

## The "Chicago 2009 " mission is officially under way!

**Montréal, November 18, 2009** – After several weeks of preparation, *Chicago 2009* – the first trade mission of Quebec's advertising industry, supported by Québec government office in Chicago – has officially started earlier this morning, with the departure of 10 or so members of the official team, including participating advertising agencies.

"We are nervous but confident that this initiative can only generate positive results for the industry. The YUL-LAB is very interesting and quite intriguing for global brands' CMOs. It is up to us to convince them that our offer is credible and that it can be beneficial and profitable for their brand," explained Yanik Deschênes, AAPQ's President and General Manager, at the Montréal-Trudeau airport.

Individual business meetings are planned between November 18 and November 20 as well as some events, including a supper at the John Hancock Building's *Signature* restaurant. Participants as well as some Quebecers living in Chicago will have the opportunity to attend an intimate and exclusive supper meeting where Mr. John Rose, Senior Partner in the New York office of the *Boston Consulting Group*, will present his study entitled "The CMO Dilemma". This study deals with questions Chief Marketing Officers (CMOs) have in this context of investment optimization and media revolution. This event will be followed the next day (November 19) by an evening at *The Wit* hotel and the *Chicago Theater*.

Members of the Quebec team include AAPQ as well as five advertising agencies: BBDO Montréal (Alain Gignac), Bleublancrouge (Sébastien Fauré, Justin Kingsley), Cossette (Dominique Lebel, Marc Gagnier and Louis Duchesne), PALM + HAVAS (Ann Bouthillier, Norman Chiasson and Pascal Chandonnet) and Sid Lee (Jean-François Bouchard and Martin Gauthier). Also taking part in this mission: the City of Montréal, which is being represented by Mayor Gérald Tremblay and executives from the Economic and Urban Development section; the Quebec government, which is being represented by Mr. Marc T. Boucher, head of the Québec government office in Chicago; and the Canadian government, which is being represented namely by Mr. Georges Rioux, the Consul General of Canada in Chicago. Other Quebec firms and organization including Montréal International, Attraction Média, Pixman Nomadic Media, Transcontinental, DTI Software (video games) and Vapor Rail / Wabte will also attend. Mr. Daniel Lamarre, President and CEO of Cirque du Soleil, will also take part in the November 19 event. Finally, journalist Pierre Couture from Québec City's *Le Soleil* will cover this trade mission as well as Jeremy Mullman from *Advertising Age*. Besides the international advertisers who were solicited, representatives from the American Association of Advertising Agencies and the CMO Council lent a hand in the initiative's preparation.

### **On the picture in attachment**

Bottom line (from left to right):

Justin Kingsley (Bleublancrouge), Pascal Chandonnet (PALM+HAVAS), Yanik Deschênes (AAPQ), Sébastien Fauré (Bleublancrouge) et Marc Gagnier (Cossette)

Top line (from left to right):

Jean-François Bouchard (Sid Lee), Martin Gauthier (Sid Lee), Martine Primeau (Ville de Montréal), Ann Bouthillier (PALM + HAVAS), Dominique Villeneuve (AAPQ), Richard Speer (Attraction Média), Louis Duchesne (Cossette)

### **About the AAPQ**

The AAPQ is a non-profit organisation with a membership of more than 60 advertising agencies that generate more than 80% of the industry's revenues in Quebec. Its mission is to serve the interest of its members and partake in the recognition of the industry through rallying projects. For more information, please go to [www.aapq.ca](http://www.aapq.ca).

**For more information, please contact:**

Marie-Luce Ouellet  
Communication Director  
Association of Quebec Advertising Agencies  
Phone: 514 848-1732, ext. 201  
Fax: 514 848-1950  
Cell: 514 586-2564  
[ml.ouellet@aapq.ca](mailto:ml.ouellet@aapq.ca)  
[www.aapq.ca](http://www.aapq.ca)  
[www.montreal.ad](http://www.montreal.ad)