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## Consumer shows meet with success, again

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Year after year, many large-scale consumer shows descend on Montréal's downtown core to avail themselves of the quality venues offered by the Palais des congrès.

2011 ended wonderfully with the Grands Ballets Canadiens de [Montréal's Nutcracker Market](#). Between November 24 and December 4, 2011, some 15,000 people, i.e. nearly 50% more than in 2010, ambled along the Palais' shopping concourse for a unique shopping experience inspired by the magic of the Holidays. 2012 got off to a great start as over 205,000 invaded the Palais for the [44th Montréal International Auto Show](#), from January 16 to 22.

After automobiles, come the motorcycles! From February 24 to 26, 2012, the motorcycling community converged on the Montréal Motorcycle Show for a thrilling event. Other must-see consumer shows that chose the Palais' versatile and modern facilities for their event include the Eat Well and Living Green Expo, which once again invites everyone interested in healthy food, ecology and global health to come meet the many exhibitors that will be on hand for their 15th edition, from March 16 to 18, 2012.

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## Making room for an unparalleled hi-tech environment

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The Palais' efforts to be recognized as one of the world's best convention centres include an ambitious strategic plan focused on refreshing the customer experience. The customer-driven approach also means delivering a thoroughly advanced technological experience.

The Palais is working on becoming a next-generation, state-of-the-art convention centre by creating the ultimate hi-tech environment. Nearly \$4M will be invested in this major project by 2013, which will primarily involve modernizing the network and introducing event intelligence.



The benefits? Unparalleled connectivity, a web platform with dedicated customer extranet sites and e-commerce functionalities, an online module to facilitate liaising between customers and their event management team, a multipurpose mobile application and more... Look for a more detailed announcement coming soon.

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## Event held at the Palais wins award

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In January, the Palais was thrilled and proud to learn that the Montréal-based Alison Silcof event planning firm won two awards at the [Special Events Gala Awards](#) in Tampa, Florida.

Better still, the firm won the prestigious award for [Best Event for a Corporation or Association - Budget Above \\$500,000](#), for a corporate event it organized at the Palais des congrès de Montréal in July 2011 for a U.S. client.



50,000 sq. ft. of the Palais were remarkably transformed for the event, whose theme was frost and winter. So in the thick of summer, 1,300 guests got the opportunity to walk through an "ice tunnel" and enter a truly original crystalline winter wonderland.

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## A food offering like you've never tasted before

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One of the reasons the Palais des congrès de Montréal performed so well in 2010-2011 is the collective effort of everyone within the organization to embrace the orientations set out in the 2010-2013 strategic plan.

We reiterate once the again the importance of refreshing the customer experience as part of the plan, which in addition to focusing on technology, is also food-driven. Which brings us to the Palais' new executive chef.

The seasoned kitchen staff of Capital Traiteur, the Palais' official and exclusive caterer, is preparing to wow guests with a brand new culinary experience marked by creativity and a penchant for local products. Stay tuned, you will meet our new chef soon!



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## Aerospace keeps moving forward with AÉROÉTS

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The Montréal aerospace industry is bolstering its leadership role with the launch of [AÉROÉTS](#), an organization whose purpose is to position the [ÉTS engineering school](#) as a world-class aerospace school. The director of the organization is none other than Hany Moustapha, who is also an Emeritus Ambassador of the Palais and co-chair of the Palais' Major Aerospace Events Committee.



Source: [www.aeromontreal.ca](http://www.aeromontreal.ca)

In the coming years, through the work of the taskforce and the support of the economic cluster represented by [Aéro Montréal](#) in the area of promoting and developing aerospace, the Palais plans to increase its efforts to attract more large-scale aerospace related conventions and events. The taskforce is even considering holding a Montréal Aerospace Week as of 2013.

A reminder that Greater Montréal is among the world's biggest aerospace centres, along with Seattle and Toulouse, and has the second highest density of aerospace jobs worldwide. Over 98% of Québec's aerospace activity is concentrated in Greater Montréal, making it one of the rare places in the world where virtually every component required to build an aircraft can be found within a 30 km radius.

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## Officially recognized for curing the winter blues!

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In December 2011, the city's arts and entertainment district ([Quartier des spectacles](#)) received one of the four 2011 Phoenix Awards given by the [Society of American Travel Writers](#). This prestigious honour recognizes the work undertaken in recent years to consolidate the cultural vocation of this historically rich section of Montréal.

Home to 80 cultural venues, including 30 performance halls, the nearly one-square-kilometre arts and entertainment district located in Montréal's downtown hub also hosts about 40 festivals. Last weekend, the [Montréal High Lights Festival](#) lived up the streets from February 16 to 26, 2012.



Montréal of course has an abundance of other cures for the winter blues... In January, the Quays of the Old Port welcomed over 70,000 fans of electronic music during the [Igloofest](#), making it a record year for what has become a must-attend annual event. Montréal is definitely an award-winning winter metropolis with flair!

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## Culti-Vert report and what's in store for 2012

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Last fall, we covered the first positive performance of [Culti-Vert](#), the second phase of an innovative redevelopment plan showcasing the latest green, clean and sustainable technological trends.

In addition to encouraging building owners and managers in the private sector to actively convert to green roofing by demonstrating the enormous potential for deploying green roofs across the city, we harvested over 650 kg of organic fruit, vegetables and fine herbs that were used by our food partners [Capital Traiteur](#) and the [Osco](#)

and [Crudessence](#) restaurants. We also donated part of our harvest to the organizations [La rue des femmes](#) and the [Comité social Centre-Sud](#), to help feed the less fortunate members of the community they provide assistance to.

Buoyed by this initial success, the Palais will do it again in 2012, and even increase the size of the vegetable garden. The Palais is looking for partners for this third phase of the project, especially for the harvest... Contact us if you're interested!



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