

CargoM launches its brochure promoting the Greater Montreal hub

MONTREAL, June 27, 2017 - CargoM, the Logistics and Transportation Metropolitan Cluster of Montreal, today officially launched the first of its three tools to promote Greater Montreal's supply chain, the *Ambassador Guide to Transportation and Logistics*.

In addition to the cover page featuring the back of a container, the brochure folds out into three pages summarizing the many benefits of using Greater Montreal to develop business. Developed in recent months and available in both official languages, this pamphlet will be distributed at trade fairs and economic missions around the world. It will round out other promotional tools: a dedicated website, a trade mission in 2018 and a USB key containing all the information of Greater Montreal's supply chain.

CargoM would like to thank the Government of Quebec, the Montreal Metropolitan Community (MMC) and the official sponsor of promotional tools, Hatch Ltd. engineering and management consultancy, for their financial support of the projects. You can also consult the document on our website by clicking [here](#).

"We are very pleased to unveil this new economic development tool that will make it possible to highlight the many advantages that Greater Montreal provides in logistics and transportation. This original tool will be distributed on all kinds of occasions, from targeted meetings with prospective investors to trade missions. We will make this tool available to our members, all levels of government and economic development partners," said Mathieu Charbonneau, Executive Director of CargoM.

CargoM and CIRRELT win the AQTr *Cargo Transportation* award!

CargoM and the Interuniversity Research Centre on Enterprise Networks, Logistics and Transportation (CIRRELT) are also honoured to have received the AQTr Award for Excellence in the *Cargo Transportation* category for the Ottoview project to measure and improve the fluidity of trucking.

Fluid freight transportation by truck is of utmost importance for the performance and competitiveness of Greater Montreal's logistics hub. This is why CargoM purchased 100 Ottoview data loggers. These are electronic units that can be installed on heavy vehicles to continuously collect data on the GPS positioning of these vehicles. The data collected and analyzed by CIRRELT are used to map and analyze travel time, idling time and GHG emissions in Greater Montreal. Findings from this data collection then allow the City of Montreal and the governments of Quebec and Canada to work together to develop projects that improve the flow of traffic.

"The AQTr really honours us with the "Cargo Transportation" award for our Ottoview project! It is the result of tremendous teamwork. We also thank the trucking companies and the drivers themselves for their crucial involvement. Feel free to contact us, it is still possible to take part in the project and help improve the flow of cargo transportation," concluded Mathieu Charbonneau.

***Image : Free brochures "Ambassador Guide" of CargoM available in French and English.**

About CargoM

Created in 2012, CargoM (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.

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