

BACKGROUND

Agence nationale et internationale du Manitoba (ANIM)
EPA Funding: \$1,537,600

Initiated by Société franco-manitobaine (SFM), ANIM is a new non-profit organization designed to provide services to any business or other organization in Manitoba that wishes to expand its presence in the Canadian and international Francophone markets targeted by ANIM. ANIM will also help attract investment, work with Francophone business clients overseas who wish to invest in Manitoba, and position and promote Manitoba to Francophone markets. National and international areas of interest currently include Quebec, France, Belgium and Tunisia.

Initiatives will include organizing multi-sector and industry-specific trade missions, website development to promote business opportunities in Manitoba and working with businesses to develop marketing strategies and plans for product export to the specific regions or countries.

For more information on ANIM, contact: **Mariette Mulaire**, Executive Director, ANIM, (204) 925-8382

C'est si bon! Ensemble Together Branding Initiative
EPA Funding: \$140,000

The *C'est si bon! Ensemble Together* branding strategy was developed through consultations with over 1,500 Anglophones and Francophones across Manitoba. The brand was initially implemented as a pilot project along Provencher Boulevard in St. Boniface and in the community of La Broquerie. Since then, seven more of the 16 bilingual municipalities in Manitoba have implemented the "*C'est si bon! Ensemble Together*" brand promoting bilingualism.

This phase of the project will allow the remaining seven communities - Somerset, St. Anne, St. Lazare, Lorette, St. Agathe, St. Claude and St. Laurent - to incorporate the *C'est si bon! Ensemble Together* brand. It is estimated that the communities will be contributing a total of \$214,500 in funding and in-kind support toward the implementation of the brand in their location.

C'est si bon! Ensemble Together will help participating communities position themselves as places to invest, work and play, while demonstrating how the value added of bilingualism contributes to their and Manitoba's economic development and growth.

For more information on *C'est si bon! Ensemble Together*, contact: **Rena Elbaze**, Communications, CDEM, (204) 925-2323

Conseil de développement économique des municipalités bilingues du Manitoba (CDEM) and
Entreprises Riel – Tourism and Economic Development Initiatives Strategic Plans 2007-2010
EPA Funding: \$661,300

CDEM will continue the work initiated in 2004 to promote the unique cultural, linguistic and Métis heritage of its member communities and foster economic development. Funding will be used to develop marketing materials, provide training and promote tourism in general through familiarization tours, guides and website development. EPA funding will be used by Entreprises Riel toward the operation of its tourism information centres in St. Boniface and St. Norbert in addition to economic development initiatives such as providing support and guidance to new francophone commercial immigrants. The CDEM and Entreprises Riel initiatives support the preservation and promote the uniqueness of the francophone culture within Manitoba and the use of French language as an added value in commerce and trade.

For more information on these initiatives, contact:

Normand Gousseau, Acting Chief Executive Officer, Entreprises Riel, (204) 233-7799

Or

Rena Elbaze, Communications, CDEM, (204) 925-2323