Wireless City Exhibits at
City-Sized Trade Show in Hannover

BY **GREG RAMOS**

For most Calgarians, experience with trade shows is limited to the consumer products booths each year at the Calgary Stampede. It would be difficult for the average fair-goer to imagine a trade fair entirely dedicated to technology that is 100-acres larger than the size of the entire Stampede grounds. However, this is the case each year with CeBIT, the world's largest information technology and telecommunications trade fair.

CeBIT, held in Hannover, Germany, attracts roughly half a million visitors each year. This past March marks the third year that Wireless City has participated in the fair, showcasing Alberta's wireless technology industry in the largest Information and Communication Technology (ICT) venue in the world.

For many companies involved in the technology sector, trade shows such as CeBIT are a critical resource for showing their wireless products and services. Wireless City's primary purpose for attending CeBIT was to provide global exposure for Alberta wireless companies. With support from Alberta Economic Development, four Alberta companies including Meta4Hand, Embedded Systems Products Inc., Wi-LAN Inc. and Calgary Economic Development accompanied Wireless City to CeBIT. Wireless City also partnered with Ontario Exports and included four other companies from across Canada in one large Canadian pavilion.

All of the participating companies had an opportunity to attend CeBIT as individual booths, but partnering with Wireless City allowed those companies to have a larger presence than otherwise would have been possible. Allan Wageler of Wireless City explains, "Attending CeBIT as a group brings the price point down to one that would not be available if these companies were dealing directly with the show." He goes on to say that, "gathering the companies into one large pavilion provided us with a strong presence along a major traffic corridor. It also prevented the smaller companies from being lost in the considerable crowd of exhibitors at CeBIT."

Milt Milley from Meta4hand interacts with CeBIT attendee.

Wi-LAN Inc., one of the companies that joined Wireless City at CeBIT, shares Wageler's view. "As an exhibitor in a show with over 6,200 booths, one of the greatest concerns is being lost in a sea of other vendors," says Rob Marks of Wi-LAN. "Wi-LAN is very pleased with the results at CeBit - high visibility, excellent location and contacts with many relevant companies from across Asia and Europe."

Ray Moschuk, CEO of Meta4Hand, comments on his company's experience at the show: "Attending the world class CeBIT IT exposition with Wireless City in Hannover was well worth the time, given the international exposure we gained in CeBIT News [CeBIT's official newspaper] along with numerous invitations to partner with global players. The Wireless City team did a superb job in securing the right booth space for us and managed all issues we encountered as first time attendees. We were in good hands with the highly experienced team and look forward to a repeat performance in 2007."

Rob Marks from WiLan at CeBIT booth.

Recently Wireless City launched a new three year mandate which will facilitate five trade show pavilions per year over the next three years.

CeBIT was the first show in Wireless City's new trade pavilion program. "With a portfolio of 15 shows to plan for, we've been able to apply some economies of scale" states Wageler, "and this provides substantial opportunities for Alberta's wireless industry." Wireless City also created a mini-pavilion at CTIA Wireless in Las Vegas, the key show for the North American wireless market, and will continue to expose Alberta companies that produce exportable wireless technology to new markets around the world.

Wireless City is an initiative of WiTec Alberta, the wireless & telecom industry association. Wireless City is managed by Calgary Technologies Inc. and works with the generous support of its sponsors, TELUS Mobility, Cisco Systems, Bell and Nortel as well as key partners Western Economic Diversification, Alberta Innovation and Science, Calgary Technologies Inc. and Edmonton Economic Development. For more information contact Richard Belzil, director, Wireless City at 403.284.6406.