



PRESS RELEASE
For immediate release

Second edition of the Rendez-vous du Savoir

How Universities Contribute to Business Development

A compelling activity schedule

Montréal, September 8, 2011 - After a successful first edition, the Rendez-vous du Savoir is back this October 5 and 6 at the Palais des congrès de Montréal. This year's theme: How Universities Contribute to Business Development.

This second edition of the Rendez-vous du Savoir will once again serve to recognize the wealth Québec universities generate and showcase their important contribution to society at the regional, provincial and international levels.

"This gathering will be a fine showcase for promoting research," explains Dr. Pavel Hamet, co-spokesperson for the event and a world-renowned researcher. "It is an inspirational example of cooperation between various segments of the Montréal community and an excellent opportunity to advocate the importance of universities and businesses contributing to each other's endeavours."

Eight organizations have joined forces to put together a very interesting schedule: the Palais des congrès de Montréal, the Board of Trade of Metropolitan Montréal, the Conference of Rectors and Principals of Québec Universities (CREPUQ), the Conférence régionale des élus (CRÉ) de Montréal (Montréal region Conference of elected representatives), Montréal International, the Ville de Montréal, and two new partners: Tourisme Montréal and the Montréal Council on Foreign Relations (MCFR).

"After the success of the first edition, it is with great pleasure that I accepted to be part of the Rendez-vous du Savoir once again. It is crucial that we focus on our major strengths as a means of ensuring the sustained prosperity of our society: education, innovation and entrepreneurship. This requires uniting the resources of the academic community, the business community and the regions. Desjardins' involvement in this event speaks to this collective duty we must all share," adds Monique F. Leroux, co-spokesperson for the event, and President and Chief Executive Officer of the Desjardins Group.

The Rendez-vous du Savoir is proud to welcome again Desjardins as the presenting sponsor of the event.

A full and diverse schedule

October 5

- **10:30 a.m.: Opening Press Conference** - Announcement of the results of the pan-Canadian survey jointly carried out by the Board of Trade of Metropolitan Montréal and Léger Marketing
- **5:00 p.m.: Cocktail Conference** organized by the Montréal Council on Foreign Relations on *How companies and universities can better cooperate in order to attract talent?*
- **7:30 p.m.: International Student Welcome Party** organized by the CRÉ de Montréal and Ville de Montréal, nearly 2,000 students expected

October 6

- **8:00 a.m.: Panel Discussions** organized by CREPUQ and Montréal International on *University contributions to business development - Success stories*
- **12:00 p.m.: Board of Trade of Metropolitan Montréal Business Luncheon** – Invited speaker: Professor Rémi Quirion, for his first public speaking engagement as Chief Science Officer of Quebec
- **2:00 p.m.: Fondation Desjardins Scholarships Awards Ceremony**
- **5:30 p.m.: Palais des congrès de Montréal's Recognition Award Gala**

See the complete schedule on www.rendezvousdusavoir.com

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Organized by:

