



# CANNABIS EXPO MONTREAL CONFERENCE 1

Wednesday, September 13<sup>th</sup>

Palais des congrès

9:30 am – 12:00 pm

Early Bird \$175 – includes 2-day admission to Cannabis Expo Montreal & ticket to Industry Cocktail Party on Wednesday, September 13th



## CULTURE AND SOCIETY: THE CURRENT SITUATION AND THE CHALLENGES AHEAD

Presented in part by:

**rouge  
marketing**



Kim Rusk (Moderator)

This impactful conference will provide a comprehensive overview of the industry's challenges and the initiatives needed to face the future. Guests will include Alexandre Gauthier, Canada's 2022 Top Grower Award winner, and Kim Rusk, who will moderate the round-table discussion. After the event, the speakers will head to the Innovation Lab to meet with participants and continue the discussion in a friendly setting.

## All new! Conference for 2023

- **Antoine Prévost-Surprenant, Chief of Strategy, will discuss what we've learned in the first 5 years since the legalization of cannabis in Canada, where the industry is headed from here, and how the next 3 years will shape the retail experience.**
- **Dominique Laverdure (Rouge marketing / Origine Nature):**  
The commercialization of cannabis and its challenges, what we've learned since legalization
- **Jason Moscovici (ROBIC):**  
Assessing the revision of the Cannabis Act and the evolution of regulated cannabis
- **Alexandre Gauthier (Origine Nature):**  
The evolution of cannabis production, observations on consumers' demands and the offer of licensed producers
- **Pierre Leclerc (Association québécoise de l'industrie du cannabis):**  
Ongoing challenges and areas where progress has been made



Tickets are limited. Purchase tickets at: [cannabisexpomtl.com](https://cannabisexpomtl.com)