

Press release

For immediate release

THE SDBJ SIGNS TWO PARTNERSHIP AGREEMENTS WITH EYYOU ISTCHEE TOURISM

Matagami, September 13, 2013 . The Société de développement de la Baie-James (SDBJ) is pleased to announce that it has signed two partnership agreements with Eeyou Istchee Tourism through which the SDBJ agrees to provide it with technical support in the analysis of business projects in the field of tourism and consider joint funding of such projects.

This collaboration is directly related to the recent partnership agreement in tourism involving Tourisme Québec, the Grand Council of the Crees and the SDBJ. The skills and expertise of the SDBJ will thus actively support us in developing the full potential of Eeyou Istchee's tourism industry, said Robin McGinley, Executive Director of Eeyou Istchee Tourism and of the Cree Outfitting and Tourism Association.

These two agreements clearly show the SDBJ's commitment to contributing to the progress of business projects from various communities in Eeyou Istchee Baie-James. Through them, we want to contribute to the sustainable and integrated development of this vast territory and its various populations, said Raymond Thibault, President and CEO of the SDBJ.

Our team of economic advisors will work with Eeyou Istchee Tourism to facilitate quick and efficient processing of applications for funding of business projects in the tourism sector. These agreements also show our commitment to contributing to the economic diversification of the territory, said Alain Coulombe, Deputy General Manager for Economic Development of the SDBJ.

About Eeyou Istchee Tourism

Eeyou Istchee Tourism's role is to market the region and its tourism operators, support the development of new products, improve the availability of tourism information and coordinate with other regional tourism associations to help shape Québec's tourism policy.

About the SDBJ

On July 14, 1971, the Québec National Assembly adopted the James Bay Region Development and Municipal Organization Act, creating the SDBJ. Its mission is to foster the Baie-James territory's economic development and the development of its natural resources, other than hydroelectric resources, from a sustainable development perspective.

<http://www.sdbj.gouv.qc.ca>

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Source:

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