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Support for Québec's fashion and garment industry

**GOVERNMENT OF QUÉBEC CONTRIBUTES NEARLY \$400,000 TO THE 21ST EDITION OF
MONTRÉAL FASHION WEEK**

Montréal, September 6, 2011 – The Minister of Economic Development, Innovation and Export Trade Clément Gignac and the Minister of Municipal Affairs, Regions and Land Occupancy Laurent Lessard are pleased to announce financial support in the order of \$390,000 to the organizers of the 21st edition of Montréal Fashion Week, which runs from September 6 to 9 at Marché Bonsecours in Old Montréal.

“Montréal Fashion Week is a unique opportunity to focus the spotlight on the creativity of our designers, whose talent, originality, and passion is reflected throughout Québec's fashion and garment industry. The ever-growing numbers of international buyers and media at the event are a testament to the excitement and interest our industry is generating. In fact, Montréal is now one of the top 50 fashion hubs in the world. Our government is proud to have contributed to the city's renown by supporting major fashion events in Québec over the years,” stated Minister Gignac.

“By showcasing the collections of numerous Québec fashion designers under the same roof, Montréal Fashion Week offers a unique platform for promoting and selling the latest creations. MFW has become a leading North American event and has helped position Montréal as a top creative and design hub by placing special emphasis on its designers and on product quality,” added Minister Lessard.

A number of daytime and evening fashion shows are slated for the 21st edition of Montréal Fashion Week at Marché Bonsecours. Attendees will also be invited to take in various other fashion activities, including media cocktail receptions and a presentation on trends for fall/winter 2012–2013. The full MFW program is available on the event website.

On the occasion of Montréal Fashion Week, Ministère du Développement économique, de l'Innovation et de l'Exportation, in cooperation with the Montréal Fashion Bureau, will play host to some twenty foreign buyers as well as international media representatives who will be introduced to our industry and its artisans. Over 250 meetings are scheduled with the various players in Québec's fashion industry.

About the funding

The funding awarded to Montréal Fashion Week breaks down as follows: \$150,000 from Ministère du Développement économique, de l'Innovation et de l'Exportation (MDEIE) through its fashion and industrial design promotion fund to support industrial design and partnerships, as well as a one-off contribution of \$25,000 to help coordinate buyer visits. An additional \$215,000 was provided by Ministère des Affaires municipales, des Régions et de l'Occupation du territoire (MAMROT) through its Greater Montréal Area promotion fund (FIRM).

To find out more about MDEIE programs and services, visit the ministry's new, more comprehensive and user-friendly website at www.mdeie.gouv.qc.ca.

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