

Canada to continue having a presence at one of the World's most important IT Show



After continuous success, and for the 8th consecutive year, Canada will again be organising a national pavilion at one of the World's most important Information & Technologies exhibition. The event will be held at the Dubai World Trade Centre from October 3-7, 2004 and organised by the Canadian Consulate-Dubai. The Gulf Information and Technology Exhibition (GITEX) has for many years been the preferred forum for the IT industry in the Gulf and the Middle East, and a platform for Canadian firms to promote their capabilities and expertise in the IT industry.

The exhibition has grown considerably over the years and over 70,000 visitors from across the globe attend the show, mainly from the Gulf Countries (Saudi Arabia, Kuwait, Oman, Bahrain and Qatar), Middle East, Iran, CIS countries, Africa and the Indian sub-continent countries. The country in general and especially Dubai is a regional leader and consultant in the e-government project among the Gulf countries, but this sector still needs improvement. U.A.E. is going through an exceptional period of growth in the IT industry (the software, hardware and telecommunications markets), especially after the inception of the Dubai Technology, Electronic Commerce and Media Zone Authority, (Free Zone) and the focus on the e-government and e-learning initiatives. Dubai is actively pursuing to establish itself as the IT hub for a market of 1.9 billion consumers.

Canadian participation in the last seven years has included Corel Corporation, Newbridge Networks, Allis, ITNets, Farabi, Bay Networks, Nortel, TX/Communications, IP Protus Solutions, SLM Soft, Zcom, Meta Group, Computron, Identacam, Entrust Technologies, Geac, Xplore Technologies, Hyperchip Inc., Pulse Softwares, Proxymedia, Plaintree Systems, Amanatech, QiiQ Communications, Redline Communications, NTG Clarity, Talafone, Wi-Lan, Visionaire, Worldsites, Atlas Micronet, ACD Systems, GSI Technologies, as well as the participation of the Quebec government. We are envisaging as many as 20 Canadian companies to sign up for this year's event.

Multimedia, video conferencing systems, graphic processors, network equipment, multi-lingual applications, on-line information and services, portable computers, CAD systems, telecommunications, software and equipment etc. will be featured in this major IT event. Other on site activities include seminars and conferences and one hall (Computer Shopper) has been dedicated as a retail showcase specialising in home computer equipment and open to the public. The Canadian Pavilion will consist of 300 square metres in total. The cost will be US\$4,500 for a fully furnished nine sq. m. booth (3x3) although, of course, larger spaces can be arranged. GITEX offers the overseas manufacturer a unique opportunity to establish a foothold in this very affluent Gulf region, to develop existing business, or recruit agents across three Continents.

For further information please contact:

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