



CSBA Newsletter

Canadian Swedish Business Association

WIC2002* Organizers welcome CSBA Participation

**Winter/Spring
Edition 2003**

Ottawa, a breeding ground for numerous wireless startups and the beautiful capital of Canada, as host of the second annual Wireless Industry Congress, WIC2002, in October 2002. The event featured over one hundred presentations from wireless start-ups, service providers, hand held device manufacturers, venture capitalists and mobile application developers.

Euan Scott, Business Development Officer at the Canadian Embassy in Stockholm, was impressed by the immense amount of substance that was delivered during the two-day program. "The event reminds us of the world class strengths of the wireless communications industry in the Ottawa region. It was a very valuable investment in time, not least because most participants and speakers were at CEO, VP or similar level."

Undoubtedly, wireless is hot and it is not an area that is restricted solely to industry professionals. "Senior executives in any sector seeking to understand how they can exploit wireless services would benefit from participating in the Congress", explains Euan Scott. "Also of course decision-makers in Swedish wireless businesses seeking partners in one of the world's leading development clusters, would find it extremely valuable to be there", he adds.

For the 2003 conference, the organizers are expecting over one thousand participants from around the globe. Sessions dedicated for speakers from the European wireless industry are already programmed and the organizers welcome the participation of CSBA members and other representatives from Sweden's Wireless Industry.



* SIGPRO WIRELESS INC. was one of the key organizers and sponsors of this conference