

CTIA Wireless 2008 Canada Pavilion Exhibitors

Canadian Wireless Telecommunications Association

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Exhibitor Profile

The Canadian Wireless Telecommunications Association (CWTA) represents over 180 companies in cellular, PCS, messaging, mobile radio, fixed wireless and mobile satellite carriers as well as companies that develop and produce products and services for the industry. The association works to provide business development opportunities for its members through events, conferences and networking opportunities. It represents the industry before governments and various regulatory agencies, nationally as well as provincially and municipally. The CWTA also runs Canada's short code administrator, txt.ca.

Objectives

The CWTA is a resource for firms entering Canada, and looking to do business with Canadian carriers. A core service for companies today is the CWTA short code administration service, txt.ca. With Canadians sending over 38.7 million messages per day, using a short code is an easy way for firms to innovatively market themselves and their products. To use a short code, firms must go through the CWTA administrator.