



The U.S. Connection

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"Telecom Tuesday" in Washington, D.C.

Telecom Tuesday, held on Tuesday, November 28, was the first in a new series of briefings hosted by the Canadian Embassy in Washington, D.C. on global trends in the information and communications technology (ICT) industry. The event, aimed at raising Canada's profile among leading telecommunications entrepreneurs, venture capitalists (VC) and the media, was a success, with over 300 attending. Featured was a discussion led by a dynamic panel of industry leaders on the business, practical, and technical issues faced by Internet firms that are developing and implementing wireless strategies. Many of the firms represented either have locations in Canada or are doing business with Canadian ICT firms.

Telecom Tuesday is an offshoot of First Tuesday, a European networking forum founded in 1998, which helps entrepreneurs gain access to the capital, resources, technology, expertise, and services they need to be successful. Hosting Telecom Tuesday is part of the Canadian Embassy's strategy to promote Canada as a world leader in a regional ICT market worth an estimated US\$200 billion a year.

A panel discussion presented a variety of "hot" issues, including improving equipment reliability, prolonging battery life for personal

digital assistants (PDAs), the lack of technical standards, adapting business processes to emerging technologies, and the impact of cheaper technology on the wireless Internet market. To view a Webcast version of the panel

discussion, visit www.firsttuesday.com or www.sonnenschein.com

The inaugural Telecom Tuesday was so successful that the Embassy hopes to include similar events in its 2001 program. For further information, contact Gerard Brathwaite-Sturgeon, Second Secretary (Commercial), tel.: (202) 682-1740, fax: (202) 682-7619, e-mail: gerard.brathwaite-sturgeon@dfait-maeci.gc.ca *

(For the unabridged version, see www.infoexport.gc.ca/canadexport and click on "The U.S. Connection".)

Canadian "technopreneurs" attend Nortel "NL2" in Silicon Valley

A unique mix of technopreneurs — Canadian start-up successes, Silicon Valley veterans, and leading venture capitalists (VC) — learned how to take a start-up business in the New Economy to the next level of success at Nortel's Next Level 2 Conference (NL2). The event, held in San Jose, California, December 6-8, was organized by the Canadian Consulate Trade Office (San Francisco/Silicon Valley) in partnership with *Profit Magazine* and the Leaf Initiative, a non-profit organization with the mandate to champion Canadian success in the New Economy.

Nortel Networks was the title sponsor; other sponsors included Ernst & Young, Coradiant, National PR, Hewlett-Packard (Canada), Tractionworks, and Fenwick & West.

NL2 featured more than 40 speakers and panelists, with sessions encom-

passing everything from identifying a market opportunity, assembling a top-notch executive team, and honing a business model, to outsourcing, securing VC funding, and exit strategies.

Brent Holliday of Greenstone Ventures, who had also attended NL1, commented, "This should be a required event for Canadian high-tech entrepreneurs who want to succeed. With the outstanding lineup of speakers, NL2 was invaluable."

For further information on NL2, visit www.nextlevelconference.com or contact Jeane Weaver, Business Development Officer, Canadian Consulate Trade Office (San Francisco/Silicon Valley), tel.: (408) 289-1157 ext. 23, fax: (408) 289-1168, e-mail: jweaver@cdntrade.com Web site: www.cdntrade.com *

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