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Winnipeg Firm Moves to Finals in National Event Awards

Strauss nominated as finalist in two categories in national Star Awards for management of event created by ANIM

Winnipeg, MB – March 23, 2011 – The enormous success of Manitoba’s first ever international, trilingual, business-to-business matchmaking event has resulted in recognition for the Winnipeg firm that was contracted by ANIM, Manitoba’s Bilingual Trade Agency to organize and manage the logistics for the event. Strauss event & association management has been nominated as a finalist for the national Star Awards for “Best Conference” and “Most Outstanding Event Over \$300,000” for its work with Centrallia in October 2010.

Centrallia was presented by ANIM in collaboration with the Winnipeg Chamber of Commerce. Together, the two organizations led the largest and most important international economic forum ever to be staged in Winnipeg, bringing an innovative business development model to the benefit of local and international entrepreneurs seeking to access new markets. Strauss was contracted by ANIM to handle the planning and staging of the two and a half day event.

“Strauss is honoured to be recognized as a finalist for the national Star Awards,” said Jonathan N. Strauss, President, Strauss. “Centrallia brought more than 600 of the world’s business leaders and owners to Winnipeg, and over two days they participated in more than 4,200 networking meetings. Strauss was delighted to work with ANIM in facilitating such an important event and conference and we are thrilled that Centrallia succeeded in providing outstanding business opportunities for everyone who participated.”

The Star Awards are the jewel of the Canadian Events Industry Awards [CEIA] presented annually by Canadian Event Perspective Magazine. The CEIA is a national award program which recognizes outstanding achievements in Canadian special events. Award winners will be named at an awards gala in Toronto on March 25, 2011.

“Winnipeg is ideally suited to hosting events like Centrallia. Located just one hour north of the U.S. border, not only is Winnipeg a key North American transportation trade hub, it is also home to many thriving businesses with strong North American and global trade relationships,” says Strauss. “We hope the recognition from the Star Awards along with the overwhelmingly positive feedback Strauss and ANIM

received about both the event and Winnipeg as a host city will encourage more organizations to host business events of the same magnitude in Winnipeg in the years to come.”

About Centrallia

Centrallia provides a forum for small to medium sized businesses from more than 20 economic regions around the world to gather and form business relationships of mutual benefit. With the assistance of match-making software, all participants are scheduled into a series of 30-minute, pre-programmed one-on-one business meetings based on their profile and expressed interests. These brief, yet intense and friendly meetings enable businesses to quickly connect and find ground for common opportunity with up to 12 potential trade partners over two days. For more information please visit www.centrallia.com

About Strauss event & association management

Based in Winnipeg, Manitoba, Strauss is one of Western Canada’s leading event and association management firms. Strauss’ client list includes the Winnipeg Regional Health Authority, Rotary Career Symposium, Pedorthic Association of Canada and the Canadian Society of Association Executives. For more information visit www.strauss.ca.

About ANIM

ANIM is Manitoba’s Bilingual Trade Agency, which supports and develops Manitoba’s economy by promoting trade with francophone markets in Canada and abroad. One of ANIM’s objectives is to attract foreign investment to Manitoba and facilitate trade exchanges between Manitoba businesses and those of the main Francophone economic centres in the world. For more information visit www.animcanada.com

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