Naturally Innovative
VANCOUVER • BRITISH COLUMBIA • CANADA

BC TECH SECTOR PREPARES TO WELCOME THE WORLD AT WEB SUMMIT VANCOUVER (MAY 27-30)

300+ BC companies to be showcased at one of the world's largest and most exciting tech conferences

VANCOUVER, B.C. (May 7, 2025) - More than 300 companies from B.C.'s thriving tech ecosystem, including 250 startups, will showcase their products, services and investment opportunities to the world next month when global technology leaders, innovators, investors and media gather at the Vancouver Convention Centre for Web Summit Vancouver (May 27-30), one of the largest and most exciting tech and innovation conferences in the world.

Known as the 'Olympics of Tech', the four-day Summit will play a critical role in shaping the future of technology by bringing tech sector leaders from around the world together to network, exchange ideas, and establish collaborative partnerships. While technology is already the fastest growing sector in the province, with more than 12,000 companies, 220,000 employees and $55.5 billion in revenue, Web Summit Vancouver is especially important for British Columbia as the province looks to strengthen, diversify and expand its economy in the face of evolving global trade dynamics.

Web Summit Vancouver is organized and produced by Web Summit, which produces some of the largest and most impactful technology events around the world. Vancouver was selected as the host city for the next three Web Summits in North America (2025-2027) thanks to the joint efforts and funding by Pacific Economic Development Canada (PacifiCan), Destination Vancouver, the City of Vancouver, Invest Vancouver, Innovate BC, and the Province of British Columbia.

The funding partners have since formed a collaborative partnership called the Naturally Innovative Alliance, whose primary goals include increasing worldwide awareness of the B.C. tech ecosystem, maximizing opportunities for B.C.'s tech sector to benefit from Web Summit Vancouver, and helping foster strategic partnerships, investment, trade and jobs throughout the province. To make the most of this unique hosting opportunity, the Alliance partners are individually and jointly undertaking several initiatives in the lead up to and during Web Summit Vancouver, including:

- **Road to Web Summit Vancouver:** Led by Innovate BC, the Road to Web Summit is a sector development initiative that includes tailored events, training, development programs, and pitch competitions, to help B.C. companies develop critical skills needed to capitalize on the opportunities available through Web Summit Vancouver.
- **B.C. Pavilion:** This largest zone on the Web Summit Vancouver exhibit floor will showcase B.C. and its tech ecosystem through keynotes, panels, a pitch competition, industry announcements and B2B meetings. The B.C. Pavilion's visuals, presentations and activities will also highlight more than 70 tech startups in B.C.'s life sciences, deep tech, and digital media and entertainment sectors.
- **Innovation & Investment Insider Tours:** Taking place on Monday, May 26, this curated, full-day investor experience will charter investors across Metro Vancouver to showcase groundbreaking innovation in cleantech, life sciences, and creative tech. The tours are hosted in partnership by Invest Vancouver, InBC Investment Corp, SFU Venture Labs, B.C. Centre for Innovation & Clean Energy (CICE), Life Sciences BC, DigiBC, AInBC, Innovation UBC, and the Naturally Innovative Alliance.

- **International Delegations**: Led by the Province of B.C.'s Trade and Invest BC office and Global Affairs Canada, key officials, investors and tech sector representatives from over a dozen countries will attend Web Summit Vancouver, as well as participate in external presentations, networking events and private meetings, highlighting business development opportunities in B.C.'s tech sector.
- **Naturally Innovative Alliance website:** The Alliance website provides extensive information, resources and links to help conference attendees, local and international media, and everyone in B.C.'s tech ecosystem make the most of Web Summit Vancouver. Its key features include:
    - **B.C. startups at WSV:** Information on resources and programs (e.g., BC Pavilion, Road to Web Summit, Capital Compass), along with profiles of featured B.C. startups at WSV;
    - **Calendar:** A comprehensive calendar of tech-related events taking place in the lead-up to and during Web Summit Vancouver;
    - **Media Resources (Coming soon):** Background information on B.C. content at WSV, key contacts, Summit and BC Pavilion schedules, stories to watch, images and videos, WSV floorplan, news releases, accreditation information and more;
    - **Explore B.C. Opportunities:** The resources and advantages B.C. offers companies and investors looking to work or invest in B.C.

Media Accreditation
Accreditation by Web Summit is required to attend Web Summit Vancouver. To apply for media accreditation, visit the Web Summit Vancouver media page.

Naturally Innovative Alliance
The Naturally Innovative Alliance is a collaborative partnership between the Government of Canada, through Pacific Economic Development Canada (PacifiCan), Destination Vancouver, the City of Vancouver, Invest Vancouver, Innovate BC, and the Province of British Columbia, which jointly fund B.C.'s participation and programs at Web Summit Vancouver. Its goals include increasing worldwide awareness of the B.C. tech ecosystem, maximizing opportunities for B.C.'s tech sector to benefit from Web Summit Vancouver, and helping foster strategic partnerships, investment, trade and jobs throughout the province. For more information, visit: www.naturallyinnovativebc.ca

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Contact:
Greg Descantes
Media Relations
Naturally Innovative Alliance
gdescantes@pacegroup.com