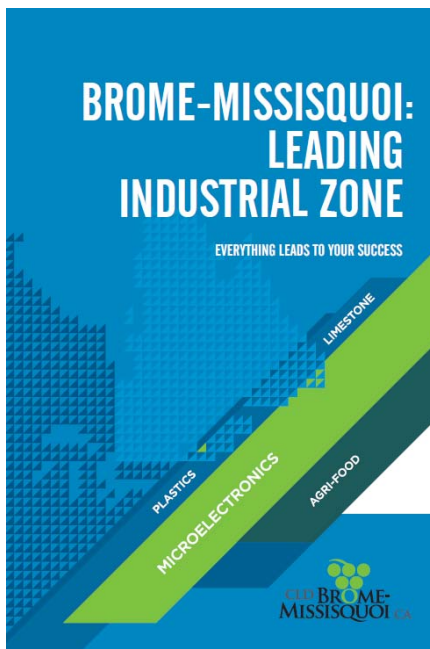


### A strategy to attract and maintain investment in Brome-Missisquoi

*Brome-Missisquoi, March 23, 2011* - In 2010 the Brome-Missisquoi CLD worked closely with a specialized firm to develop a strategy and an action plan for foreign investment. Brome-Missisquoi must position itself internationally and work together with foreign subsidiaries in the region to maintain its assets and to get new contracts from their parent companies.



The value proposition of the region arising from this strategy is supported by factors such as proximity to markets, existing infrastructures, the stability of the workforce, the cost and availability of industrial land, and also by the expertise developed in leading edge sectors.

It focuses on four crucial industrial niches: microelectronics, limestone, plastics and agrifood. The main industrial parks of towns such as Bedford, Bromont, Cowansville and Farnham are therefore promoted according to their respective niches and the types of businesses found there.

The implementation of this strategy calls on the mobilization of decision makers and the industrial milieu and no effort will be spared to ensure its full realization.

The region possesses many attributes, such as its quality of life, on which it can strongly rely.

A communications plan will be put forward in the coming months in order to promote the region and its industrial attributes. This plan includes the addition of many avant-garde changes on the CLD's Internet site, advertizing, web applications, social media strategies, etc. Today an innovative colour brochure was presented, which constitutes a starting point for the entire communications campaign.

-30-

Source: Cynthia Langevin  
Communications Advisor  
Tel.: 450-266-4928, extension 243  
E-Mail: [clangevin@cldbm.qc.ca](mailto:clangevin@cldbm.qc.ca)  
[www.brome-missisquoi.ca](http://www.brome-missisquoi.ca)

Follow us on:   