



NEWS RELEASE

For immediate release

AMERICANA 2007 - International Environmental Technology Trade Show and Conference

Reconciling environmental protection and economic development: the challenge of our times

Montréal, Québec, Canada, January 24th, 2007 – *RÉSEAU environnement* is pleased to announce that AMERICANA's 7th edition, for which the theme is "**ENVIRONMENT FUELLING THE ECONOMIC ENGINE**", will take place from March 20 to 22, 2007 at the Montreal Convention Centre. For this 7th edition, Prime Minister Stephen Harper will serve as Honorary President. The largest International Environmental Technology Trade Show and Conference, AMERICANA will play host to more than 10,000 participants, 400 exhibitors, and 150 speakers from Quebec, Canada and more than 60 countries worldwide this year. Founded in 1995 and held every two years, AMERICANA is organized by *RÉSEAU environnement*.

THE 2007 THEME: "ENVIRONMENT FUELLING THE ECONOMIC ENGINE"

In the current context of market globalization, business opportunities are virtually limitless. But at the same time, a number of phenomena, such as global warming, have forced us to find solutions the problem of reconciling environmental concerns with the generation of profits. The challenge of our times, and a topic of considerable debate, is to find the right balance between environmental protection and economic development.

While some find complying with environmental regulations too restrictive, a large number of businesses see it as an opportunity to innovate and improve their operations in order to use natural resources more efficiently. As a result, economic prosperity and saving the environment can be seen as two sides of the same coin. Yet it is precisely excessive economic growth that has brought many regions of the world to their current precarious, sometimes irreversible, state of environmental imbalance.

DIVERSIFIED PROGRAMMING

At AMERICANA 2007, participants in more than 150 lectures, workshops, round tables, technological exhibits and case studies will explore the theme “**ENVIRONMENT FUELLING THE ECONOMIC ENGINE**” The various activities will focus on a wide range of vital environmental issues, such as drinking water, waste water, waste materials, the air and climatic change, contaminated soil and ground water, sustainable economic development, green buildings, bioproducts and sustainable development.

In addition, 400 companies and organizations will exhibit their latest products and services in the environmental technology sector.

The rising stars of the environment industry will be showcased in the “**Ecotechnologies Incubator**” where visitors will be able to discover businesses that are still in the startup phase. While most of Canadian provinces will be represented, AMERICANA 2007 will also feature booth and pavilions from a number of countries, including France, Belgium, Germany, Poland, Austria, the Netherlands, England and Canada.

Lastly, the International Business Matchmaking Forum brings together Canadian and foreign companies that are interested in meeting potential business partners. The forum will also facilitate contacts with buyers and distributors, and create opportunities for technology transfer. In one-hour one-on-one meetings, Canadian participants will be able to meet foreign delegates (industrialists, municipal managers, etc.) who have been selected because they are seeking solutions to their environmental problems.

AMERICANA 2007 is made possible by the support of the Government of Canada and the Government of Québec, as well as financial contributions from Solmers and Biogenie.

To consult the preliminary program or for more information, visit: www.americana.org

About *RÉSEAU environnement*

RÉSEAU environnement, the organizer of AMERICANA, is the largest environment industry organization in Quebec. Its mission is to foster technological and scientific progress, promote expertise, and support environmental initiatives in a context of sustainable development. Founded in 1962, *RÉSEAU environnement* today represents more than 2,000 members, including 400 companies and nearly 200 municipalities. To find out more about *RÉSEAU environnement*, visit the website at www.reseau-environnement.com

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