



Government  
of Canada

Gouvernement  
du Canada

Canada



The Honourable  
Maxime Bernier,  
Minister of Industry



The Honourable  
David Emerson,  
Minister of  
International Trade

## WELCOME TO CANADA @ ITU TELECOM WORLD 2006!

Explore Canada's dynamic companies and program activities at ITU Telecom World 2006.

Canada's presence this year is our largest ever, with more than 50 Canadian exhibitors showcasing their capabilities in information and communications technology (ICT). The innovative products and services offered range from wireless and security to networking and more. Canadians have long embraced the enabling and transformative potential of ICT. And thanks to our history of telecom innovation, Canada has become one of the most digitally advanced economies in the world.

The world is taking notice, and Canada's ICT sector is quickly gaining a reputation as a global leader. At the Canada Pavilion—through research and development (R&D) broadband demonstrations—visitors can see for themselves how ICTs are being applied, revolutionizing critical sectors such as health care, security and education. This initiative is a testament to the importance Canada places on R&D and broadband access for citizens—and on building links with key global markets and investors.

In fact, Canada's receptive business environment provides companies with an excellent environment in which to create, develop and build new technologies. The 2006 edition of *Competitive Alternatives*, KPMG's international business cost comparative study, ranks Canada as the most cost-competitive G7 country. In March 2006, *The Economist* predicted that Canada will be the best place to conduct business in the G7—and third in the world—over the next five years. As a result, more and more foreign investors are looking to do business in Canada.

Canada is also at the cutting edge of global telecommunications policy, developing frameworks that continue to evolve in keeping with an ever-changing environment. Throughout the ITU Forum, a wide range of Canadian speakers will share their perspectives on global telecom issues and outline major opportunities and challenges on the horizon.

Thank you for visiting the Canada Pavilion at this prestigious event.

Discover and experience Canada's digital advantage!