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## IMAT BACKGROUNDER



### Networking the Digital Media Industry in Canada – and Around the World

The Interactive Multimedia and Arts and Technologies Association (IMAT) is Canada's largest and fastest-growing non-profit, member-supported business association – now celebrating its 10<sup>th</sup> anniversary. IMAT is dedicated to fostering growth and convergence among all new media clusters to strengthen the development, growth and recognition of Ontario's world-class digital media industry.

IMAT provides industry research, professional development, marketing, promotion and international trade opportunities for the New Media industry. As a networking group, IMAT actively supports industry initiatives and seeks partnerships with other organizations. Through skills development, industry collaboration and its own initiatives, IMAT works toward creating a strong and vibrant new media industry and fosters the growth of the knowledge-based economy.

The organization's most recent initiative is the 2002 EMMA Jury Event, an internationally renowned event to be held from October 16-20 in Toronto. The Emma Foundation is a prestigious organization originating in Europe and responsible for honoring digital media works of the highest caliber from around the world. This year's event is the first time the International EMMAs are to be held in North America. IMAT has the Executive Producing and co-producing this event with the EMMA foundation.

IMAT's membership ranges from medium and large companies who have successfully penetrated international markets to independents developing innovative interactive applications from a corner in their lofts. The support industries – which include hardware and software manufacturers, financial, consulting, and human resources specialists – are also an important support partner of the IMAT membership.

IMAT's total membership exceeds 1000 members, with a mixture of professionals and newcomers who work in a variety of disciplines within the Canadian interactive new media industry. The IMAT membership has youth, entrepreneurial spirit, passion and a commitment to innovation and excellence.

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