



FOR IMMEDIATE RELEASE

Lindsay Internationale Inc. exports its boldness and originality to Cuba

Montréal, November 25, 2009—Lindsay Internationale Inc., a Quebec leader in the distribution of promotional items, was invited to participate in a Trade mission that took place in Havana, Cuba on November 1 to 5, 2009. Organized by Export Assistance Canada, the primary objective of this mission was to develop new business ties between the Cuban tourism Industry along with Canadian companies of which five are headquartered in the Province of Quebec.



Mr. Jean-Pierre Juneau, Canadian Ambassador to Cuba, and Mrs. Johanne Lindsay

“Foreign tourists to Cuba are much more demanding when it comes to the quality of the souvenirs they bring home from their trips abroad. They are concerned about the environmental issues affecting our world and want to buy items that are useful, durable and eco-friendly. Our expertise in these areas was one of the reasons why we were invited to join the Canadian delegation on the mission to Havana,” company President Johanne Lindsay explains. “As a distribution company, Lindsay Internationale can offer a broad range of quality products from an international network of manufacturers. We have been leaning toward several Quebec companies that have developed, in recent years, state-of-the-art expertise in making innovative and eco-friendly products that comply with the highest standards of quality. We have the know-how to satisfy not only the many Quebec tourists who visit Cuba each year but also a European customer base. It’s this expertise that we were able to showcase during our meetings in Cuba,” Mrs. Lindsay added.

Mrs. Lindsay had the opportunity to meet with senior managers such as Mr. Leornado Castineiras Carro of the Sol Melia hotel chain and Mr. José Angel Trevino Suarez of Havanatur, as well as Mr. Jean-Pierre Juneau, Canadian Ambassador to Cuba, to name just a few during personalized visits to companies specializing in the tourism sector. According to Cuba’s tourism office in Quebec, some 820,000 Canadians—more than 55% of whom are Quebecers—visited Cuba in 2008, thereby contributing in a major way to the Cuban economy. Tourism has helped revitalize trade between the two countries for several decades now, a fact that Mrs. Lindsay observed firsthand during her visit. By creating promotional items specifically for this mission, Lindsay Internationale has demonstrated how their products are essential elements in the success of an effective and innovative marketing strategy, both from a corporate and commercial perspective.

Lindsay Internationale’s vision is to become “the” reference for all promotional items in the key international tourism industry in Cuba. Ambitious? Absolutely! Boldness, originality and expertise apparent in the company’s selection of products and services, which are at the leading edge of current trends, bode well for the future.

Lindsay Internationale is a distributor of promotional items specialized in corporate gifts, recognition programs, product launches, and conference planning. The company is a member of Tourisme Montréal, the Board of Trade of Metropolitan Montréal, the Promotional Products Professionals of Canada (PPPC), and Advertising Specialty Institute (ASI) based in the United States.

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