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EXCLUSIVE BENEFITS AND WEBSERIES IN A UNIQUE COLLABORATIVE SPACE: AFTER THE CORPORATE MEMBERS' PAGE, THE AQIC LAUNCHES ITS INDIVIDUAL MEMBERS' PAGE

Quebec City, December 5, 2024 – 3 years after the launch of its Corporate Members' Page, the Association québécoise de l'industrie du chanvre et du cannabis (AQIC) is proud to announce the launch of its Individual Members' Page and an exclusive webseries on the behind-the-scenes aspects of the cannabis industry.

The power of storytelling for the cannabis industry

In Canada, companies in the cannabis industry face several regulatory challenges, including restrictions on the promotion of their products or services. Faced with these challenges, the AQIC is always on the lookout for ways to help them promote themselves while respecting the current legislative and regulatory framework.

That's why the new web series, “Cannabis Growth Stories”, produced by the AQIC in collaboration with Amelieshoots, is so timely. It will enable companies to tell their story, showcase their services and highlight their competitive advantages to win new contracts or strengthen ties with their stakeholders. In this way, the AQIC is making available a valuable communication tool.

The first episode is dedicated to Origine Nature, a company based in the Laurentians. It is available now on the AQIC's Members' Page.

To become an individual member and have access to the video:
<https://aqic.ca/en/become-individual-member>

To become a corporate member: <https://aqic.ca/en/devenir-membre>

A new platform for dialogue with industry players

Parallely, the AQIC is launching a brand-new Individual Members' Page to complement its Corporate Members' Page. While the latter is reserved exclusively to managers of member companies, the new platform is open to anyone working in the industry, from cannabis company employees to trade journalists, budtenders and value chain players.

It therefore offers a unique means of facilitating communication, training, information exchange and collaboration within the industry, at a time when it faces numerous prohibitions on the usual platforms.

It also offers a host of exclusive benefits to its members, including:

- a **training platform unique** in Canada;

- a **catalog of member companies' products**, with detailed product sheets including an exhaustive list of the different cannabinoids present, aromatic tablets and much more;
- a **video library and a training platform** to further their knowledge;
- a **daily press review** with the latest national and international news;
- a **chat area** for communicating with member companies' customer service teams;
- a **documentation zone** containing the most relevant industry documents;
- the opportunity to take part in **exclusive activities**;
- **special rates** at partner hotels and restaurants.

Unique in Canada, this members' area is a way for AQIC to create conditions conducive to the economic development of the cannabis industry, and to enable companies to have a cutting-edge B2B communication and marketing tool at their fingertips. To find out more about who is eligible and how to become a member, please visit:

<https://aqic.ca/en/become-individual-member>.

“This Individual Members' Page, which we developed with the company ProgExpert, is a unique tool in Canada, a real competitive advantage for people in the industry. It enables them not only to perfect their knowledge of cannabis, but also of the many products available on the market. Because, even today, the industry faces many restrictions in terms of communications. This platform helps to bridge the gap. It will not only provide a significant competitive advantage for companies, but also for all players in the value chain. It will also enable consumers to be better advised in the field,” explains Pierre Leclerc, President and CEO of the AQIC.

Michel Timperio, President of the Board, says, “the AQIC is an association that is always on the move, constantly looking for new solutions to support companies in the sector and help its members lead the industry. This new platform is an excellent example of this.”

About the AQIC

With over 100 member companies, the Association québécoise de l'industrie du chanvre et du cannabis is the industry's voice with governments and stakeholders. It offers its members several advantages and tools exclusive to Canada, enabling them to develop their business and prosper. All the while respecting the regulatory framework and aiming to achieve the public health and safety objectives targeted by the legalization of cannabis, i.e. reducing the harm associated with consumption by offering quality products subject to rigorous controls and redirecting the purchase of cannabis towards the legal economy. Its mission is also to demystify cannabis and hemp and demonstrate their full potential, whether for recreational, culinary, environmental or industrial uses, for example.

For more information, visit aqic.ca.

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