



Government of Alberta News Release

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Goudreau promotes Alberta's rich francophone heritage Francophone minister part of Canadian delegation in Switzerland

Edmonton... Municipal Affairs Minister Hector Goudreau will promote Alberta's francophone heritage, investment opportunities and new tourism markets when he attends the 13th annual Francophonie Summit in Montreux, Switzerland, October 22 to 24.

"This is a tremendous opportunity to promote Alberta's deep francophone roots to the international francophone community, which is largely an untapped market for Alberta," said Goudreau, who is also minister responsible for Alberta's Francophone Secretariat.

Goudreau will also pursue opportunities for Alberta's francophone artists in other markets and discuss enhanced educational ties among French-speaking postsecondary institutions during the three-day summit.

There will also be an opportunity to meet with various heads of states, members of the International Organization of the Francophonie, municipal representatives from the International Association of Francophone Mayors, as well as attending meetings with other provincial and territorial representatives from the Ministerial Conference on the Canadian Francophonie.

There are over 200 million French speakers worldwide, with French speaking zones accounting for 19 per cent of the world trade in goods. The cost of travel, accommodations and meals for Goudreau and his executive assistant is expected to be about \$11,500.