

Canada Economic Development

News Release

Government of Canada grants \$2.7 million in funding to the World Trade Centre Montréal for the pursuit of its mission

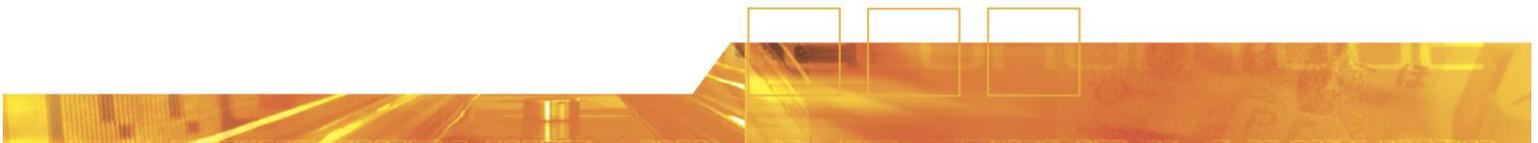
Montréal, Quebec, September 28, 2011 – The Honourable Denis Lebel, Minister of Transport, Infrastructure and Communities and Minister of the Economic Development Agency of Canada for the Regions of Quebec, announces the awarding of \$2,775,200 in non-repayable funding to the World Trade Centre Montréal (WTC Montréal). This financial assistance will enable the organization to pursue its mission over the next three years and thereby continue helping Quebec's small and medium-sized enterprises (SMEs) capitalize on business opportunities on foreign markets and adjust to the new realities of the global economy.

"The renewal of our partnership with the World Trade Center Montréal is consistent with the measures the Government of Canada has put in place to facilitate access to foreign markets and help our businesses take full advantage of that," said Minister Lebel.

The growth of the Canadian economy will depend increasingly on the international success of our companies. The Government of Canada recognizes the key importance of exports in ensuring our prosperity. WTC Montréal, which plays a pivotal role in this regard, will use this funding from the Government of Canada to, among other things, continue forging links abroad with prospective business partners.

"The Board of Trade of Metropolitan Montréal and its team of international trade experts from the World Trade Centre Montréal are proud to be able to count on the support of Canada Economic Development in our mission to serve Quebec SMEs. Our challenge is to continue providing effective guidance to SMEs in their foreign export initiatives and equip them with the tools they need to contribute to the economic prosperity of Quebec and of Canada," explained Michel Leblanc, President and CEO of the Board of Trade of Metropolitan Montréal.

By supporting current and aspiring exporters today, Canada Economic Development and WTC Montréal are helping to foster the competitiveness of our businesses of tomorrow.



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This contribution from the Government of Canada has been granted through the *Export Support* initiative of Canada Economic Development's *Business and Regional Growth* program.

For more information on the activities and services offered by WTC Montréal, visit www.ccm.ca/wtcmontreal

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