



# Canada

## Public Safety Trade Mission to Australia and New Zealand

September 30 to October 7, 2014

### Express Your Interest!

CATAAlliance and the Canadian Interoperability Technology Interest Group (CITIG) in collaboration with the Department of Foreign Affairs, Trade and Development Canada (DFATD) are organising a Public Safety & Security ICT Trade Mission to Australia and New Zealand from 30<sup>th</sup> September to 7<sup>th</sup> October 2014.

Led by senior officials from Canada's responder community, this mission will provide you with an opportunity to meet with key players and gather first-hand market intelligence on Australasia's rapidly expanding public safety and security markets within a diverse cross-section of private companies, associations, public safety agencies and public sector entities.

#### **Where?**

The trade mission program coincides with the 2014 Comms Connect Conference in Melbourne, Australia, with additional stops in Sydney, Auckland and Wellington.

#### **When?**

September 30 to October 7, 2014

#### **What?**

The Public Safety Trade Mission to Australia and New Zealand will provide Canadian public safety and security ICT companies with a timely, efficient and cost effective opportunity to explore business opportunities in Australasia. In the weeks leading up to the trade mission, the Canadian Trade Commissioner Service offices in Australia and New Zealand will work with participants to identify potential local partners, arrange introductions and develop individual programs.

The Mission program will feature participation at 2014 Comms Connect, market briefings by industry experts and showcase events of interest to safety and security decision makers from several key stakeholders across the region to expand matchmaking opportunities for Canadian companies within Australasia.

The final participation fee is anticipated to cover registration at the Comms Connect Conference, tailor- made B2B events, commercial briefings, and one-on-one meetings with potential Australasian business partners. The Trade Mission organizers will assist in booking hotels at favorable rates, but lodging costs, most meals, in-country transportation, and incidental expenses will be the responsibility of each mission participant.

In partnership with:

 #PSTM-AUNZ

**CATAAlliance**  **CITIG**



## Public Safety Trade Mission to Australia and New Zealand

September 30 to October 7, 2014

### **Who?**

Best prospects for the Public Safety Trade Mission to Australia and New Zealand are Canadian companies involved in public safety, security and critical infrastructure - suppliers of:

- Command and Control solutions;
- Secure voice and data communications;
- Broadband data solutions;
- Next Generation 9-1-1 (text, photo, video) systems;
- Scanning solutions;
- Identity management systems;
- Surveillance solutions;
- Training and simulation;
- Cyber security; and
- Robotics.

Although focused on the sub-sectors above, the mission also will consider participation from companies in other appropriate sub-sectors as space permits, and the itinerary may be adjusted accordingly.

### **Why?**

According to *IBIS World Industry Report: Emergency Services in Australia* (June 2013), the Emergency Services industry revenue is forecast to increase by 4.6% over the five years to 2018 from current level of AUD\$19.8billion up to AUD\$24.9billion. Over the five years through 2017-18, there will be increasing direction of funds towards the inter-agency operability of all emergency services through standardised communications systems and the provision of inter-agency training and equipment. The New Zealand public safety sector is smaller. However, it has a nationwide structure. Under the e-Government Interoperability Framework, the various agencies are encouraged to work together and adopt an all-of-Government approach. You will get to meet the right players!

Like Canada and the U.S., Australian and New Zealand responders are facing increased information management and communications challenges. The advent of social media has seen the community's need for reliable information in times of crisis increase exponentially. In order for public safety and emergency management agencies to fulfil their missions, they need state of the art, leading edge and reliable information and communications technology.

The good news is that Canadian companies have been leading the world in this space for decades!

### **Interested?**

Would your company be interested in participating? Would you like to shape the final program, including costs and itinerary? Please contact:

Kevin Wennekes  
VP, Research  
CATAAlliance  
207 Bank St. Suite 416  
Ottawa, ON K2P 2N2  
[www.cata.ca](http://www.cata.ca)  
[kwennekes@cata.ca](mailto:kwennekes@cata.ca)  
w - (613) 236-6550 ext. 3  
c - (613) 769-8614  
f - (866) 274-8189

In partnership with:

 #PSTM-AUNZ