

André Vallerand appointed President of the World Centre of Excellence for Destinations (CED)

Montreal, February 19, 2007 — The Board of Directors has appointed André Vallerand as President of the World Centre of Excellence for Destinations (CED). Mr. Vallerand is also Chairman of the Destination Council of the United Nations World Tourism Organization (UNWTO) and formerly served as Quebec Minister of Tourism.

André Vallerand to chair CED Board of Directors

An economist by training, André Vallerand sat in the Quebec National Assembly from 1985 to 1994. During this time, he headed several ministries, including the Ministère du Tourisme (1989 to 1994) and the Ministère des Approvisionnements et Services. He was also Deputy Minister for International Affairs, Deputy Minister for Small and Medium-Sized Businesses, and a member of the Standing Ministerial Committee on Economic Development and the Standing Ministerial Committee for Greater Montreal. Since 2004, he has been Chairman of the Board of the computer company FACILITÉ inc. He is also chairman of the Destination Council of the World Tourism Organization (UNWTO). As president of the CED and in accordance with the duties assigned to him, André Vallerand has appointed François Bédard as Director General of the CED.

François Bédard appointed Director General of the CED

Holder of a Ph.D. in Business Administration from Université Paris 1 Panthéon-Sorbonne and a Masters in Business Administration from HEC Montréal, François Bédard has more than thirty years of experience in tourism. He is a professor in the Urban Studies and Tourism Department at UQAM's School of Business Administration (ESG UQAM) and is Director of the Centre international de formation et de recherche en tourisme (CIFORT) at UQAM. For the past several years he has served as Vice-Chairman of the Affiliate Members Committee and the Education Council of the World Tourism Organization (UNWTO).

About the CED

In performing its mandate, the CED is also furthering the mission of UNWTO's Destination Council and departments by adding value and expertise to the innovative policies and practices concerning tourist destination management.

*** Please note that all the press releases and the fact sheet are available at www.cifort.uqam.ca/ced.

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Source: World Centre of Excellence for Destinations (CED)

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