



## **Premier Technology Event Surpasses Expectations**

### **metabridge raises the bar for B.C. business networking events**

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Kelowna – Only in its second year, the much anticipated British Columbia stop of the metabridge event series delivered an impressive performance last week. metabridge Okanagan provided a portion of the provincial technology community with an injection of positive energy and likely prospect for aspiring technology leaders.

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, is celebrating the success of its June 10-11 event after surpassing expectations and more than doubling the attendance from last year's event. Attendance numbers increased in every category and the event attracted an impressive list of VIPs, representing connections to Google, Facebook, Disney, Microsoft and Electronic Arts, among others.

Support for metabridge was outstanding, with 'ultimate 2 day package' sales soaring 412% over 2009. In part, the increase reflects heightened interest in the event among Silicon Valley executives, whose participation more than doubled this year as well. The tech VIP's were particularly impressed with the format, which allowed them to interact with leaders of British Columbia's technology companies in a relaxed and enjoyable atmosphere.

"Compared to most events, metabridge presents a more casual, personal experience, where you can get to know people better," said Howard Donaldson, Vancouver-based vice-president of Disney Interactive Studios. "This is also a component of some other events but metabridge offers a much more relaxed atmosphere."

The uniqueness of the event and the chance to get to know senior technology executives in a relaxed setting was not lost on local companies. Over three quarters of the British Columbia technology companies rated the networking opportunities as either met or exceed their expectations.

"The core value of this event is to make connections." said Peter Matejcek, founder and chairman of Kelowna-based Hustream Technologies Inc. "metabridge attracts a certain level of talent that would be hard to access without an introduction. I've never been to another event like this."

The program is supported by the Central Okanagan Economic Development Commission (COEDC) in partnership with the BC Innovation Council (BCIC) and with support from the Okanagan Science & Technology Council (OSTEC).

The metabridge organizing committee would like to thank this year's sponsors who include: BC Innovation Council, Western Economic Diversification, Department of Foreign Affairs and International Trade, Central Okanagan Economic Commission, Farris LLP, Okanagan Science and Technology Council, BDO Dunwoody, & Vineyard Networks.

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