

Press release

For immediate release

**Montréal–Beijing air link:  
Excellent news for the city’s economy and tourism industry**

**Montréal, May 28, 2015** – Aéroports de Montréal (ADM) is delighted to confirm that Air China, in partnership with Air Canada, will offer a thrice-weekly flight between Montréal and Beijing beginning September 29, 2015. The city’s main organizations representing its business community – the Board of Trade of Metropolitan Montréal, Tourisme Montréal and Montréal International – welcome this excellent news for Greater Montréal’s economy and tourism industry.

“For Aéroports de Montréal, this first direct flight to Asia responds to a major need and will considerably increase Montréal’s air connectivity,” said James Cherry, President and Chief Executive Officer of ADM. “The selection of Air China for this new route is particularly significant, given that this Chinese national carrier is a member of the Star Alliance, alongside Air Canada. The duration of the flight via the polar route will be 12 hours and 50 minutes from Montréal, shorter than from Toronto or New York City with the same aircraft.”

For his part, Michel Leblanc, President and CEO of the Board of Trade of Metropolitan Montréal, said: “This first link with Asia will greatly facilitate the business community’s efforts to develop the Chinese market. Companies in the city will be able to use the connection with Beijing as a gateway for all their activities in Asia and also benefit from the many opportunities offered by the growing prosperity and urbanization of China.” Mr. Leblanc added: “Now that Montréal has this connection, the Board will work to encourage the business community to use it to ensure its sustainability.”

And Yves Lalumière, President and CEO of Tourisme Montréal, declared: “We welcome this news! We want to showcase Montréal to this clientele of major travellers and, together with partners, will develop appropriate and effective strategies to encourage them to explore the city. We would like to thank the Government of Québec for its important contribution and support in this project.”

Dominique Anglade, President and CEO of Montréal International, noted: “In a highly competitive global economy, this new Montréal–Beijing city-pair will help promote the appeal of Greater Montréal among Chinese investors and international organizations. For Greater Montréal, in fact, China represents an increasingly strategic territory for exploring business opportunities, so it is essential to support the growth of private-sector trade and investment. Let’s think BIG for a prosperous Montréal.”

ADM, the Board of Trade of Metropolitan Montréal, Tourisme Montréal and Montréal International have formed a joint task force on direct air links. This group was established in November 2014 as part of the *I see mtl* event and emulates similar initiatives seen in Calgary and Boston. Its mission is to develop strategies and increase actions to attract more direct air links to Montréal, as well as to sustain existing ones.

***About Aéroports de Montréal***

*Aéroports de Montréal is the local airport authority that has been responsible for the management, operation and development of Montréal–Trudeau and Montréal–Mirabel international airports since 1992. The Corporation employs 650 people at both airports and at head office. ADM has been ISO 14001 certified since 2000 and BOMA BEST certified since 2008.*

**About the Board of Trade of Metropolitan Montréal**

*The Board of Trade of Metropolitan Montréal has over 7,000 members. Its mission is to be the voice of Montréal's business community and to promote the city's prosperity. It is involved in key areas of economic development, advocating a philosophy of action based on engagement, credibility, proactivity, collaboration and innovation. The Board of Trade also offers a range of specialized services to individuals and to business of all sizes to support them in their growth at home and abroad.*

**About Tourisme Montréal**

*Tourisme Montréal is responsible for providing leadership in the concerted hospitality and promotion efforts designed to position the Montréal as a destination in leisure and business travel markets. It is also responsible for developing Montréal's tourism industry in accordance with ever-changing market conditions. For more information, visit [www.tourisme-Montréal.org](http://www.tourisme-Montréal.org).*

**About Montréal International**

*Created in 1996, Montréal International (MI) is the result of a private-public partnership. Its mission is to act as an economic driver for Greater Montréal to attract foreign wealth while accelerating the success of its partners and clients. MI's mandates include attracting foreign direct investments, international organizations and strategic workers as well as promoting the competitive and international environment of Greater Montréal. The not-for-profit organization is funded by the private sector, the governments of Canada and Québec, the Communauté métropolitaine de Montréal and the Ville de Montréal.*

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