

Press release for  
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## **THE AQIC LAUNCHES A MOBILE APP TO SUPPORT INDUSTRY PLAYERS**

Quebec, September 13, 2023 – The Quebec Cannabis Industry Association (AQIC) is delighted to announce the launch of its mobile app, now available on both iOS (Apple) and Android systems. This innovative app is poised to offer its members a significant competitive advantage within the industry.

AQIC's primary mission is to contribute responsibly to the growth of the cannabis industry. Recognizing the challenges faced by many Quebec-based companies in this sector, the Association has developed this app, equipped with a range of tools and functionalities designed to greatly assist companies in their pursuit of prosperity and expansion into new markets.

### **Unique Tools and Features**

Some of the new features of the AQIC app are a secure chat room, a B2B sharing platform, a dedicated career section, a documentation zone, and a daily press review. Every aspect has been meticulously crafted to enhance the experience of AQIC members and simplify their access to information, all while promoting responsible economic development.

"This app, developed in collaboration with ProgExpert, is a long-awaited offering for our members. We continuously seek innovative ways to better serve our members and provide exclusive advantages that empower them to establish a prominent presence in the global cannabis industry. This application is precisely what will help us achieve this goal," explains Pierre Leclerc, President and General Manager of AQIC.

Michel Timperio, Chairman of the Board, adds, "AQIC has undergone significant evolution over the past year and always has an eye on the future. We aim to stay one step ahead of industry developments, and this app is a prime example of our commitment to that vision. It's only the beginning!"

### **What's Next at AQIC**

In the near future, individuals will have the opportunity to become AQIC members. Beyond showing support for Quebec-based companies, membership will provide numerous benefits, including access to a catalog of Quebec medical cannabis products, direct communication with companies, discounts for special events, and visits to producers.

## **About the AQIC**

The Quebec Cannabis Industry Association (AQIC) offers its members a space for reflection on issues affecting the Quebec industry and acts as a privileged speaker with government authorities and stakeholders. The AQIC's goal is to contribute in a constructive and responsible manner to the development of a regulatory framework adapted to Quebec's realities that are in line with the public health and safety goals of cannabis legalization. Part of these goals are to reduce the harms associated with use by providing quality products under strict controls and redirecting the purchase of cannabis into the legal economy.

For further information, please visit: [aqic.ca](http://aqic.ca).

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## **Media and membership requests**

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