

## **First edition of the Canadian International Aluminum Conference: A promising initiative for Quebec businesses**

MONTREAL – The first stage of the Canadian International Aluminum Conference (CIAC) is now under way. as representatives of companies and some of the most important global organizations will meet in Montreal over four days to discuss industry challenges they will face in coming years. Running Oct. 21-24, this initiative that includes an international fair, and a series of conferences and training sessions specifically linked to aluminum, is a first in Canada.

*“Aluminum has played a determining role in the economic development of Quebec and the future of this material is very promising everywhere in the world. Quebec now must meet the challenges of competition in world markets covering the full value chain within the worldwide industry,”* said Jean Simard, President and CEO of the Aluminum Association of Canada which has organized the CIAC.

The first stage of the CIAC deals with complex assemblies, extrusions and the primary production of aluminum with a focus on architects, engineers, scientists and designers as well as decision makers from the public and private sectors; by exposing them to the cutting edge expertise and sophisticated technologies for those who wish to benefit the most from exposure to this strategic material. Companies from all around the globe have gathered here to demonstrate and promote their knowledge during an international exhibition; conferences given by INALCO and AluSolutions add a component of training and sharing with regard to recent headlines in the field.

The second tier of the CIAC will take place in spring 2014, as international speakers will discuss questions relating to applications of aluminum in transportation and urban development as well as best practices in primary production. Local companies will be invited to conduct strategic meetings with those representing global markets within the scope of the CIAC.

### **Julie Payette and John R. McDougall conference speakers**

Among those invited speakers at the conference will be Julie Payette and John R. McDougall, respectively Director of the Centre des sciences de Montréal (CSM) and President of the Canadian National Research Council (CNRC) who will deliver keynote addresses during dinner sessions.

*“The key to change in sustainable development, aluminum is a strategic material blessed with a brilliant future. This is what we seek to offer and share with Quebec companies as it is predicted that aluminum demand will double by 2030.”* Jean Simard added.

*“The trend toward greater usage of aluminum is already in full acceleration elsewhere in the world as secondary and tertiary transformation is already under way. The possibilities are endless and the opportunities for our industry are colossal. Aluminum lends itself to many new applications which are not currently in use or available in Quebec. Whatever the problems, solutions can be found with aluminum,”* he concluded.

For more information on the CIAC, visit our site [www.ciacmontreal.com/en](http://www.ciacmontreal.com/en).

### **A word on the Aluminum Association of Canada**

The Aluminum Association of Canada (AAC) is a non-profit organization whose mission is to represent the Canadian aluminum industry with the general public, current and future users as well as other stakeholders in the business world. The AAC seeks to inform all of its publics on all aspects and benefits from the industry in Canada. It brings together the three major producers in Canada: Alcoa, the Aluminerie Alouette and Rio Tinto Alcan. These companies operate ten major plants in Canada, nine of which are in Quebec, and which employ some 10,000 .