

## **Hub350 opens in Canada's largest technology park**

**October 28, 2021 – Ottawa, ON** – Today, the Kanata North Business Association officially opened Hub350, the physical gateway for Canada's largest technology park. Hub350 is set to become the heart of the Kanata North technology park, bringing together industry, academic and finance partners to co-locate and collaborate. Anchor partners at Hub350 include TELUS, RBC, Salesforce, Education City and world-leading post-secondary institutions including University of Ottawa (uOttawa), Carleton University, Algonquin College and Queen's University. Hub350 will enable access to partnerships that form the foundational elements of growing local businesses and Ottawa's economy.

Merilee Fullerton, MPP for Kanata-Carleton and Minister for Children, Community and Social Services, was joined by Jenna Sudds, Member of Parliament for Kanata-Carleton, Mayor Jim Watson, Sir Terry Matthews and others for the official ribbon-cutting ceremony and to explore the opportunities Hub350 presents for incubating technology innovations in the city.

"The opening of Hub350 is truly a celebration of our finest in our community," says Fullerton. "The collaboration, commitment, and the energy displayed in making this space a reality speaks to the strength of our local high tech and business sector. Congratulations to Vicki Coughy and the Kanata North Business Association Board, and President and Executive Director Jamie Petten for your remarkable job in bringing together all the essential elements. Congratulations as well to the many community leaders, and all the companies and organizations, whose contributions are sure to foster greater growth and prosperity in our city for years to come."

### **5G Innovation Zone**

At the heart of Hub350 is the TELUS 5G Innovation Zone, powered by Canada's fastest mobile network. 5G represents one of the most significant new advances in communications technologies to date, making the 5G Innovation Zone ideal for conceptualizing, developing, testing and, now, commercializing 5G.

The 5G Innovation Zone will allow Ottawa businesses to test their products for real-world applications in a 5G lab that is a completely autonomous and controlled environment, working alongside the 500+ businesses in the park.

"As the 5G Anchor Partner at Hub350, TELUS is providing our world-leading connectivity and technology to get hands-on with product development alongside like-minded partners," said Ibrahim Gedeon, Chief Technology Officer at TELUS. "We believe collaboration is the key to innovation and, with the more than 500 enterprises that call Kanata North home, we are proud

to have TELUS 5G at the heart of innovation in Canada, solving real-world problems. That's good for Canadians and it's good for business."

### **RBCx Finance Quarter**

Anchored by Royal Bank of Canada (RBC), Hub350 will establish a new financial industry cluster in the heart of the technology park. The Kanata North Financial Hub programs will encourage communication and connectivity amongst financial institutions, investors and government funders through shared interests, improved accessibility, and the creation of welcoming public spaces and events.

Investors such as Wesley Clover have partnered on the Finance Quarter project. Wesley Clover, a private, global investment management firm and holding company under the direction of founder, Chairman and serial technology entrepreneur Sir Terry Matthews, has a portfolio with more than 45 investments under active management around the globe. This includes start-ups in the incubation stage, first-product firms in the accelerator phase, and more mature companies that now trade publicly. All are focused on next-generation Cloud and SaaS applications for fixed and mobile communications, video analytics, security, customer engagement, business enablement and more. The solutions target at least 10 industry vertical markets in more than 20 countries.

### **Salesforce**

Hub350's partnership with Salesforce will help drive innovation across Ottawa's business community. Salesforce's support will empower local technology entrepreneurs and start-ups to collaborate with industry experts and thought leaders, fostering the digital transformation required for businesses to succeed in today's digital-first, work-from-anywhere world. Salesforce is the #1 Customer Relationship Management platform, bringing companies closer to their customers in the digital age. Founded in 1999, Salesforce enables companies of every size and industry to take advantage of powerful technologies – cloud, mobile, social, voice and artificial intelligence – to create a 360-degree view of their customers. For information, please visit [www.salesforce.com](http://www.salesforce.com).

### **CENGN**

Hub 350 also includes a partnership with CENGN, Canada's Centre of Excellence in Next Generation Networks and key enabler of commercial growth and talent development in the digital economy. CENGN drives technology innovation and supports industry growth through its commercial grade network testbed, engineering resources, and expertise in technology validation. The CENGN testbed enables the commercial growth of Canadian tech startups as well as the talent development of professionals and students in the highly skilled sectors of

cloud computing and networking. CENGN also fosters a large ecosystem of partners, including private companies, the federal government, and the Ontario government.

### **Digital Media Lab**

Hub350 will open a state-of-the-art Digital Lab with the support of local technology company Ross Video to promote innovation and broadcast news, events and history from Canada's largest technology park. KNBA is establishing a live broadcast newsroom and Digital Lab to deliver integrated and experiential learning opportunities in KN technology park.

Member companies will have access to a state-of-the-art digital lab and studio to deliver virtual customer events, user conferences and industry leadership keynotes.

Finally, the lab will also serve as a space for local, national and international media organizations to soft land and produce first-to-market technology news stories and interviews with executives from the heart of Canada's largest technology park.

### **Corporate and Academic Collaboration**

KNBA and Hub350 are proudly partnered with academic anchors, including uOttawa, Carleton University, Queen's University, La Cite and Algonquin College, to support and acquire top talent for our member companies.

Hub350 will offer a site where corporate and academic institutions, and emerging students can explore opportunities to live, work, play and learn in Canada's largest technology park.

Our academic partners provide students with access to member companies offering exceptional career opportunities through hackathons, recruitment roadshows, career fairs and more. In fact, both uOttawa and Carleton have recently opened Kanata-North campuses, supporting the vital integration of post-secondary institutions into the technology park.

These academic partnerships will accelerate programs that will enable a deeper integration of local, national and international academic institutions, providing a space to soft land in the technology park in order to accelerate access to people skills, and global talent for member companies.

### **Area X.O / Invest Ottawa Lounge**

Area X.O is a state-of-the-art R&D complex established and operated by Invest Ottawa, enabling and accelerating the safe and secure development, testing, and application of next-generation smart mobility, autonomy and connected technologies. These applications span

intelligent transportation; telecom; smart agriculture; defence, security, and public safety; unmanned aerial vehicles; and smart cities. Kanata North Tech Park will continue to serve as the home of the Area X.O Public Innovation Facility and Test Track managed by Invest Ottawa, with supporting collaboration space at Hub350. Featuring nine kilometres of public roads for testing, 5G and a wealth of connected, live city infrastructure including a smart intersection, the Area X.O Public Track enables the implementation of smart mobility and Vehicle-to-Everything (V2X) technologies in a real-world environment. Hub350 creates an ideal venue for collaboration, technology demonstration and promotion with the 540+ members of the technology park and stakeholders across the Ottawa Region.

### **Ottawa Tourism**

Hub350's partnership with Ottawa Tourism will foster collaboration between the technology sector and Ottawa Tourism to attract world-class events to Canada's capital, where the Kanata North Technology Park is situated. Hub350's partnership with Ottawa Tourism includes access to newsletters, events, and physical space. The goal is to highlight tools and resources that are available through Ottawa Tourism—such as bid preparation assistance, images and video, site inspections, and more—to companies in Kanata North who wish to showcase their expertise by hosting conferences, meetings, product demonstrations, global training seminars, and the like in Ottawa.

### **Queensway Carleton Hospital**

Our partnership with the Queensway Carleton Hospital will allow the hospital to extend its work beyond its physical walls, prioritizing much-needed mental and physical health education for employees and their families within the technology park. It will also create a direct connection between the experts at the Queensway Carleton Hospital and the technology being developed in Kanata North that could make a major impact on the way healthcare is delivered in Canada and around the world.

### **City of Ottawa**

The City of Ottawa has committed to prioritizing and designating the Kanata North Technology Park as a Special Economic District in its next official plan. This designation will play a critical role in strengthening Ottawa, Ontario and Canada's global competitive position.

In order to attract talent from around the world and across the country to live, work, play and learn in Canada's largest technology park, we must transform from a single industrial use, to a mixed-use, complete and connected community.

In the future, the Kanata North Innovation District will transform into a well-planned innovation district with residential and commercial development, sustainable green spaces, entertainment, culture and next generation mobility solutions which will attract world class talent to our area.

**Media inquiries**

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