

## **EXCLUSIVE INTERVIEW WITH CHRISTIAN JASMIN**

**President of the Quebec Independent-Retailers Association**



**How was the end of the year 2009 and the beginning the year 2010 for you, and the retailers as a majority?**

*We have subsequently undergone the recession and the fall period was very competitive. The economic pressure was felt on all levels; we had to roll up our sleeves in order to remain in the race. The year 2010 began in same optics however a light financial recovery was quickly felt.*

**In this economic situation, what do you expect from the trade show in 2010?**

*First of all we look forward to an increase in the number of visitors. The SIAL & SET Canada shows have international and interesting flavours to discover. Quebec retailers feel more and more on their premises and we hope that good innovations will be soon found on our store shelves.*

**What is your advice for first time visitors?**

*I would strongly recommend at least a 2 day visit. The first day, retailers can explore the show in order to target interesting products and suppliers, the second one, to meet with exhibitors face-to-face.*

**What do you think of the show's biennial come back in Montreal and its development in Toronto?** *We have two objectives: This means clearly a growth in Montreal and developing the international offer and participation in Toronto. North American exhibitors will also have more time to prepare and launch their innovations and will be able to exhibit them on two different platforms.*

**Will you take part in the retailers' contest to win a trip to Paris during the SIAL show next October?** *Of course, and I advise all ADA members to take part in this opportunity. One of the reasons that drive me to participate is that I am curious to discover this city, and to live the SIAL experience seems to be very inspiring.*