



et



présentent

MONTREAL DU FUTUR

2^e EDITION

PRESS RELEASE
FOR IMMEDIATE RELEASE

**A MAJOR EVENT
NOT TO BE MISSED:
LE MONTRÉAL DU FUTUR
EXHIBITION**

From **March 25 to 31, 2008**, BOMA QUEBEC (Building Owners and Managers association), in collaboration with De Grandpré Chait Lawyers and Desjardins Asset Management, has the pleasure of presenting **LE MONTRÉAL DU FUTUR**, a unique event featuring commercial, residential, and institutional real estate projects that will change the face of Montréal over the next quarter century.

The event will take place in the Grande-Place at Complexe Desjardins, located in the Quartier des spectacles in downtown Montréal, right at the heart of many future urban developments.

The first Montréal of the Future Exhibition was a great success in March 2006 at Centre CDP Capital. This time, there will be a greater number of exhibitors and participants, along with two important new elements: major transportation infrastructures and sustainable development projects, including a presentation of the Maison du développement durable (*'Sustainable Development House'*) by Équiterre.

This event will bring together the public, media, as well as key business people who work in real estate and who are contributing to the development of Montréal. This activity will showcase a significant number of models and designs of different promoters and organizations, including the *Montréal 2025 Vision* (Imaginer-Réaliser Montréal 2025) from the City of Montréal. This is a top-notch event that will allow exhibitors and partners to show their leadership in contributing to the development of Greater Montréal.

OFFICIAL OPENING CEREMONY

The official opening, presented with the support of Hydro-Quebec, will take place on Wednesday, March 26 with important representatives from the real estate and business communities as well as representatives from different levels of government such as **Alan DeSousa**, member of the City of Montréal Executive Committee (responsible for economic development and the 2025 vision) and **Benoit Labonté**, mayor of the Borough of Ville-Marie and president of honour of the event. Hundreds of guests concerned with the urban and economic development of Montréal are expected to attend. To get one of the limited \$150 tickets, please contact Céline Hardy at BOMA Québec: chardy@affaires.com tel. (514) 282-3826, ext. 2003.

The exhibit will be open to the public for free until March 31 inclusive. Thousands of visitors are expected during the event over and above the 36,000 people who walk through Complexe Desjardins every day.

Please note that the projects presented have not necessarily been approved or confirmed and all exhibit documents carry a warning in this regard. **It is a VISION of the future of our metropolis over the next 20 to 25 years.**

PARTIAL LIST OF CONFIRMED EXHIBITORS as of March 10, 2008:

- Montréal Harbourfront Corporation & the transformation of the Bonaventure Expressway,
- Quartier des spectacles Partnership
- Place des festivals
- CHUM
- *Montréal 2025* vision of the City of Montréal
- Expansion project at Pointe-à-Callière - the Montréal Museum of Archaeology and History
- SITQ and the 900 De Maisonneuve West building
- 701 University (Magil Laurentienne / Desjardins Gestion d'actifs)
- Campus Bell Canderel
- Proment Corporation
- Aéroports de Montréal
- SOCAM Construction
- Westcliff Place de la Cité Internationale
- Technopôle Angus
- Quartier Concordia University
- Société d'habitation et de développement de Montréal
- Canvar/Hilton Garden Inn / Geiger Huot Architects
- Atlific/Westin Montréal Hotel / Geiger Huot Architects
- Maison du développement durable (Équiterre)
- SAT expansion project
- Redevelopment project at the CBC site
- MUHC (McGill University Health Centre)
- Louis Bohème Condominiums
- M9 Phase 2 Condominiums
- Ministry of Transport of Québec (several infrastructure projects)
- Outremont site of Université de Montréal
- Elad Canada projects (Le Nordelec and olympic village)
- Ritz-Carlton Montréal – development
- Canadian art pavilion of the Montreal Museum of Fine Arts - Transformation of the Erskine & American church Elad Canada (Le Nordelec et projet du village olympique)
- transportation projects of the AMT (Agence métropolitaine de transport)
- new development at 2-22 Sainte-Catherine East (corner St-Laurent)
- Avenue du commerce responsable (green-oriented business avenue)
- l'Adresse symphonique (future MSO hall)
- special scale model of the CMHC
- SIDEV (site of the ex-Spectrum of Montréal)
- 333 Sherbrooke (phase 2) condos

and several others !

SCHEDULE OF SPECIAL ACTIVITIES DURING THE WEEK:

- Tuesday March 25 : preview in the afternoon reserved for exhibitors and sponsors only
- Wednesday, March 26: Official Opening Ceremony (first part at the Hyatt, second part reception in the Grande-Place at Complexe Desjardins), presented with the support of Hydro-Québec
- Thursday, March 27: breakfast reception by Desjardins Asset Management (by invitation only) in the Grande-Place at complexe Desjardins.
- Thursday, March 27: Luncheon conference presented with the support of Loto-Québec with guest speaker Jean Lemire at the Hyatt Hotel
- Thursday, March 27: Real Estate Professionals cocktail hosted by De Grandpré Chait Lawyers (by invitation only) in the Grande-Place at Complexe Desjardins

HOURS OF VIEWING FOR THE GENERAL PUBLIC :

- Wednesday, March 26 : 9 AM to 4 PM
- Thursday, March 27 : 9 AM to 4 PM
- Friday, March 28 : 9 AM to 9 PM
- Saturday, March 29 : 9 AM to 5 PM
- Sunday, March 30 : 9 AM to 5 PM
- Monday, March 31 : 9 AM to 4 PM

As of March 10, the confirmed partners/sponsors who are contributing to the event (without necessarily being exhibitors) include, amongst others:

- De Grandpré Chait Lawyers – Official Co-Presenter
- Desjardins Asset Management – Official Co-Presenter
- Journal Les Affaires - Grand Sponsor
- Bélanger Design - Grand Sponsor
- Transports Lacombe - Grand Sponsor
- www.pi2.ca - Grand Sponsor
- www.skyscraperpage.com - Grand Sponsor
- Concept Audio-Visuel - Grand Sponsor
- Graphisme Larocque Nepton - Grand Sponsor
- NOVA Art – Grand Sponsor
- SITQ – Major Sponsor and presenter of the Green Developments Section
- Hydro-Québec – Major Sponsor and sponsor of the Opening Ceremony
- Créativité Montréal / Infopresse – Major Sponsor
- Loto-Québec – Major Sponsor and Sponsor of the luncheon conference with the speaker Jean Lemire
- Place Desjardins Inc. – Major Sponsor
- Espace Montréal Magazine – Major Sponsor
- Borough of Ville-Marie – Associate Sponsor
- Bell Canada – Associate Sponsor
- Canderel – Associate Sponsor
- Revue Commerce – Associate Sponsor
- SHDM – Associate sponsor presenting the Residential Section
- Radio-Canada (CBC) – presenter of the Institutional Section

- ARJO Canada Inc – Associate Sponsor
- Altel - Associate sponsor presenting the Commercial Section
- City of Montréal (centre) – Associate Sponsor
- Hyatt Regency Montréal – Associate Sponsor
- Ministry of Economic Development, Innovation and Export Trade of Québec – Associate Sponsor
- www.imtl.org – Promotional Partner
- Board of Trade of Metropolitan Montréal – Promotional Partner

ABOUT BOMA QUÉBEC Main Presenter of the event

BOMA Québec represents building owners, real estate management companies, and providers of products and services related to the commercial real estate industry. It is affiliated with BOMA Canada and to BOMA International, which is recognized as the industry voice in North America. BOMA offices can be found in the USA, Canada, Australia, Brazil, South Korea, Finland, Indonesia, Russia, Japan, Mexico, the Philippines and South Africa. BOMA is recognized around the world for its Standard Method for Measuring Floor Area in Office Buildings and in Canada for its Go Green environmental certification program. In North America, BOMA has about 16,500 members that own and manage more than nine billion square feet of commercial space.

ABOUT DE GRANDPRÉ CHAIT LAWYERS Official Co-Presenter

De Grandpré Chait is a leader in real estate law and construction law in Québec, with over half of its lawyers specializing in those practice areas. As one of the only firms in Québec offering services covering all facets of real estate law, it is not surprising that De Grandpré Chait is involved in a large number of major real estate transactions in the region.

ABOUT DESJARDINS ASSET MANAGEMENT Official Co-Presenter

Desjardins Asset Management, a group of real estate, mortgage and securities investment experts, is a subsidiary of Desjardins Group. In real estate investing, Desjardins Asset Management acquires, develops and sells real estate assets across Canada in order to optimize portfolio management. The company manages a portfolio of real estate and mortgage investments that total in excess of \$4 billion.
www.desjardinsassetmanagement.com

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For more information (media, partnerships and exhibitors), please contact:

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