at. Startup diligence is a science that not every investor is good at. We combined art + science, so both can focus on what they are good at.

StartupFuel is a SaaS Fintech AI engine that uses data to help venture capital investors improve decision making on deals



Ashley Martis is a serial entrepreneur, venture capital partners, and startup valuation expert, he has attending 700+ networking events in 30+ cities globally scouting and diligencing startups

VERSATIL

Analytics & AI-Driven Decision Making

Versatil – Sylvie Ouellette (President and Co-Founder) and Rana Khartabil (CTO and Co-Founder) – Montréal, Québec

Versatil is an IT-solutions and professional consulting services company with core competencies in data management, governance, analytics, artificial intelligence (AI) and cyber security. From simple road maps to end-to-end solutions, we help our clients turn data into meaningful insights, allowing decision makers to make evidence-based impactful business decisions. Our company operates primarily in Canada, with clients in the federal government and several major corporations and with expansion plans into the United States. Versatil's agility is driven by our exceptionally diverse leadership and team. We are proud to be the only Canadian business recognized with all four of the following certifications: WEB (Women's Business Enterprise) Canada; CAMSC's Certified Supplier; Canadian Council for Aboriginal Business; and Certified LGBTBE/CGLCC.



Sylvie is a highly energetic and result-oriented professional with over 25 years of experience in strategy management, financial performance management, business process management and information technology services. Prior to Versatil, Sylvie held several senior executive positions in large corporations including Hewlett Packard Enterprise and Electronic Data Systems.



Rana is a technically adept and creative thinker, with over 20 years of experience in IBM Analytics products. Prior to Versatil, Rana worked in several consulting firms and large corporations, including Cognos. In these roles, Rana obtained invaluable experience with managing teams and technically leading Analytics projects and architecting Analytics solutions. As the CTO and Co-Founder of Versatil, Rana is responsible for leading our technical team, assisting organizations in implementing Analytics best practices, and providing senior advisory services to help transform organizations in the Analytics space.”

3. DELEGATE CONTACTS/LEADS AND TESTIMONIALS

Delegate Contacts/Leads

Creative Niche

Mandy Gilbert, CEO and Founder

Number of potential leads gained: **16**

Number of potential foreign partners: **2**

Number of foreign participants that will interact with Canadian participants: Unknown

Number of industry personnel that will be reached by a market intelligence/trip report: **55**

Number of industry personnel that will be trained in exporting: **2**

EGI Inc.

Marsha Bradley, CEO

Amy Van de Klippe, President

Number of potential leads gained: 15

Number of potential foreign partners: 7

Number of foreign participants that will interact with Canadian participants: 10

Number of industry personnel that will be reached by a market intelligence/trip report: 20

Number of industry personnel that will be trained in exporting: 0

FundMore

Brad Cartier, CMO

Number of potential leads gained: 3

Number of potential foreign partners: 2

Number of foreign participants that will interact with Canadian participants: 2

Number of industry personnel that will be reached by a market intelligence/trip report: N/A

Number of industry personnel that will be trained in exporting: N/A

Intellimedia.ca

Ahmad Jawad, CEO

Number of potential leads gained: 5

Number of potential foreign partners: 1

Number of foreign participants that will interact with Canadian participants: 2

Number of industry personnel that will be reached by a market intelligence/trip report:

Number of industry personnel that will be trained in exporting: 2

LearnLab.ai Inc.

Salar Chagpar, CEO

Number of potential leads gained: **98**

Number of potential foreign partners: **6**

Number of foreign participants that will interact with Canadian participants: **N/A**

Number of industry personnel that will be reached by a market intelligence/trip report: **N/A**

Number of industry personnel that will be trained in exporting: **N/A**

Saltmedia / IT Horizons

Chris Arnoldus, Graphic & Web Designer

Number of potential leads gained: **0**

Number of potential foreign partners: **9**

Number of foreign participants that will interact with Canadian participants: **0**

Number of industry personnel that will be reached by a market intelligence/trip report: **6**

Number of industry personnel that will be trained in exporting: **0**

SkyHive Technologies

Mohan Reddy, Co-Founder & CTO

StartupFuel

Ashley Martis, CEO and Co-Founder

Number of Potential Leads: 185

Number of Potential Foreign Partners: 65

Number of Foreign Participants that will interact with Canadian Participants: 100

Number of industry personnel that will be reached by a market intelligence/trip report: 2000+

Number of industry personnel that will be trained in outsourcing: 6 in the first 6 months of 2023

Versatil

Sylvie Ouellette, President and Co-Founder

Rana Khartabil, CTO and Co-Founder

TECHNATION Canada

Denise Shortt, SVP

Number of Potential Leads: 65

Number of Potential Foreign Partners: 5

Number of Foreign Participants that will interact with Canadian Participants: N/A

Number of industry personnel that will be reached by a market intelligence/trip report: 5000+

Number of industry personnel that will be trained in outsourcing: N/A

TOTAL SUMMARY	
Number of potential leads generated as a result of this activity	387
Number of potential foreign partners (agents, distributors, service contractors, etc.) identified from this activity	97
Number of foreign participants that will interact with Canadian participants during this activity	114
Number of industry personnel that will be reached by a market intelligence/ trip report developed as a result of the association's participation in this activity	5,081
Number of industry personnel that will be trained in exporting	10

Testimonials

The experience of being included in the Canadian Delegation to attend the Web Summit 2022 in Lisbon has fundamentally improved our business. Not only did we have the opportunity to meet valuable industry players that we otherwise would not have met, we had the chance to deeply explore international opportunities with foreign partners. It was all about exposure; exposure of our business to the Canadian and international community and exposure of potential partners for our benefit. We have several valuable conversations going on already and are confident that we will have a positive ROI for this experience. At least one of the opportunities would empower us to hire a new person onto our team. The Web Summit has propelled our growth, helped us refine our service offerings, exposed us to new opportunities and introduced us into a global industry that we had previously been blind to. Many thanks to the TECHNATION team and the Government of Canada for this incredible opportunity and investment in our business.

Marsha Bradley, CEO, EGI Inc.
Amy Van de Klippe, President, EGI Inc.

Attending trade missions that bring together Canadians to connect with foreign partners has been very important in a number of ways. Firstly, sharing the collective impact of local partners in Canada with Foreign bodies showcases the breadth, depth, and capabilities that technology-driven organizations are able to provide and exemplifies how we can clone this in other markets. This was the case with a meeting with the City Council of Portugal to discuss the future of work initiatives and how we can package our Skills Ecosystem as a service to support their labour market challenges.

Salar Chagpar, CEO
LearnLab.ai Inc.

My experience at Web Summit in Lisbon was extraordinary, I ended up connecting with 100s of Canadian Delegates and formed business relationships with them. With the B2B match program set up by CanExport, I ended up meeting with representatives from Intel, Siemens, Verizon and other esteemed buyers where we received interest from. I also ended up securing a partnership for our company with Ethiad and Emirates Airlines to provide our software for their Aviation Accelerator in Dubai next year. I am very grateful for the Technation program, it would have been unaffordable for a growing company to spend for the conference/travel/accommodations. The amount of growth our business had over 5 days was more than the previous 8 months.

Ashley Martis, CEO and Co-Founder
StartUpFuel

I truly enjoyed it. I really appreciated meeting some of you and representing TECHNATION at the Women in Tech FoundHERS event! I also missed some of the gatherings but if any of you are interested in connecting, please do so! I will also follow up with some of you. Looking forward to next Web Summit.

Sylvie Ouellette MBA CPA
CEO & Co-Founder, Versatil BPI Inc.

It was an absolute privilege to emcee the SaaS Monster stage at WebSummit 2022. I was proud to be alongside some of tech's greatest people and companies including Forbes, Expedia, Turing, and CNBC to name a few.

Mandy Gilbert, CEO and Founder
Creative Niche

Web Summit wasn't just a conference for tech. It was an opportunity to connect with great players within our Canadian ecosystem. It connected people who weren't neighbours, folks from Mississauga or Markham, British Columbia or Quebec. However, after last week we all became neighbours. The opportunity we had to engage with one another not only on a professional level, but a personal one was an experience I will forever be grateful for. Seeing familiar faces day after day further solidified our bond. When the time to say our goodbyes, firm handshakes and name exchanges were replaced with warm hugs and farewells. The world believes Canadians are kind, hospitable, and intelligent. After being with you all, I see that perception is right on. Just when I thought it was impossible, I am an ever-prouder Canadian when I left than when I arrived.

Blayne Kumar
CEO/President, Bright Immigration Inc.

As I said in the WhatsApp group, thanks to all of you for posting lots in the WhatsApp chat and letting me live vicariously through the chat by joining you from a distance while you were all at Web Summit in Lisbon! Hope to meet many of you next year at Collision in Toronto!

Mayor Berry Vrbanovic
City of Kitchener

4. Key Contacts and Trade Mission Newsletters

TECHNATION would like to thank all of these contacts who partnered with us to make our delegation a tremendous success!

Fatima Carvalho
Trade Commissioner
Embassy of Canada to Portugal
Fatima.Carvalho@international.gc.ca

Ellen Mitchell
Senior Advisor, Talent Partnerships
Toronto Global
EMitchell@torontoglobal.ca

Djordje Vidovic
Trade Commissioner
Embassy of Canada to Portugal
Djordje.Vidovic@international.gc.ca

Catarina Burguete
Community Support Coordinator, Ireland
Web Summit – Collision - RISE
info@websummit.com

Nicole Mothes
Trade Commissioner
Embassy of Canada
nicole.mothes@international.gc.ca

Patrick Griffith
Head of Global Partnerships
Web Summit – Collision - RISE
patrick.griffith@websummit.com

Chris Rickett
Director, Economic Growth, Culture &
Entrepreneurship
City of Markham
crickett@markham.ca

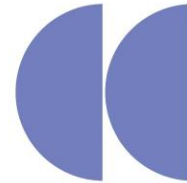
Henry O'Brien
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henry.obrien@websummit.com

Claudia Mendes
Women in Tech
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Keith Wallace
SVP, Web Summit
General Manager, Collision
keith@websummit.com

Blayne Kumar
CEO/President
Bright Immigration Inc.
bk@brightimmigration.com

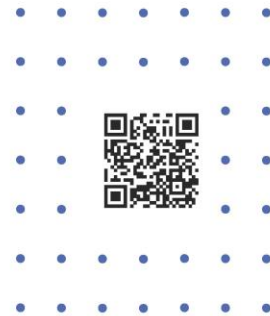
Canada at Web Summit



Mark your agendas!

Helping you navigate Web Summit, some key events you don't want to miss out!

[Subscribe to our newsletter to receive updates on other side events of interest](#)



● Nov 1 | Canada Reception

[Lisbon's Oceanarium](#) 8 PM

Networking reception hosted by the Embassy of Canada to Portugal, Canada's Ocean Supercluster and Novarium, and in collaboration with Startup Genome. This is an invitation-only event and capacity is limited.

We are making a splash, don't miss out!

If interested in attending, please make sure to subscribe to our newsletter by [clicking here](#) or scanning the QR code.

Additional information

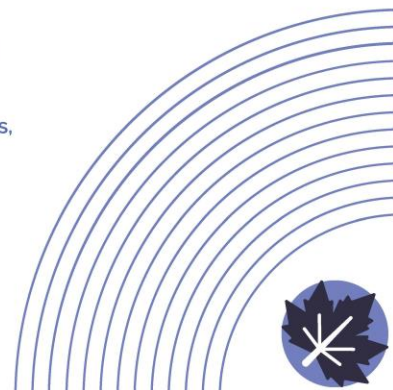
[Where to stay in Lisbon](#)

[Travel advice and Consular assistance](#)

[COVID-19 Measures in Portugal](#) Air Canada Promo Code:QE83UG91

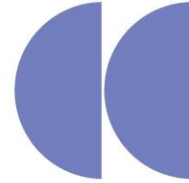
The Embassy does not provide tickets. No Canada Pavillion at Web Summit 2022

Recommend using Web Summit app for B2B meeting purposes, generally available 2-3 weeks before event





Canada at Web Summit



Mark your agendas!

To help you navigate Web Summit, here are some key events you don't want to miss!

Nov 1

- **Official Canada Reception**

📍 [Lisbon's Oceanarium](#) 🕒 8 PM

Networking reception hosted by the Embassy of Canada to Portugal, Canada's Ocean Supercluster and Novarium, and in collaboration with Startup Genome.

[This is an invitation-only event and capacity is limited. Get your ticket here!](#)

- **Apply For Lisbon - Check-In**

Made Of Lisboa is organizing an immersive speed dating with entrepreneur ecosystem partners in Lisbon. More details to come.

Nov 2

- **City of Lisbon Reception**

📍 [Lisbon's City Hall](#) 🕒 6 PM

The Mayor of Lisbon, Carlos Moedas, will host an institutional reception for visiting delegations at the city hall. Save the date and stay tuned for more details on our next newsletter. Capacity is limited.

Nov 3-8

- **Lisbon Beyond Summit**

📍 [Tivoli Oriente Lisboa/ Sala oriente](#)

The Enterprise Europe Network in Portugal is organizing an event aimed at promoting B2B meetings between startups, R&D institutes, universities and stakeholders of the entrepreneurial ecosystem.

[Registration required, deadline Nov. 2. More info here!](#)





Join Canada's delegation to Web Summit



[Request a Free Ticket to Web Summit Here](#)

Deadline October 14th

This offer is only available for Canadian delegates. Once you request your ticket to Web Summit, by completing a form, you can expect to receive it after October 14th directly from the Web Summit organizers. Please note, each attendee is responsible for arranging their own travel and accomodation.



Additional information



[Where to stay in Lisbon](#)



[Travel advice and Consular assistance](#)



[COVID-19 Measures in Portugal](#)



[Air Canada Promo Code:QE83UG91](#)



[Recommend using Web Summit app for B2B meeting purposes, generally available 2-3 weeks before event](#)

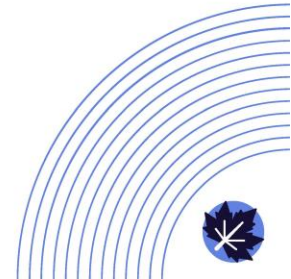
[Subscribe to our newsletter to receive updates and other additional info](#)

Canada

[Trade Commissioner Service](#)



CanadaWebSummit@international.gc.ca





Canada at Web Summit



Mark your calendars!

An exciting week of Web Summit is coming up in just a few days, and we are looking forward to seeing you in Lisbon.

Oct. 31

- **Open House-Lisboa Innovation Spots**

Visit some of Lisbon's most exciting innovation and entrepreneurial spots, from Hub Creativo do Beato to Impact Hub. Availability is limited and registration is required to book your visit. [Book your visit here!](#)

Nov. 1

- **Check-in Lisboa**

 Fintech House Lisboa  11 AM- 4 PM

Check-in Lisboa is your entry door to the local startup and innovation scene. We have gathered our institutional partners to share everything you need to know about how to get started in Lisboa, from landing here to starting to do business. Registration is required but once on site, the meetings will be in drop-in mode. [Register here!](#)

- **Canada Reception**

 [Océanarium de Lisbonne](#)  8 PM

The Embassy, Canada's Ocean Supercluster and Novarium, in partnership with Startup Genome, are ready to welcome you to the Canada reception. Due to capacity limits, we are no longer able to accommodate additional ticket requests. Please make sure to bring your e-tickets as you will be asked to show it in order to access the venue.

Nov. 3-8

- **Lisbon Beyond Summit**

 Tivoli Oriente Lisboa/ Sala oriente

The Enterprise Europe Network in Portugal is organizing an event aimed at promoting B2B meetings between startups, R&D institutes, universities and stakeholders of the entrepreneurial ecosystem. Registration required, deadline Nov. 2. [Register here!](#)





Additional Information



[Where to stay in Lisbon](#)



[Travel advice and Consular assistance](#)



[COVID-19 Measures in Portugal](#)



[Air Canada Promo Code:QE83UG91](#)

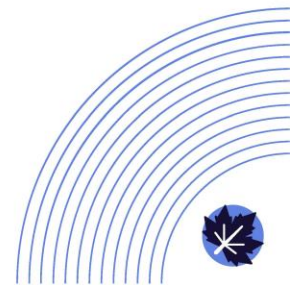


Web Summit app is available and it's a great tool to facilitate B2B meetings and connections with other attendees.



SEE YOU IN LISBON

EMBASSY OF CANADA TO
PORTUGAL



5. Screenshot of Web Summit 2022 Overview + Additional Meetings/Events

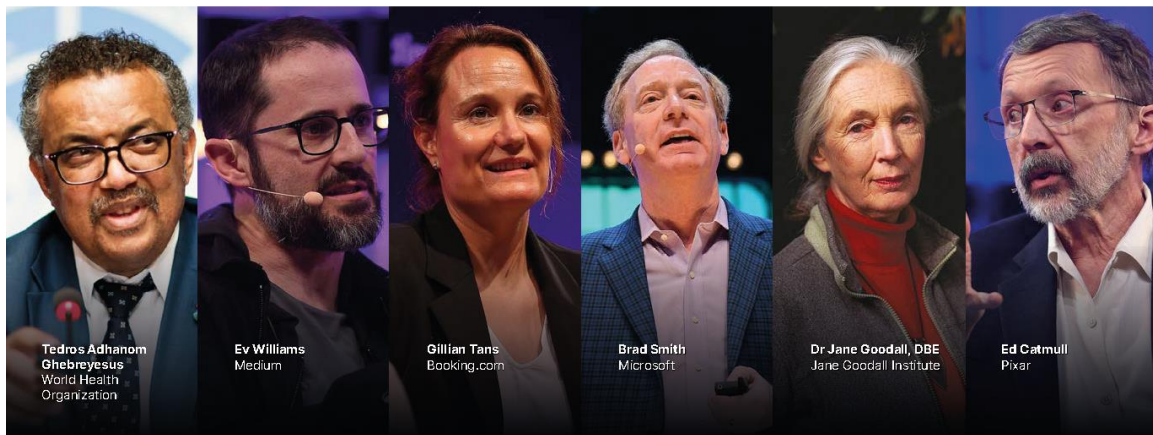


They've spoken



The giants of the web assemble

WALL STREET JOURNAL



Additional Meetings/Events

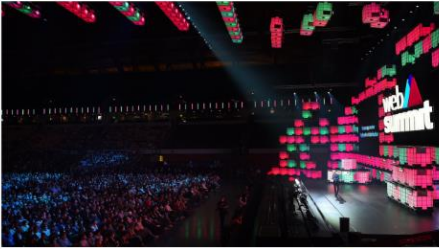
- October 26th and 27th – Lisbon Immersion
 - For anyone going to Lisbon a bit early, there is a 2-day program for entrepreneurs and executives wanting to take the best advantage of Web Summit and discover Lisbon's ecosystem.
- November 1st at 8 pm – Official Canada Reception
 - Networking reception hosted by the Embassy of Canada to Portugal, Canada's Ocean Supercluster and Novarium, and in collaboration with Startup Genome. This is an invitation-only event and capacity is limited.
- November 1st-4th – Web Summit 2022
 - [Overview](#)
 - Event being held at Altice Arena & Fil, Lisbon
- November 2nd at 1:15 pm – Web Summit – Main Stage Photo for Canadian Delegation
 - Location: Altice Arena, Rossio dos Olivais, 1990-231 Lisbon – main stage
- November 2nd at 7:00 pm – Global Event to Welcome Female Founders
 - Venue: Pousada de Portugal - Lisboa (Praça do Comércio) (center city)
 - Draft Agenda: We will host a Global Event to welcome female founders from all trade missions to Web Summit and we would love to welcome you and your trade mission at this event. For this invitation-only event, we will gather female entrepreneurs from trade missions that are attending Web Summit to network with the Portugal Startup ecosystem, Government and VCs. We divided the event into two moments: the first one with a welcome reception and knowledge sharing from the Ambassadors, investors, and Portugal Government policies and programs followed by a networking *cocktail dinatoire*. See attached PDF for more information.
- November 3rd at 9 pm – Disco Denites Web3 Party
 - A party bringing together web3 companies and founders.
- November 3rd to 8th – Lisbon Beyond Summit
 - The Enterprise Europe Network in Portugal is organizing an event aimed at promoting B2B meetings between startups, R&D institutes, universities and stakeholders of the entrepreneurial ecosystem.
- November 4th – Startup Lisboa
 - Business-to-business event; stay tuned for details

6. A Selection of Tweet Screenshots

EGI Inc.
100 followers
1mo • Edited • 🌐

EGI Inc is happy to announce we will be a part of the Trade Mission to Web Summit 2.0 in Lisbon, Portugal this November.
#Canada TECHNATION #Canada@websummit #websummit

Web Summit
1mo • 🌐



Tue, Nov 1, 2:30 PM - Fri, Nov 4, 1:30 PM EDT [View event](#)

Web Summit 2022

Michael Chepurnyak and 3,450 other attendees

Amy Van de Klippe and 4 others

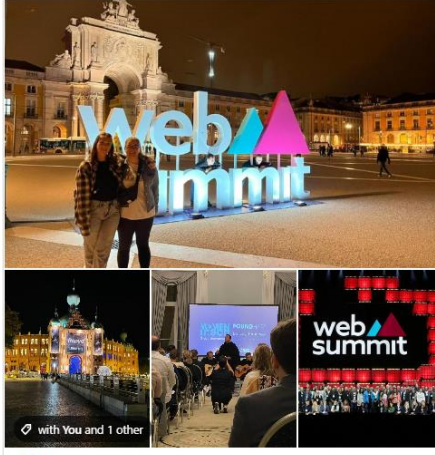
Like Comment

Be the first to comment on this

Organic impressions: 67 Impressions [Show stats](#)

EGI Inc.
100 followers
1w • 🌐

Day 1 at #websummit! Meeting the Canadian Delegation, Women in Tech events and finishing the night off with a surprise David Guetta concert. #technation #womenintech



with You and 1 other


Amy Van de Klippe and 18 others 1 comment • 2 reposts

Like Comment

Organic impressions: 289 Impressions [Show stats](#)

EGI Inc.
100 followers
1w • 🌐

Day 2 was a success! Great speakers, cocktail hour at the Toronto Booth and even a robot. #websummit #technation



with You and 1 other

Amy Van de Klippe and 6 others 1 repost


Like Comment

Be the first to comment on this

Organic impressions: 120 Impressions [Show stats](#)

EGI Inc.
100 followers
6d • 🌐

Day 3! Thank you to TECHNATION #websummit and the whole Canadian Delegation for an excellent Web Summit 2022! #thankyou



with You and 1 other

Ryan Bradley and 8 others 1 repost

Like Comment

Be the first to comment on this

Organic impressions: 137 Impressions [Show stats](#)

You Retweeted
TECHNATION CANADA
@TECHNATIONca

We are pleased to be hosting our 3rd trade mission to Web Summit 2022...8 diverse member companies from across Canada: EGI Inc. @FundMoreAI @Intellimediaca learnlabai(@preprme) @Saltmedia_ca @SkyHiveAI @StartupFuel & @VersatilBPI



3:01 PM · Oct 31, 2022 · Twitter Web App

2 Retweets 5 Likes



Creative Niche
Published by Kath Kesselaar · 31 October at 15:39 · 🌐

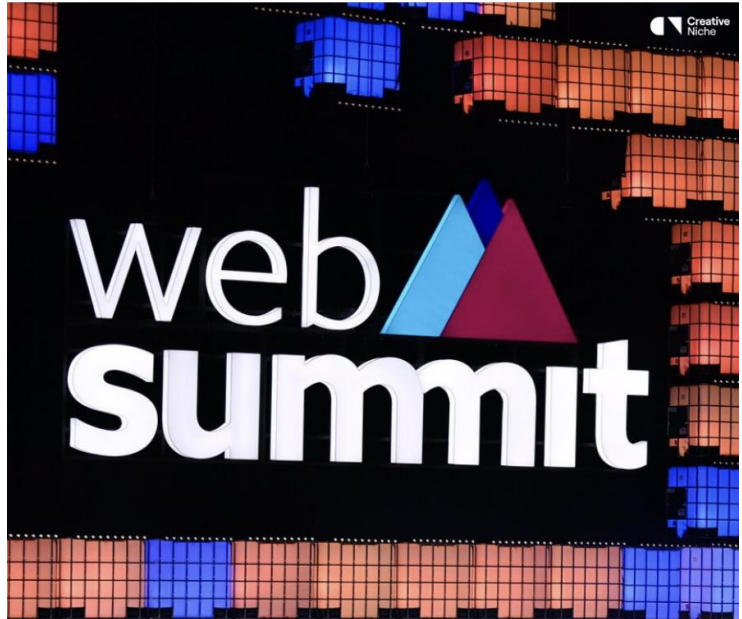
Hey Lisbon! We're in town this week for Web Summit 2022, where our founder & CEO, Mandy Gilbert, will be MCing.

Europe's largest tech conference, Web Summit brings over 70,000 people together to discuss and learn from the companies redefining the tech industry. As a leading recruitment agency, specializing in tech, we're so excited to discover all things new and apply them to our business.

If you're in town too and would like to connect and/or meet up, please message Mandy or Theresa Casarin (<https://creativeniche.com/contact>), who will both be at the event representing Creative Niche.

We hope to see you there! ❤️

📷 (edited): Harry Murphy / Web Summit



7. Various Pictures from the Trade Mission



Group picture of the Canadian Delegation at Web Summit 2022.
Such a fantastic turn-out of Canadian companies.



Opening Night at WebSummit



Versatil – Sylvie Ouellette (President and Co-Founder) speaking at the Women in Tech event.



TECHNATION was a proud supporting partner along with Women in Tech Portugal to host a fantastic evening showcasing Female Founders.



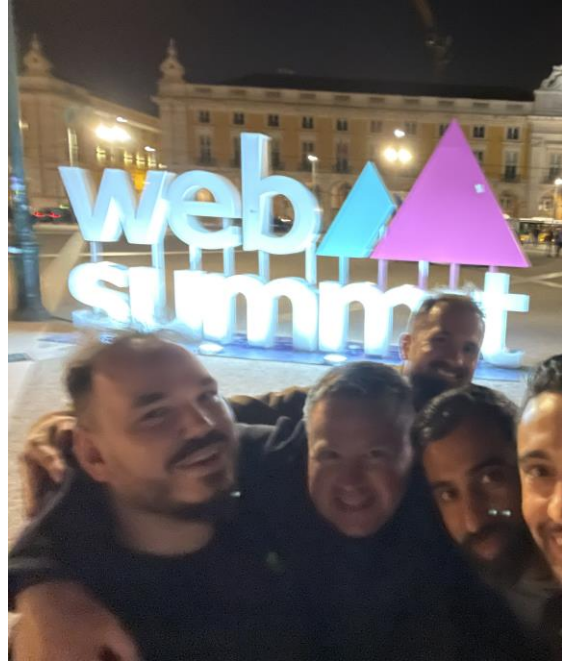
TECHNATION female founders at the Canadian Reception. Versatil founders; Denise Shortt from TECHNATION and Brenda Beckendorff, AlbertaIoT



TECHNATION Trade Mission delegates enjoying the Canadian reception.



FundMore's display



FundMore – Victor Ulinici (Engineer), Andry Stefan (Engineer), Chris Grimes (CEO), Moeed Khan (Product Development), Brad Cartier (CMO)



Creative Niche: Mandy Gilbert (Founder and CEO) emceeing the SaaS Monster Stage



Creative Niche – Sasha Wallinger- Journey, Georgia Walsh- Estee Lauder, Dave Burnett - AOK Marketing, Andrew Yablonovsky- Interac, Michelle Shemilt- Numi, Joy Chew - Capgemini, and Theresa Casarin and Mandy Gilbert, Creative Niche



Creative Niche: Mandy Gilbert and Theresa Casarin



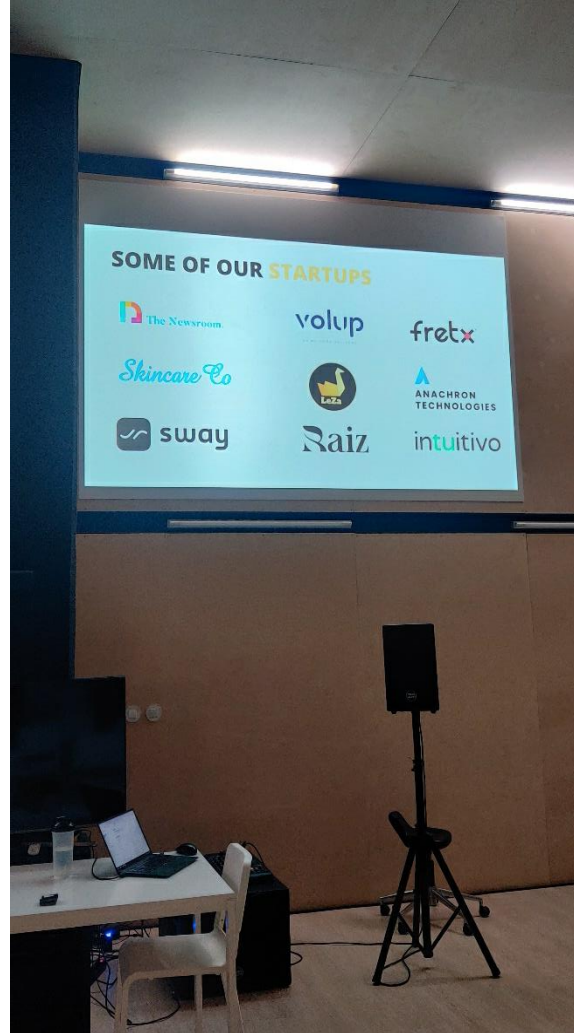
Creative Niche – Theresa Casarin and Denise Shortt, TECHNATION



Canadian Pride at Web Summit



Open House of Accelerators/Incubators in Lisbon (this is Impact Hub an incubator)



Buildup Labs Accelerator and their portfolio of startups showcased at their open house.



Oman Technology Fund presentation of top startups out of Oman



Canadian Delegates: Blayne, Jay, Matt, Ravi, Ash from different Canadian organizations networking in Lisbon



Celebrating Canadian tech companies and Canadian innovation at WebSummit.



TECHNATION proud to be invited to the Lisboa Reception hosted by the Mayor of Lisboa.



Showcasing Female founders at the Women in Tech Female FoundHERS event. Denise Shortt (TECHNATION) along with EGI Co-founders.



Denise Shortt with Fatima Carvalho. Trade Commissioner Embassy of Canada to Portugal