

# IN·SEC·M

CYBERTECH EUROPE IN ITALY

# MISSION GUIDE

OCTOBER 1 TO 6 2023



# IN · SEC · M

In-Sec-M was founded in 2017 at the suggestion of the National Research Council Canada (NRC), which wanted to bring together Canadian companies with expertise in cybersecurity so that they could become more prominent in major national and international markets for cybersecurity.

**In 2022, nearly 2000 Canadian companies benefited from the expertise of an In-Sec-M partner.**

## **A bridge between supply and demand**

In-Sec-M is a non-profit organization of nearly 200 cybersecurity solution and service providers. We act as an intermediary between organizations that have cybersecurity needs and those that have the solution. We also promote Canadian cybersecurity services and solutions to key Canadian and international decision makers.

## **Tailor-made training courses**

In partnership with various provincial and federal government departments, In-Sec-M designs and delivers cybersecurity programs, initiatives and services to help organizations and

communities to build stronger cybersecurity. Our training courses are developed in collaboration with some of the most experienced Canadian companies.

**Thanks to our partners**

Canada 

ONTARIO  
CANADA 

Québec 

# Cybertech Europe

In recent years, Europe has prioritized cybersecurity, with a dynamic and growing European cybersecurity ecosystem. This ecosystem has become a focal point for governmental organizations, academic institutions, and European cybersecurity companies renowned for their expertise and cutting-edge solutions in areas such as identity and access management, data protection, network security, and application security. Many innovative companies in this sector are based in Europe, including Italy, France, Germany, Spain, and the United Kingdom.

Italy has been hosting a significant European cybersecurity event, Cybertech Europe, which attracts key European cybersecurity decision-makers. Cybertech Europe is complementary to FIC as it draws a larger number of English-speaking European participants, making it a comfortable setting for English-speaking Canadian companies aiming to enter the European market.

From October 3rd to 4th, 2023, Cybertech Europe will hold its 6th edition at the La Nuvola Convention Center in Rome. The event will feature the latest innovative solutions from numerous companies, along with high-level speakers, including government officials, C-level executives, and industry pioneers from Europe and around the world.

## Key figures of the 2022 edition<sup>1</sup>

**50**

Over 50 Countries  
Represented

**105**

Speakers

**100**

More than 100 Companies, Startups and Organizations

**Record for Number of attendees** was broken once again

# Statistics from Cybertech Europe 2022<sup>1</sup>



## Purpose of Visit

Meet Potential Partners / Networking	60%
Knowledge Acquisition & Investment	40%



## Main Business Activity

Academia	8%
Distributor	9%
Vendor	39%
End User (Includes Gov. & Law enforcement)	44%



## Position Categorization

C-level / Senoir executive	32%
Mid-management level	29%
Consultant	11%
Developer / Engineer / Technician	14%
Other	14%



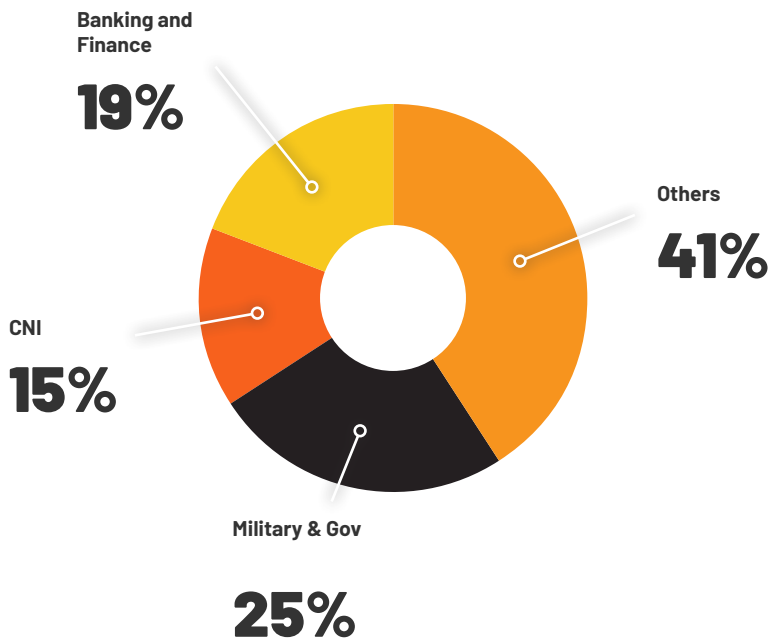
## Company Size

1-20 employees	8%
21-25 employees	5%
51-150 employees	12%
151-1000 employees	27%
1001+ employees	48%

1. Source : Brochure - CYBERTECH EUROPE October 3-4, 2023 // Rome, Italy

# Italian Cybersecurity Market<sup>2</sup>

The current Italian competitive landscape is populated by different kind of players: from Consulting Firms to System Integrators. The trend is to provide end-to-end solutions and services.



- › **Government and Military are recovering quickly** from stagnant spending.
- › **The Business sector represents ca. 75%** of the total Italian market.
- › **CNI is the fastest vertical segment** (above 11%), while Defence & Gov will grow at more than 9% CAGR.
- › **Other businesses** (Automotive, Insurance, Luxury, Manufacturing, etc.) **are still largely unmet.**

2. Source: The Italian CyberSecurity Market - Discussion of the Italian cybersecurity ecosystem, by Alessandro Menna. September 12, 2023

# Practical Information

## Buy a SIM Card:

You can buy a prepaid SIM card for your mobile phone upon your arrival at the airport. The most common mobile operator is Vodafone. You can also explore the option of purchasing an eSim card, such as those available at Airalo, that allows you to stay connected by purchasing data according to your needs.

## Emergency:

In case of a medical emergency, contact the Emergency Medical Service (Soccorso) by dialing 118 or the European emergency number 112. For a police emergency, dial 113.

For consular assistance, contact the Embassy of Canada in Italy in Rome:

- › Address: 243 Via Salaria, Rome 00199, Italy.
- › Phone: (+39) 06854 44 2911
- › Email: rome-gr@international.gc.ca

You can also contact Request emergency assistance :

This service is for Canadian citizens in need of emergency consular assistance.

- › Email : sos@international.gc.ca
- › Phone : +1 613 996 8885
- › Canada Emergency Abroad
- › Signal : +1-613-909-8087

## Credit Cards and ATMs:

International credit and debit cards are widely accepted in most stores, restaurants, and hotels in Italy. The most commonly accepted cards are Visa and Mastercard. Transaction fees may vary depending on your card's issuing bank, so it is recommended to check the fees before using a credit or debit card. Please note that some businesses in Italy may not accept credit or debit cards, so it's advisable to carry cash as a backup.

**Transportation:**

Italy has a well-developed public transportation network, including buses, subways, and trams in most cities. Taxis are available in cities but can be costly. Taxis in Italy are generally reliable and safe, with regulated fares displayed. It's advisable to pre-book a taxi rather than trying to find one on the street. Applications offering transportation services such as Uber are also popular in Rome and represent a good alternative.

**Taxes:**

Value Added Tax (VAT) is included in displayed prices in Italy. Tourists can request a VAT refund for purchases exceeding 175 euros, provided they reside outside the European Union and leave the EU within three months of their purchase.

**Restaurants:**

Restaurants in Italy are typically open for lunch from 12:00 PM to 2:00 PM and for dinner from 7:00 PM to 10:00 PM. While services are usually included in the bill, you may leave an additional tip if the service has been excellent (around 5% to 10%).

**Shopping:**

Most stores in Rome open Monday through Saturday, 10am to 2pm and 3:00 pm to 7:00 pm. Commercial establishments on main streets do not close at lunchtime, and some extend their closing hours beyond pm.

Shopping malls are also popular in Italy, offering extended opening hours. Most stores accept international credit cards, but it's always advisable to confirm before making a purchase.

**Security:**

Italy is a safe country, but it is recommended to exercise caution and stay vigilant in tourist areas or crowded places. It's advisable to keep valuables secure and not leave them unattended in public areas.

# Preliminary program

Please note all details will be provided to you via the SIGNAL application. Group meetings and B2B proposals will also be communicated to you via the SIGNAL application.

## SUNDAY, OCTOBER 1, 2023

Arrival in Rome

Beginning of mission activity in the evening (group meal)  
*The name of the restaurant and its exact location will be sent to you by e-mail*

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## MONDAY, OCTOBER 2, 2023

Visit and presentation session at ITALGAS : Presentation on the Italian cybersecurity ecosystem and briefing on the specifics of the Italian cybersecurity market

Focus on potential business partnerships: incubator, gas pedal, large integrator, large end-buyer and user of cybersecurity solutions, in the afternoon

TBC Networking activity with Apericena

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## TUESDAY OCTOBER 3, 2023

Opening of Cybertech Europe 2023

B2B meetings (networking sessions with specific groups or organizations during the event)



Group meetings within the exhibition with major buyers, integrators, etc. and/or personalized meetings

Participation in conferences, workshops, technology demonstrations, etc.

## **WEDNESDAY, OCTOBER 4, 2023**

Presence at Cybertech Europe 2023

B2B meetings (networking sessions with specific groups or organizations, during the event)

Group meetings within the exhibition with major buyers, integrators, etc. and/or personalized meetings

Participation in conferences, workshops, technology demonstrations, etc.

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## **THURSDAY, OCTOBER 5, 2023**

Visit, discussions & networking in an Italian cybersecurity incubator (Rome) - TBC

Individual meetings, as requested (Rome)

For those interested in moving to Genoa: Visit Leonardo's cybersecurity division (Genoa) and possible meetings at the Guardia de Finanza (Genoa). Genoa is about 1 hour's flight from Rome.

Meetings in Genoa will be held on Friday. - TBC

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## **FRIDAY, OCTOBER 6, 2023**

End of mission

Participants can extend their stay and hold personalized meetings with potential partners - TBC

# Cybertech Europe

**italy.cybertechconference.com**

## **La Nuvola Convention Center in Rome**

Viale Asia 40, 00144 Roma, Italy

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### Getting to the Cybertech Europe:

› **By Metro**

From Termini Station take the metro line B towards Laurentina.  
Get off at Eur Fermi (It is just 10 stops away from Termini Station).

› **By Bus**

From Termini Station take the 714 bus towards Palazzetto dello Sport.  
Get off at Colombo/Agricoltura.

## In-Sec-M team:



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