

PRESS RELEASE



For Immediate Release

Centrallia 2010 in Winnipeg... The Countdown Begins!

Close to 300 people gathered at the Fairmont Hotel in Winnipeg on October 20, 2009 to celebrate the official launch of Centrallia 2010, one of the most important economic events in Canada next year.

Most of those in attendance were members of Manitoba's business community, but several leading personalities also took part, including the new Premier of Manitoba, Greg Selinger, Centrallia's Honorary Chair and Manitoba businesswoman, Gail Asper, the Mayor of Winnipeg, Sam Katz, and the Chair of Futurallia, Dominique Lenoir.

Manitoba has never hosted such an event, and "it will probably be the biggest economic event Winnipeg has ever seen," said David Angus, President and CEO of the Winnipeg Chamber of Commerce.

Centrallia 2010 will draw more than 500 small and medium-sized businesses from around the world to Winnipeg. The forum presents a golden opportunity for Manitoba businesspeople to explore new international markets and to promote their city and province to the four corners of the world. "Today's business is no longer conducted solely at the local level, but at the global level as well," said Manitoba Premier Greg Selinger. "One of the exciting things about this event is that Winnipeg is at the heart of it all."

Winnipeg Mayor, Sam Katz, said he was proud "... that in October 2010, Winnipeg will have the opportunity to show decision-makers around the world that Winnipeg is the ideal centre for international business and trade."

The Chair of Futurallia, the forum on which Centrallia is based, travelled from France to attend the launch. Dominique Lenoir welcomed participants to the extended family of Futurallia, a global network that has brought together thousands of small and medium-sized businesses since it was founded in 1990.

The launch included a surprise "visit" from Ken Blanchard, world-renowned speaker and author of a number of best-selling books such as *The One-Minute Manager*, who announced through a short video presentation that he was thrilled to be a featured speaker at Centrallia 2010.

"The primary goal of the launch," said Mariette Mulaire, Executive Director of ANIM, the leading organizer of Centrallia 2010, "was to inform Manitobans about Centrallia. Mission accomplished! The challenge now is to encourage local companies to register as soon as possible to demonstrate local interest, which will help attract companies outside our province and around the world."

For more information, contact:

Suzanne Druwé

Communications Director

ANIM (Agence nationale et internationale du Manitoba)

219 Provencher Blvd., 3rd Floor

St. Boniface, Manitoba

Canada R2H 0G4

Telephone: (204) 253-4888 ext. 107

Toll Free: 1 877 484-9931



DD3_9136.jpg

300 people gather at the Fairmont for the launch of Centrallia 2010. Business leaders are excited about making contacts.



DD3_9173.jpg

Gail Asper, Honorary President of Centrallia, welcomes everyone to the launch of Centrallia 2010, one of the most important economic events in Canada next year.



DD3_9220.jpg

Premier of Manitoba, Greg Selinger, Centrallia Honorary President, Gail Asper, and Mayor Sam Katz lend their support.



DD3_9264.jpg

Mariette Mulaire and Dave Angus, welcome everyone to the launch of what promises to be a very exciting business event in Winnipeg.



DD3_9294.jpg
Newly elected Premier of Manitoba, Greg Selinger, brings greetings on behalf of the Province.



DD3_9329.jpg
Mayor Sam Katz looks forward to showing off Winnipeg to international business leaders.



DD3_9360.jpg
Futurallia President, Mr. Dominique Lenoir, welcomes participants to the great Futurallia family.