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TORONTO TECHNOLOGY WEEK 2007

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Attention News/Assignment Editors:

Mayor Miller kicks off Techweek.to

TORONTO, May 16 /CNW/ - Toronto Mayor David Miller will be on hand to deliver opening remarks at the launch of Toronto Technology Week on Monday, May 28 at 8:00 am. Toronto Technology Week (techweek.to) is an exciting new week-long annual event that will be held from May 28 to June 1, 2007 to celebrate and showcase technology in Toronto, Canada's largest technology hub. The website is: www.techweek.to. The opening will be held at the Metro Toronto Convention Centre - South Building.

Mayor Miller's address will be followed by "Benchmarking Toronto's ICT Sector Against the World" by Mike Williams, Senior VP Investment Attraction, Toronto Region Research Alliance (TRRA). In this engaging presentation the dramatic findings of exciting new research will be revealed that position Toronto against other international centres. How does our city rate? What can we do to attract new ICT investment and opportunities?

This presentation will lead into a "State of the Nation" session and panel discussion with Keynote Presenter: Mia Wedgbury, President, High Road Communications; Patrick Sullivan, President, Workopolis and Joaquin Alvarado, Founding Director for Next Generation Internet at San Francisco State University. Toronto is the third largest hub for technology on the continent. Despite the fact that Toronto has consistently outpaced other North American cities, our city has been the tech world's best kept secret. But, people are catching on. Internet technology has inspired a new generation of entrepreneurs based in Toronto. Software, new media, and information and communications technology all have a strong (and growing) foothold in our city. How can we use this renewed community to strengthen Toronto as a premier technology hub?

Admission to the opening of Techweek.to is \$75 and includes breakfast. Tickets may be purchased in advance online at: www.profectio.com/toronto-tech-week/state-of-the-nation or at the door.

Techweek.to will pack more than a dozen events into the five days at a variety of locations in Toronto, including MaRS, Metro Hall and the Direct Energy Centre.

Highlights during techweek.to include: Canada's first-ever Canadian Municipal Wireless Applications Conference, the Canadian New Media Awards, mesh and trade association events, such as seminars and business networking functions, collaboration demonstrations, and educational forums, special exhibits showcasing innovation and excellence and other IT sector related activities. Some programs will have an admission charge while others will be free.

It is expected that more than 5,000 people from Toronto and internationally will attend one or more of the techweek.to events. The week is being coordinated by ICT Toronto, an volunteer based industry alliance and committee formed by Information and Communication Technology (ICT) industry stakeholders representing a cross-section of the industry, in both the private

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Techweek is supported by the Greater Toronto Marketing Alliance (GTMA), the City of Toronto, Profectio and Radiant Core as well as additional partners and supporters. CNW Group (www.newswire.ca) is proud to be the official news wire of Toronto Technology Week.

For further information: Dave Forde, Chair, (416) 760-3344, forde@profectio.com; Rob Berry, Co-Chair, (416) 392-3387, rberry@toronto.ca; Rebecca Finlay, TRRA Communications, (416) 673-6673, rfinlay@trra.ca

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