

## **The Coolest Hotspot: Quebec's Life Sciences and Health Technologies Ecosystem Joins Promotion Forces Abroad**

Montreal, June 3, 2019 – Following the diagnosis conducted by the life sciences sector working group mandated by the Quebec government, industry partners, local economic development and investment promotion agencies, as well as research organizations come together to promote the Quebec life sciences and health technologies (LSHT) ecosystem internationally. This network is proud to announce its new image: The Coolest Hotspot.

“The Coolest Hotspot initiative will clearly demonstrate to international players that Quebec offers an attractive and competitive business and research environment. This event will also reiterate our goal of attracting more than \$4 billion of private investment to Quebec by 2022 to support our life sciences industry success,” said the Minister of Economy and Innovation, Mr. Pierre Fitzgibbon.

Quebec is the destination of choice for world leaders of health. In fact, it has a highly qualified talent pool, a booming dynamic scientific and technological innovation including artificial intelligence applied to health, a critical mass of fast-growing companies, a universal public health system, well-established and world-renowned scientific infrastructures. The Coolest Hotspot fully intends to bring these benefits to the industry abroad.

The Coolest Hotspot official launch will take place tonight during the Rendez-vous Quebec at BIO 2019 in Philadelphia in the presence of the Minister of Economy and Innovation, Mr. Pierre Fitzgibbon, Quebec’s delegate-general in New York, Mrs. Catherine Loubier and 500 guests.

### **About The Coolest Hotspot**

The Coolest Hotspot is an umbrella initiative led by Quebec Life Sciences and Health Technologies (LSHT) sector players aiming to represent the ecosystem with an outlook toward regional promotion for investment attraction. The initiative brings together industry partners, local economic development and investment promotion agencies, as well as research organizations committed to promoting the LSHT ecosystem, increasing its international reach, visibility, and competitiveness

For more information, please visit [www.thecoolerhotspot.com](http://www.thecoolerhotspot.com), [Twitter](#) and [LinkedIn](#).

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