Partnership Launches CyberICT Brand

By Emily Barnwell

As global demand for secure, resilient digital systems continues to grow, the greater Wichita region is positioning itself as a hub for cybersecurity innovation. The launch of CyberICT, a new industry brand, marks a strategic effort by the Partnership to attract investment, support business growth and elevate the region's cybersecurity strengths.

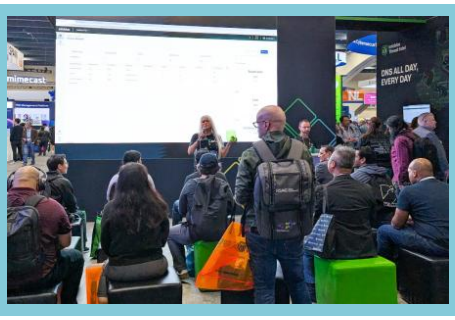
CyberICT highlights the region's expanding cybersecurity ecosystem and its emergence as a targeted industry for economic development. With strengths in aerospace, defense and advanced manufacturing, the Partnership is leveraging the area's assets to build capacity in cybersecurity and secure digital infrastructure.

Key regional advantages featured through the CyberICT brand include proximity to McConnell Air Force Base, home to the 177th Information Aggressor Squadron, the 127th Cyberspace Operations Squadron, the 299th Network Operations Security Squadron and a growing number of cybersecurity-focused education and workforce training programs.

Research and testing capabilities at Wichita State University's National Institute for Aviation Research (NIAR) and Innovation Campus also contribute to a strong foundation for industry growth.

In recent years, Wichita has attracted companies such as Knowmadics, Novacoast and Millennium Corporation. The companies cited the region's skilled workforce, central location and collaborative business environment as key factors in their decision to establish a presence in Wichita.

Additionally, the Partnership's economic development team recently returned from San Francisco, where they attended the RSA Conference, the nation's leading cybersecurity event. They used this new tool to connect with site selectors, companies and investors interested in expanding or establishing cybersecurity operations in the region.



CyberICT unifies ongoing efforts to grow the local cybersecurity sector and reinforces the region's role in protecting national and commercial interests through secure technology development. The brand also aligns with the Partnership's targeted industry strategy to drive long-term economic growth.

For more information, visit www.cyberict.org.