

September 23, 2008

Western Canadian print media reps attend NorQuest College's first industry symposium at Print Media Centre launch

EDMONTON – On September 23, 2008, more than 75 print industry professionals from throughout Western Canada are expected at NorQuest College to get their first look at the Centre for Excellence in Print Media. The College created the first-of-its-kind Centre to support the growing printing industry in Western Canada. The Centre will eventually encompass four unique areas of specialization: business innovations; career and education; professional development; and applied research.

The day-long symposium features speakers from Canada and the United States, including from Xerox Canada, Adobe, Heidelberg Canada, Ryerson University and the Canadian Print Industry Sector Council (CPISC). Topics range from cross media and exploring the world of JDF, to new digital print technologies. Adobe and Xerox Canada are both using the occasion to launch new software applications for industry.

“This investment by the government, industry and NorQuest College opens our print media industry to new value-added opportunities, expands relationships with global technology leaders and provides Albertans with specialized training for the next generation economy,” said Doug Horner, Minister of Alberta Advanced Education and Technology.

The NorQuest College Centre for Excellence in Print Media became a reality in early 2008 with \$2 million in investments from industry partners as well as financial contributions from both the provincial and federal governments. Western Economic Diversification invested \$1.4 million toward the innovative project with Alberta Advanced Education and Technology contributing an additional \$408,000.

“The Centre provides a venue for industry to test and implement new print technologies, enabling businesses to expand their knowledge and expertise, while increasing productivity and competitiveness,” said NorQuest College President and CEO Dr. Wayne Shillington. “Another benefit is NorQuest graduates are workforce ready, equipped with leading-edge skills relevant to the needs of industry employers.”

NorQuest College serves around 10,000 students each year through full-time, part-time and regional programs in communities across Alberta. In addition to health care, allied health, human services, business and industry career programs, NorQuest offers expertise in adult literacy, English as a Second Language (ESL), intercultural education, Aboriginal education, academic upgrading, and learner supports for students with disabilities. For more information, visit www.norquest.ca.

-30-

Please note Communications Manager Martin Schuldhuis will be away from the College the week of September 22. For more information on this event please contact:

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Background

NorQuest College Centre for Excellence in Print Media areas of specialization:

Business Innovation Centre

Equipped with state-of-the-art facilities and equipment, owners and managers can experiment with JDF workflows and test the latest digital and offset technologies in a safe environment. Through workshops, seminars, classes and consultations, industry professionals learn about implementing technology and best business practices to increase productivity and profitability.

Career and Education Centre

Focusing on careers and workers, the Centre provides full-time programs and part-time courses for new entrants to begin a career in print media and delivers courses, seminars, workshops and certificates for current employees to develop their careers and build expertise in new technologies and business processes. Also offered by the Centre will be career path development and human resource consulting for print business.

Applied Research Centre

Dedicated to understanding and researching continually changing technology and its business environment influences on the printing industry. This Centre will develop and publish the knowledge necessary for the long-term economic health of the printing industry

Professional Development Centre

Successful owners and managers need to develop long-term business strategies and spend less time on day-to-day operations. The professional development centre will host classes, workshops and seminars on business with a print focus to aid the next generation of decision makers.

The NorQuest College Centre for Excellence in Print Media is located at:

Business and Industry Education Centre
10135-109 Street, Edmonton, AB, T5J 3P1