



Central Okanagan Economic Development Commission Organizes metabridge Event to Showcase BC Technology Companies to the World

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metabridge, an initiative that provides British Columbia's technology companies with direct connection and access to key international technology partners for investment, joint strategic partnerships, mentorship and advisory opportunities, will hold a networking event in Las Vegas on January 7, 2010.

Developed by [The Central Okanagan Economic Development Commission](#) (COEDC) in partnership with the British Columbia Innovation Council (BCIC), and with support from the Okanagan Science and Technology Council, metabridge's Las Vegas event will provide an opportunity for British Columbia's technology companies to have access to a global audience present at the [Consumer Electronics Show](#) (CES), the world's largest consumer technology tradeshow.

"The Economic Development Commission continues to see firsthand, the impact and importance of connecting the Region to the global business world. metabridge at CES is the next step in a multi-phased opportunity to grow local technology companies," said Robert Fine, Manager, Economic Development, COEDC. metabridge is the brainchild of Steve Wandler, a successful technology entrepreneur who returned to the Okanagan after his company, YourTechOnline was acquired by support.com in the Silicon Valley. Wandler continues to play a key role and helps to bring major US company leaders from companies such as Hewlett Packard, Mitel, Red Beacon, AVG Antivirus, Trend Micro, RIM and Radware to Metabridge events.

metabridge's Las Vegas event will have over 100 guests in attendance including 80 US and Canadian companies. Media will also be present at this event looking for interesting companies to highlight.

"metabridge is an excellent opportunity for startup companies from British Columbia to develop valuable partnerships," said Dean Rockwell, CEO, BCIC. "BCIC is committed to developing entrepreneurial talent and the commercialization of technologies for the benefit of economic development in our province."

"As an entrepreneur, one of the most valuable resources one can gain is access to experience and great connections. Without these fundamentals, getting an idea off the ground is almost impossible. The metabridge event not only brings these elements but some of the best and brightest people in the world," acknowledged Peter Matejcek, Founder and CEO of Kelowna-based company, Hustream.

A total of four metabridge events are planned each year to connect technology companies in British Columbia with key technology players from Silicon Valley, across the US and Canada.

The event is supported by [BC Innovation Council](#), [Sage Business Solutions](#), [Okanagan Science & Technology Council](#) and tech entrepreneur [Steve Wandler](#).

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