

TECH CANADA ADVOCATES RE-LAUNCH - JULY 2026

On Monday, July 13th, Tech Canada Advocates relaunched under the leadership of Cia Prior and Gargi Garuch.

Around 30 new Advocates joined the event, which covered Cia and Gargi's plan to focus the group on 'tech for good' and market access.

Cia is Director of Global Partnerships at Toronto Business Development Centre, and Gargi is Digital Project Manager at Indigo Chapters and Books. Together, they bring extensive expertise across corporate digital strategy, international ecosystems, and strategic business growth.

I joined Gargi for a fireside chat to give some background on Global Tech Advocates and the role that Tech Canada Advocates will have in the global community. The fireside chat was followed by a panel session, moderated by Cia and featuring Alexandra Sullivan, Frank Erschen and Stephen Perkins.

A key focus for Tech Canada Advocates will be to champion the Canadian tech ecosystem on a global stage, supporting homegrown companies expanding abroad and assisting international companies establishing roots in Canada. The group will focus on 'Tech for Good' as a core theme, promoting and spotlighting socially responsible innovation. Additionally, TCA will collect community insights to publish its first local report on the current challenges and inspirations within Canadian tech.



As a prominent player on the global stage, the Canadian tech sector is rapidly evolving, driven by substantial hubs across Toronto, Vancouver, and Montreal, and an increasing emphasis on sustainability, equitable funding, and leveraging international trade pathways.

Tech Canada Advocates will expand upon the unique international reach of the Global Tech Advocates community and establish new connections with the GTA groups that are present across Europe, Asia-Pacific, Africa and the Americas.

The event was hosted at the offices of the Toronto Business Development Center (TBDC).

