

# Canada

**6th Annual  
Canada ICT  
Day**

## **Working in Digital Media? Looking Overseas?**

***Canadian companies are invited to join the  
6<sup>th</sup> Annual Canada ICT Day Mission to Europe  
February 1 - 5, 2010***

### ***Invitation***

*The Canadian Trade Commissioner Service invites you to join this Mission to Five  
Countries: Sweden, Finland, Norway Denmark and the Netherlands*

### **PLUS**

*An optional sales & marketing visit to Poland, Central Europe's fastest growing economy  
This will require an extra day, February 8.*

### ***Grow Your Business***

*Connect directly with targeted customer groups  
Meet new, potential purchasers & partners  
Get to know some of Europe's savviest markets*

### **Who's Organising this Mission?**

The Department of Foreign Affairs & International Trade, Canada, represented by the Canadian Trade Commissioner Service in target markets.

### **What Does it Cost?**

There is no charge. Companies cover travel and lodging expenses and make individual reservations. We will help with advice on lodging etc. but we can't make bookings. The Canadian Trade Commissioner Service will provide hospitality in all cities on the Mission.

### **Why Should I Participate?**

We will bring your product or service offering closer to purchasers and partners. You have the chance to meet face to face with local players.

### **What Do I Get?**

A programme based on market knowledge and developed by local Trade Commissioners to connect you with target customers and market partners. The

format will vary depending on local practice but will include networking events in addition to one-on-one meetings. We welcome requests to target specific local partners and priority customers. Also participating on the Mission will be Canadian Digital Media guru Gerri Sinclair who will set the tone at events promoting investment in Canadian capabilities in Digital Media.

### **Market Information**

You may request market information from Trade Commissioners in each territory on the Mission. Contact details for TC's are below.

### **Conditions of Participation**

We require you to give a presentation of your company, technology, partnering interests etc. to invited audiences. Feel free to appoint a European colleague to represent your company instead of Canada-based staff if you prefer. If you have an existing local market presence you're welcome to bring customers and partners to Mission events. Please advise us so that we can plan accordingly.

You're welcome to have different colleagues represent you in different cities, but corporate participation is required for the first five days of the mission. The final day in Warsaw is optional. The Mission is for a maximum of six Canadian companies.

The organizers may in some cases advise against participation.

### **Registration**

To register, contact the recruitment coordinating office by November 30th  
**Ms Louise Hägerstedt tel: +46 8 453 3018 / [louise.hagerstedt@international.gc.ca](mailto:louise.hagerstedt@international.gc.ca)**

**Or simply reply to the invitation mail**

*For local market information please contact the following*

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*And for local market information on the optional visit to Poland...*

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