

P R E S S R E L A S E

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Desjardins, a Quebec immigration expo partner from the beginning
Year three of a great partnership!

Montreal, May 9, 2014 – For the third consecutive year, visitors to the Quebec immigration expo (Salon de l'immigration et de l'intégration du Québec, www.salonimmigration.com) can count on Desjardins Group's expertise to help them understand the Canadian financial system and answer their questions. The expo takes place May 9 and 10 at the Palais des congrès de Montréal.

Desjardins has been a proud event partner since day one. The expo is a unique opportunity to meet newcomers to Canada and provide support, advice, and resources that facilitate integration into Quebec society. The approach demonstrates Desjardins's desire to reach out to newcomers and stems directly from the cooperative values that guide all of Desjardins's actions.

"The Quebec immigration expo is a big event that gives new and future Quebeckers a chance to get their bearings and receive support and guidance as they start integrating into their new home," says Martin Brunelle, Desjardins Group's Managing Vice-President for Greater Montreal. The Desjardins kiosk will be staffed by a team of experts who will provide expo visitors with advice and information about financial products, recruitment, credit and debit cards, insurance, and stock market investments. The event is also a chance for newcomers to learn about special Desjardins offers designed specifically for their needs. Desjardins has also invited the future representative for Morocco's BMCE bank to Montreal to join the team at the event.

"Our team will be doing more than just presenting products and services. They'll be able to provide a personal touch and really walk people through the information," says Sylvain Trottier, Director of Carrefour Desjardins, a centre that specializes in welcoming newcomers to Canada. Carrefour Desjardins will also be presenting some educational seminars and a series of workshops over the two-day event. All the details are available on the Quebec immigration expo website, www.salonimmigration.com (available in French only).

About Desjardins Group

Desjardins Group is the leading cooperative financial group in Canada and the fifth largest cooperative financial group in the world with assets of \$212 billion. It has been rated one of Canada's top 100 employers by Mediacorp Canada. To meet the diverse needs of its members and clients, Desjardins offers a full range of products and services to individuals and businesses through its extensive distribution network, online platforms and subsidiaries across Canada. The group has one of the highest capital ratios and [credit ratings](#) in the industry. It is considered as the fourth safest and strongest bank in North America according to *Global Finance* magazine and *Bloomberg News* respectively.

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