

The Honourable Mélanie Joly to discuss digital future with Winnipeg creatives

Minister of Canadian Heritage to elaborate on federal vision for creative industries at Chamber event

NOVEMBER 10, 2017, Winnipeg – Winnipeg’s creative sector will soon sit down with the Hon. Mélanie Joly, the federal minister overseeing a reboot of Canada’s cultural funding, priorities and policies.

Minister Joly will give a keynote presentation and engage in an extended “fireside chat” on the recently launched [Creative Canada](#). The policy framework outlines the federal government’s strategy to modernize our country’s creative and cultural industries.

“There’s quite a lot to go over in the framework that directly impacts a vital Manitoba sector,” says Loren Remillard, President and CEO, The Winnipeg Chamber of Commerce. “From a creative export strategy to investment in cultural hubs to expanded support for digital media, there’s a number of opportunities to explore. We’re grateful to Minister Joly for joining us to discuss those opportunities face to face.”

The province’s cultural industries employ over 22,000 Manitobans and account for almost 3.0 per cent of Manitoba’s GDP (approximately \$1.7 billion). It’s also a growing sector: from 2010-2014 the cultural sector in Manitoba grew by 23 per cent, twice the rate of the overall provincial economy.

Creative Canada: A Vision for Canada’s Creative Industries in the Digital Age

Tuesday, November 14 | Delta Winnipeg
Doors Open 11:30 am
Keynote by Minister Joly 12:30 pm
Extended fireside chat 12:45 pm
Media scrum 1:20 pm (approx.)

About The Winnipeg Chamber of Commerce

The Winnipeg Chamber of Commerce, founded in 1873, is the largest organization representing the voice of business in Winnipeg. Our mission is to foster an environment in which Winnipeg business can prosper.

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For hi-res images or to arrange attendance, contact

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