

NEWS RELEASE

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International Environmental Technology Trade Show and Conference – AMERICANA 2011

International business development for Canadian companies

Montreal, Quebec, Canada, March 25, 2011—The ninth edition of the ***International Environmental Technology Trade Show and Conference, AMERICANA 2011***, initiated and organized by RÉSEAU environnement, welcomed more than 8 000 participants at the Palais des congrès de Montréal, from every sector of the environmental industry, as well as more than 280 speakers and delegates from 50 countries. The Trade Show, which presented all the latest environmental technologies, featured 360 booths occupied by 310 organizations and companies. AMERICANA also welcomed a major French delegation since France was selected as the country of honour for this edition.

In addition, on top of all the meetings that took place on the trade show floor itself, more than 800 business meetings took place during the three-day event, as part of the International Business Matchmaking Forum (IBMF). These meetings allowed companies from Quebec, across Canada and abroad to meet potential business partners. By facilitating discussions between buyers and distributors, the IBMF has become an essential meeting place for the industry.

“AMERICANA really stands out from other events of its kind for the technical quality of its presentations, and also for its International Business Matchmaking Forum,” said Michel Lamontagne, president of RÉSEAU environnement. “It’s a unique opportunity for businesses to build relationships with foreign buyers and representatives in order to export their environmental solutions. Since AMERICANA began in 1995, this matchmaking service has generated benefits for participating companies evaluated at more than \$60 million.”

Discussions on hot environmental topics

AMERICANA 2011 also gave professionals a chance to learn about latest developments in such sectors as water, soil remediation, solid waste management, energy efficiency and renewable energies and to discuss a wide variety of topics such as life-cycle analysis, environmental management, sustainable development and sustainable transportation of merchandise.

Numerous distinguished guests came to voice their views and exchange ideas with participants, His Excellency David Jacobson, United States ambassador to Canada, Pierre Robion, Consul general of France in Montreal, Pierre Arcand, Quebec Minister of Sustainable Development, Environment and Parks, Maria Krautzberger, Permanent secretary at the Senate Department and Urban development and Transport for the land Berlin, and Robert Moulié, Foreign Affair Manager of France in Canada.

New president for RÉSEAU environnement

At the annual general meeting held on March 23, 2011, Mustapha Ouyed was elected president of RÉSEAU environnement for a one-year term. He succeeds to Michel Lamontagne, president of RÉSEAU environnement for two terms, since 2009. "I'm honoured that the members of RÉSEAU environnement were unanimous in their choice. As part of my mandate, I will make it my duty to respond to their needs and concerns as well as contributing to the advancement of new environmental technologies," said Mr. Ouyed.

Mustapha Ouyed has more than 13 years of professional experience in the environmental field. He has namely advised and supported many companies pursuing projects or processes designed to reduce greenhouse gas emissions and manage carbon. Mr. Ouyed has also worked for Gaz Métro where he namely participated actively in the management of technical and strategic aspects of the corporation's climate change portfolio for close to six years. Mr. Ouyed currently works out of Montreal and holds the position of director of business development at Golder Associates. He is also involved in the activities of various industrial environmental associations.

AMERICANA 2011 was made possible with the support from the governments of Canada and Quebec, as well as the financial participation of numerous commercial partners, including Golder Associates.

About RÉSEAU environnement (www.reseau-environnement.com)

RÉSEAU environnement has been active since 1962. With more than 2,000 members, it is the largest association of the environmental industry in Quebec. Its mission is to bring together environmental specialists, business people, municipalities and industries in Quebec to ensure the advancement of science and technology, promote expertise and support environmental activities, within a sustainable development perspective. RÉSEAU environnement is the initiator and the organizer of AMERICANA, the International Environmental Technology Trade Show and Conference and the Salon des technologies environnementales du Québec (STEQ).

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