



One mandate since 1984
MESSAGE
promoting Montréal
around the world.

As an independent publishing company, when we at **First Choice** created the first issue of **MONTRÉAL INTERNATIONAL** back in 1984, we did so with but one self-imposed mandate. That was to publish an edition promoting the products, services, expertise, entrepreneurial spirit, and the unique lifestyle of our city to potential buyers, investors and visitors from throughout the world.

We wished to create a quality, prestigious edition comparable to, if not better than, those published in other major cities around the world. And one totally independent of government grants or funding, be it federal, provincial or municipal.

We did so in the conviction that our city, Montréal, had much to be proud of. Not only as a city unique in North America, but also one that was open to the world.

In this, our ninth edition, our mandate has not changed. For despite the inevitable changes in the political, financial and socio-economic fabric of Montréal, Québec and Canada, we remain more convinced than ever that Montréal is truly a metropolis for the 21st century. A vibrant, bilingual and multicultural city unlike any other in North America. A city-region where businesspeople from all communities contribute to building bridges to foreign markets.

Funded entirely by advertising from the public, private and institutional sectors, **MONTRÉAL INTERNATIONAL** has never once failed to receive this vote of confidence. From industry leaders in fashion to fibre optics, from aviation to pharmaceuticals, from the environment to economics, we have covered them all.

Stated former Montréal Mayor, **Jean Drapeau**, in 1984: "Montréal is ready to look forward to the future with confidence and audacity. It is then my pleasure to welcome this **First Choice** edition on Montréal."

Said his successor, **Jean Doré**: "**First Choice** has decided to pay homage to men and women who are top leaders in the business world. We are pleased with this initiative, which offers us the opportunity to salute those who work to provide Montréal with the advantages that will enable it to reach the 21st century side by side with the world's front-running large cities."

Stated current Mayor, **Pierre Bourque** in our previous issue, and whose Message appears on page 6 of this edition: "I am delighted that **First Choice** shares our vision for Montréal and has chosen an environmental theme for this edition."

The mandate and the commitment on the part of **First Choice** continues. Indicative of this is the fact that in this issue, we are pleased to spotlight the new organization that is "**MONTRÉAL INTERNATIONAL**" in a special editorial section.

For this unique, independent, non-profit organization, stemming from the cooperation of partners in the public, institutional and private sectors, shares our vision. Namely, promoting the Greater Montréal Region around the world.

In this issue, we focus on companies and individuals who are making a significant contribution to the economic vitality of Montréal. A city synonymous with expertise in many sectors and renowned for its entrepreneurial and innovative spirit. A city confident of growth and prosperity as we approach the next millennium for this and future generations.

Yves Allard
 Publisher

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 MONTRÉAL INTERNATIONAL**

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