

## **CargoM launches “Suis le conteneur” game for youngsters!**

MONTREAL, December 14, 2016 – The Commission scolaire de Montréal’s Édouard-Montpetit High School was the very first school to give CargoM’s, the Logistics and Transportation Metropolitan Cluster of Montreal, new game “Suis le conteneur” – “Follow the container” - a try earlier today.

Located in the Mercier–Hochelaga-Maisonneuve borough in Montreal’s east end, the Édouard-Montpetit High School selected a class of 15 and 16 year-olds to play this educational game. From what we’ve gathered from their comments, they thoroughly enjoyed learning of the many possibilities the transport and logistics industry has to offer.

“Two key objectives are at the heart of the ‘Suis le conteneur’ game: promoting our industry’s career opportunities and demonstrating how products we use in our daily lives are transported all over the world. This teaching activity helps raise awareness as to the importance of having an efficient logistics chain to meet our day-to-day needs”, indicated Mathieu Charbonneau, General Manager at CargoM.

Given that the game requires products to be transported across a world map, from their production site to their ultimate destination, these high school students were able to develop specific skills during the course of the activity. Students had to move a container as quickly as possible while abiding to a particular budget as well as a specific amount of carbon credits. As is the case for our industry’s businesses, they were faced at times with unforeseen circumstances, such as bad weather or mechanical failures, which affected their plans.

Guides describing the different occupations of the transport and logistics industry are available to parents and students, and a specific guide was also designed for teachers and guidance counsellors. They can be found on our website, at [www.cargo-montreal.ca/fr/suis-le-conteneur](http://www.cargo-montreal.ca/fr/suis-le-conteneur).

### **Several schools will offer “Suis le conteneur”**

“This is one of the many CargoM initiatives implemented to get young people interested in a career in our industry. The labour shortage encountered in various types of transport is increasingly recognized and we must do all we can to promote the stimulating jobs available in transport and logistics. In the next few months, additional Commission scolaire de Montréal’s schools will have the opportunity to play ‘Suis le conteneur’, as will education institutions in other school boards in Montreal’s surrounding area, notably the Commission scolaire des Grandes Seigneuries which has confirmed its participation in the project”, concluded Mathieu Charbonneau.

**About CargoM**

*Created in 2012, CargoM ([www.cargo-montreal.ca](http://www.cargo-montreal.ca) - @CargoMtl) brings together the players in Greater Montreal's logistics and freight transport industry, educational institutions, research centres, sector associations and unions around shared objectives in order to increase cohesiveness, competitiveness, growth and reach. The logistics and transportation industry in the greater metropolitan area represents 122,000 jobs in transportation and warehousing, 6,300 institutions and over \$4.3 billion in economic benefits for Greater Montreal.*

*CargoM's activities receive financial support from the Ministère de l'Économie, de la Science et de l'Innovation (MESI), the Ministère des Affaires municipales et de l'Occupation du territoire (MAMOT), la Communauté métropolitaine de Montréal (CMM) and all its members*

- 30 -

Contact:

Philippe Noël

Senior Advisor, Development and Public Affairs, CargoM

514 508-2609, ext. 226

pnoel@cargo-montreal.ca