

Press release for
immediate release



NEW PRESIDENT AND C.E.O. AT SQDC: AQIC CONGRATULATES SUZANNE BERGERON AND EXPRESSES ITS WISH TO CONTINUE ITS CLOSE COLLABORATION

Quebec, Octobre 24 2023 – L'Association québécoise de l'industrie du chanvre et du cannabis (AQIC) would like to highlight the appointment of Suzanne Bergeron as head of the Société québécoise du cannabis (SQDC), and express its willingness to continue working closely together to ensure the long-term viability of the industry and the achievement of the government's public health and safety objectives.

"I'd like to congratulate Ms. Bergeron on her appointment. I look forward to working with her, as I have for many years with her predecessors. Our industry is facing many challenges and we believe that, while respecting the current legislative and regulatory framework, there are many avenues of innovation to explore in order to convert all consumers to the legal market and thus fully achieve the public health and safety objectives set by the government in 2018. Ms. Bergeron can count on my full cooperation," says Pierre Leclerc, President and CEO of AQIC.

Michel Timperio, Executive Chairman of the Board of Directors, states that "since 2019, AQIC has been working closely with SQDC to create a sustainable business environment for all industry members and to offer the public high-quality, local products. The appointment of someone with an international background like Ms. Bergeron's will benefit the entire industry. The entire AQIC Board of Directors joins me in welcoming her.

About the AQIC

The Quebec Hemp and Cannabis Industry Association (AQIC) provides its members with a forum for reflection on issues affecting the Quebec hemp and cannabis industry, and acts as a constructive interlocutor with SQDC, government authorities and stakeholders. Its goal is the responsible development of a regulatory framework adapted to Quebec, in keeping with the public health and safety objectives of cannabis legalization, i.e. to reduce the harm associated with consumption by offering quality products subject to rigorous controls, and to redirect 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 further information, please visit: aqic.ca.

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Media and membership requests

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