

INNOVATE CANADA

Innovate Canada 2020

Promoting Canada's Economic Sector Strengths to Meet with Purpose in Canada

To elevate Canada's place in an evolving and competitive global meetings environment, Business Events Canada has implemented a [national meetings strategy](#), aligned with Canada's global trade and investment priorities, to focus on key priority economic sectors where Canada holds a competitive advantage to drive regional economic growth and compel global organizations to host their business events in Canada.

WHY CANADA? WHY NOW?

Canada has always been an alluring choice for international conventions, corporate meetings and incentive travel programs. By showcasing Canada's economic strengths, connecting conference organizers with industry, thought-leaders and academia, Business Events Canada helps answer the question: *why Canada?*, while helping global event organizers conduct content-related site inspections, coordinate B-to-B exchanges, and gain access to subject matter experts to recruit new talent, grow their industry membership, exchange best practices, and to meet with purpose in Canada. Critically, as organizations continue to compete for delegate's attention, offering these valuable assets to any conference agenda helps provide the context needed to compel delegates to attend their event.

CANADA'S KEY PRIORITY SECTORS



Technology



Life Sciences



Natural Resources



Advanced Manufacturing



Agribusiness



Aerospace



CleanTech

WHY BUSINESS EVENTS?

Business events drive economies and innovation. By aligning key economic drivers, academia and conference infrastructure, Business Events Canada positions our destinations as economic and innovation accelerators, fostering global trade and investment.

INNOVATE CANADA

Introducing **Innovate Canada**, an exclusive opportunity for qualified C-suite executives to explore the ground-breaking work taking place across Canada's leading innovation sectors.

An exclusive, by-invitation annual event to help attract international business events and investment to Canada, Innovate Canada rotates destinations and industry sectors each year. The inaugural event was hosted in Montréal in 2018 and focused on Canada's leadership in technologies, including artificial intelligence, data mining and digital fx. In 2019, Toronto hosted the event focused on Canada's life sciences, medtech and pharma ecosystems.

Vancouver, British Columbia
St. John's, Newfoundland and Labrador

Quebec City, Quebec

INNOVATE CANADA 2020: SPOTLIGHT ON OCEAN SCIENCES

Innovate Canada 2020 will be hosted in **St. John's**, Newfoundland. The event will feature the ground-breaking work taking place there, as well as in Halifax, Vancouver, Québec City, Victoria, Fredericton, Saint John, and Charlottetown, in Canada's **natural resources**, and more specifically, ocean science related industries. Hosted September 1 – 3, 2020, Innovate Canada will be held in conjunction with the World Aquaculture Society Conference.

Expanding on the format of previous Innovate Canada events, C-suite executives from across the globe will become immersed in St. John's ocean sciences ecosystem including aquaculture and fisheries, ocean defense, marine bio-products, marine renewable energy, ocean technology, off shore oil & gas, shipbuilding, marine transportation, and more. Guests of Innovate Canada will experience curated events from the World Aquaculture Society Conference, educational site visits to Newfoundland research institutions, startups and mature businesses, and take part in one-on-one meetings with representatives from Canada's ocean sciences centres. Before, after and in-between, colleagues from Destination St. John's will showcase their city's unique venues, attractions and experiences available for conferences. A detailed day-by-day itinerary is available by [email](#).

INNOVATE CANADA DELEGATE PROFILE

Attending Innovate Canada is one way for C-level decision-makers to connect with industry, thought-leaders and academia to gain greater understanding of Canada's innovation industries. C-suite executives from international ocean sciences corporations and associations who host business events¹, and who are eligible to meet in Canada, and organizations eligible to meet in Canada who are also mature for trade or investment opportunities in Canada are eligible to participate in Innovate Canada 2020.

ABOUT BUSINESS EVENTS CANADA

Destination Canada's Business Events Canada team is charged with growing Canada's share of international business events. Business Events Canada helps meeting planners and decision-makers unpack the value of meeting in Canada with expert advice on our diverse destinations, and hosted educational trips and site inspections throughout the year. Business Events Canada offers a one-stop shop to connect to economic sector and industry experts, source requests for proposals, coordinate site inspections, and aid in attendance-building through marketing support, image and video galleries, print brochures and more.

Contact:

Virginie De Visscher
Director of Business Development – Economic Sectors
Virginie.devisscher@businesseventscanada.ca
204-802-0920

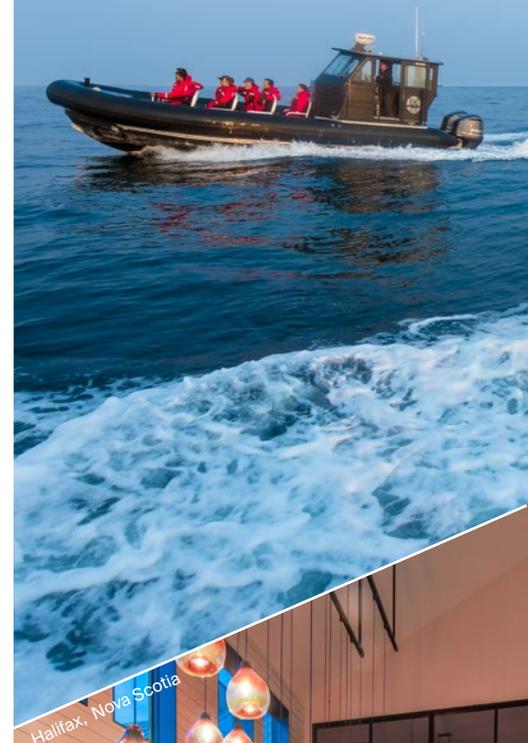
CANADA 
BUSINESS EVENTS

OPEN FOR
BUSINESS

 **DESTINATION
CANADA**



Victoria, British Columbia



Halifax, Nova Scotia



¹ Includes conferences, training meetings, product launches, team meetings, board meetings, sales rallies, internal conferences, incentive travel reward programs