

TECHNOLOGY NEWSLETTER – GLOBAL OPPORTUNITIES FOR ALBERTA COMPANIES
as of March 11, 2021

Greetings,

Please find below an overview of events and market intelligence related to the technology sector globally. A number of events scheduled for the coming months, listed in previous newsletters have been cancelled or moved to digital or hybrid formats. Events and activities listed below were still confirmed to take place in some form on the date you receive this message. However, some of these events listed below could limit attendance, change to fully virtual events or get cancelled/postponed. The change from in-person to digital events may allow more Alberta companies to participate in these events.

EVENTS AND MISSIONS

Defence Innovation Opportunities with U.S. DoD in Central Florida WEBINAR Mar 15, 2021

To mark the release of a new report, the Consulate General of Canada in Miami is hosting a one-hour webinar to provide qualified Canadian companies with an overview of the different programs and initiatives in Central Florida with U.S. Department of Defense and partner organizations focused on **modeling, simulation and training innovation**. Existing Canadian defence companies, as well as non-traditional defence focused companies, with solutions/services in this area are invited to register. The webinar is at noon MDT.

If you're an interested Canadian33 A company, please email Trade Commissioner Ximena Pauvif-Machado at Ximena.Pauvif-Machado@international.gc.ca with attendee name, company name and title. Once registered, qualified clients will receive an email confirmation along with the virtual meeting information.

Deadline to register: March 11, 2021

Webinar on the Canadian Technology Accelerator US Digital Health Program Mar 17, 2021

The CTA Digital Health is a non-equity program that helps Canada's innovative digital health start-ups immerse themselves in four of the leading life science and venture capital ecosystems in the United States: New York, Philadelphia, Boston and San Francisco. This program supports digital health companies seeking Seed to Series A investment by providing access to local mentors, investors, payers, healthcare providers, legal experts and innovation partners. By pairing strategic guidance from esteemed mentor teams with virtual workshops and high-profile networking opportunities, companies will be able to better navigate the US healthcare system and make the most of the brokered introductions they'll receive in each respective market. Participants will have the opportunity to work with industry players in the digital health space, including Johnson & Johnson's JLABS, Junto Health, Rock Health and more. Participants will also gain access to key industry events designed to foster their networks further, including the Rock Health Summit in San Francisco. The program is designed to be mostly virtual, although the potential for in-market visits re-evaluated on a continual basis. Programming will run between May and the end of September 2021. This program builds upon New York's Health IT program, San Francisco's Dose of the Valley program and Boston's CTA to create a bicoastal advantage for Canadian digital health start-ups looking to break into the U.S. market. **The webinar will be at 10am MDT.** To register for the webinar: <https://www.eventbrite.ca/e/canadian-technology-accelerator-webinar-us-digital-health-program-tickets-144439100237>

Deadline to apply for the CTA Digital Health Program: April 2, 2021

To learn more about this program: tradecommissioner.gc.ca/cta-atc/digital-health-sante-numerique

Workshop: Investing in Canada's Nanomedicine Ecosystem

A NanoCanada – NMIN Workshop

Mar 19, 2021

NanoCanada and the Nanomedicines Innovation Network (NMIN) are pleased to host a workshop that explores new market potential in the nanomedicine ecosystem. Canada is a proven leader in nanomedicine and the current pandemic has shown the need for a quick response to global challenges. Bringing together key stakeholders in this ecosystem is vital for addressing the current barriers to scale-up. The event will take place 11:30 am – 2:00 pm MDT. There is no cost to attend. For detailed information and to register:

<https://nanocanada.com/2021/03/08/nmin/>

Webinar Series on Ethiopia's Agriculture and Agro-Processing Business Opportunities for Canadian Companies

Mar 22, 2021

Alberta companies are invited to participate in the "Ethiopian Agriculture and Agro-Processing Opportunities Webinar" to learn about Ethiopia's agricultural reform; mechanization efforts; and opportunities in line with the free tariff proclamation for agriculture/agro-processing equipment/machineries importation. Post-webinar, you will also receive list of local companies importing agriculture/agro-processing equipment/machineries; and those that have commercial farms.

Registration link: <https://form.jotform.com/210602575704248>

Registration deadline: March 16, 2021

For any questions, please contact Lulit Wondimu by email at Lulit.Wondimu@international.gc.ca.

Singapore: Virtual E-Commerce Trade Mission

Mar 23-31, 2021

In collaboration with the Canadian Trade Commissioner Service in Singapore, the Canadian Chamber of Commerce and Enterprise Singapore, the Government of Alberta trade team invite Alberta companies interested in exploring business opportunities in the rapidly growing e-commerce sector in Singapore to participate virtually. Programming includes: a webinar on doing business in Singapore and its e-commerce ecosystem (March 23); video presentations by 18 key Singapore e-commerce players and potential one-on-one meetings; introduction to the [ShopAtCanada](#) e-commerce platform.

A financial and commercial hub, Singapore is a global leader in technology, a model for innovation and is well placed to serve as a launching pad for the broader Southeast Asian market. Thanks to the Comprehensive and Progressive Trans-Pacific Partnership (CPTPP), Canadian companies have preferential access to this dynamic market. To register for free, please go to:

<https://view.winstorms.com/eE5FV3h8QVNFQU58NDI8UHJvdmluY2VzfDA/2-Welcome/>

Registration deadline: March 19, 2021

China's SaaS and Cloud Service Industry Webinar

Mar 24, 2021

The Government of Alberta trade team is supporting the Canadian Embassy in China and Amazon Web Services (AWS) China, who will be co-hosting a webinar on China's SaaS and cloud service industry. The pandemic has boosted IT infrastructure expenditures in China as the economy accelerates its digital transformation (online education, e-commerce, digital health and gaming are leading contributors to the growth in the cloud service industry.) According to Canalys, China's cloud infrastructure service sector rose 65% year over year to USD \$5 billion in Q3 2020, making China the world's second largest cloud services market. The webinar will introduce developing trends and opportunities, as well as highlight key considerations when choosing a cloud service provider. AWS China is one of the largest foreign cloud computing service providers in China, and has been working with Canadian SMEs in the gaming, SaaS, and intelligent manufacturing sectors to bring cloud-based software and applications to China with the same APIs, protocols and operating standards used by AWS's global customers. The event will take place 9am-10:30am MDT.

Registration deadline: March 12, 2021

Please contact Ms. Bella Qiao (bellaxiaotong.qiao@international.gc.ca) for registration form.

Shipping and Logistics 101 Webinar for the U.S. market

Mar 25, 2021

The Embassy of Canada in Washington, DC, will be hosting a complimentary Shipping and Logistics 101 webinar for the U.S. market on **Thursday, March 25 at 10am MDT**. The webinar will also serve as the official launch of their new guide, "*Key Customs and Logistics Considerations for Canadian Companies Selling via B2C E-Commerce Channels to the U.S. Market.*" The webinar is hosted in partnership with Shawn Marie Jarosz, a U.S.-based import/export expert and chief trade strategist with Trade Moves. It is geared to Canadian B2C companies who are either currently selling or are looking to sell online to the U.S. market. It will cover: Importance of pre-shipment planning, Knowing what documents to provide to US Customs, Understanding possible tariff costs and regulatory requirements, Exploring shipping options, Considering whether to use a US licensed customs broker, Comparing benefits of direct-to-consumer, fulfillment centers, distributors and warehouses, Protecting your intellectual property, Dealing with customer returns, And more! Participants will also have the opportunity to ask their shipping and logistics questions to our presenter, Shawn Marie Jarosz, a U.S.-based import/export expert.

Registration link: [WebEx Enterprise Site](#) (To register, once on the Cisco Webex page, click "Join as a participant", then "Register".)

Canada Virtual Trade Mission to NATO

Mar 29-30 Mar 2021

NATO procures annually more than \$ 7B of goods and services; Canadian suppliers have privileged access to this market. Department of National Defence in collaboration with Global Affairs Canada invite you to join a VIRTUAL Trade Mission to NATO on 29-30 Mar 2021. You will be introduced to the Canadian Delegation to NATO HQ, NATO Communication and Information Agency (NCIA) and NATO Support and Procurement Agency (NSPA). Along with promoting the Canadian Defence Industry, this trade mission will give Canadian companies an opportunity to gain insight into NATO procurement programs and procurement strategies with a focus on how Canadian defence and security companies can sell to NATO.

Senior Canadian representatives from NATO Headquarters in Brussels will provide the strategic military procurement context while NCIA and NSPA program Directors will explain how their respective Agency actually manages the procurement process.

NSPA's mission is to provide responsive, effective, and cost-efficient acquisitions including armaments procurement; logistics; operational and systems support and services to the Allies, NATO Military Authorities and partner nations. NSPA employs more than 1500 staff and is headquartered in Capellen (Luxembourg). NCIA's mission is to develop, procure and support Command, Control, Communication, Computer, Intelligence, Surveillance, and Reconnaissance capabilities to NATO. NCIA employs 2500 staff and is headquartered in Brussels (Belgium). Registration will open March 9, 2021. For detailed information and to register, please contact the Canadian Liaisons Officer to NSPA, LCol Martin Bedard at calo@nspa.nato.int

Canada-Brazil EMBRAPII call for proposals – webinars

Mar 23 & Apr 20, 2021

The National Research Council of Canada Industrial Research Assistance Program (NRC IRAP) in partnership with the Brazilian Company of Research and Industrial Innovation (EMBRAPII) are preparing to launch a call for proposals for collaborative industrial research and development (R&D) projects on April 28, 2021. This call for proposals is offered through the Canadian International Innovation Program (CIIP) - an international innovation R&D funding program offered by Global Affairs Canada (GAC) in partnership with NRC IRAP. In anticipation of the call for proposals launch, there will be two-hour information webinars (in English only) for interested Canadian and Brazilian participants. Through the webinar series, Global Affairs Canada (GAC), NanoCanada and the Brazilian Trade and Investment Promotion Agency (APEX) will provide information on their co-innovation funding support models and on how to find potential partners for co-innovation projects. Each webinar will focus on different target industrial research opportunities related to the upcoming call for proposals. **Industry 4.0 with a focus on smart mining** – March 23, 2021 at 10:00am MT; **Nanotechnology with a focus on forestry** – April 20, 2021 at 10:00am MT.

To register: <https://nrc.canada.ca/en/irap/about/international/forms/eoi.html>

TRADE LEADS

Potential Consulting Opportunity: IDB REOI for Assessment of Green Hydrogen Market in Trinidad and Tobago

As part of a larger IDB regional technical cooperation project - Promotion of the Green Hydrogen Market in LAC Countries, the IDB is now seeking consulting services for a 4 month assignment related specifically to the hydrogen market in Trinidad and Tobago. See the attached for complete details or, review the brief description below to determine target clients for this opportunity. **Description of Service:** The main objective of this consultancy is to **assess Trinidad and Tobago's green hydrogen (GH2) market** for potential production, demand, exports, and transformation capabilities of into green ammonia and/or methanol. The study will also identify opportunities and challenges to leverage the current natural gas infrastructure to produce and commercialize competitively GH2 as well as opportunities to transform grey H2 (current production) into blue H2 (decarbonized H2). **For more information, please contact Leah Johnston, Trade Commissioner (IFIs), Canadian Embassy Washington at Leah.Johnston@international.gc.ca**

Deadline for submissions is March 15th

CHALLENGES & COMPETITIONS

Thales Canada scouting for AI Solutions

Thales Canada is looking for promising start-ups and small businesses active in the Artificial Intelligence (AI) space, within the defence space but not exclusive to defence. They are open to a wide range of applications such as Space, Engineering, Transportation, Augmented Cognition, Quality Control, Human Behaviour, Data Processing, Speech Recognition, and others. They have posted a challenge program at the following link where interested companies can apply: <https://ai-at-centech.com/#season3challenges>.

Deadline to apply: March 19, 2021

As always, if you have any questions about the above, we look forward to hearing from you!

Best regards,
Svenja

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