

ATPI CANADA AND LBB FORM STRATEGIC PARTNERSHIP TO BETTER SUPPORT CANADIAN SPORTS ORGANIZATIONS

Montréal, July 22, 2021 – [ATPI Canada](#), a division of the [ATPI Group](#), and [LBB](#) Stratégies are pleased to announce that they have formed a strategic partnership that will allow them to pool their proven, nationally-recognized expertise to assist Canadian sports organizations better. The two Montréal-based companies will now be able to provide sports events promoters and national sports federations seeking top-quality industry expertise and innovative technologies with an enhanced service offer.

The past year has been extremely challenging for the sports world, given the current pandemic context. For both APTI Canada and LBB Stratégies, it became clear that by joining forces they could help industry players restart their businesses and achieve their business objectives.

The partnership between two businesses that share mutual values and spheres of work will allow sports organizations to adopt the best organizational practices through collaboration, innovation and performance. One of the primary goals of this partnership is to help event promoters and sports federations attract major events to Québec and Canada.

“The ATPI Group is one of among the world’s most recognized travel and event management companies. We have a presence in nearly one hundred countries, which guarantees that we can provide a leading-edge expertise and travel offer. By adding strategic and sports law support to our travel and event management and booking platform, promoters and federations will enjoy increased efficiency and profitability,” said [Mathieu Marois](#), **General Manager, ATPI Canada**. “LBB Stratégies already boasts an excellent track record in Canada, and this will help us broaden our and our clients’ horizons. Not only has LBB Stratégies taken the lead on several bids, providing legal counsel as well as public funding and sponsorship advice for groups looking to host major international events in Canada, but it has also helped dozens of national and international sports federations grow.”

“Our mission is to improve organizational performance, create inspiring environments and ecosystems, contribute to organizing pivotal and dynamic events as well as position our clients as industry leaders,” said [Benoît Girardin](#), **President, LBB Stratégies**. “To be able to benefit from the assets of the ATPI world network and its solid experience in developing innovative event technologies will allow us to give our clients a turnkey service and take a more targeted approach to developing the Canadian market.”

Just days from the start of the Tokyo Olympic Games, ATPI Canada and LBB Stratégies will have a significant impact on the Canadian Olympic community.

ATPI Canada is, among others, the official travel and hospitality partner of the Canadian Olympic Committee (COC) as well as the official and exclusive source of Olympic tickets in Canada, from PyeongChang 2018 to the Paris 2024 Olympic Games. ATPI Canada, moreover, was born of this partnership with COC. Their team of experts has proven to be both nimble and flexible in bringing the Canadian contingent there safely, despite all of the associated risks. Find out how [>>>](#)

Benoît Girardin, president of LBB, has been involved with the Olympic movement since 1999. Among other things, he has been a legal committee member and/or lawyer strategic plans for Olympics, Paralympics, Commonwealth and Pan-Am Games including Winnipeg (1999), Sydney (2000), Salt Lake City (2002), Athènes (2004), Vancouver (2010), London (2012), Sochi (2014), Lima (2019), Tokyo (2021), Beijing (2022) and Birmingham (2022). He will be partnering with Radio-Canada as sports law expert for the coverage of the Tokyo Olympic Games.

ATPI Canada and LBB have their sights on similar objectives for international meetings and events held in the country.

ABOUT ATPI CANADA

The ATPI Group ranks among the world's most recognized travel and events management companies. Since 1919, the Group has been providing customers with logistics, organization, planning and implementation services, applying proven know-how and finely tuned expertise to complex projects. Today, ATPI comprises a group of seasoned experts in more than 100 countries. Its Canadian division is made up of a team of recognized nationwide experts that assist multinationals, international event promoters and national sports federations seeking industry expertise, top-quality service and innovative technology.

ABOUT LBB STRATÉGIES

LBB Stratégies is a firm of strategic advisors that has assisted numerous municipalities, universities, colleges, private companies, professional sports teams as well as national and international Olympic and Paralympic organizations with strategic planning, sporting facilities, organizational performance, major sporting events and sports law for over 20 years. Founded by Benoit Girardin, LBB has offices in Montréal (head office), Ottawa and Annecy (France) to better serve its Québécois, Canadian and international clientele.

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CONTACT: Véronique Lavoie, Public Relations Specialist, 514-554-2161, info@veroniquelavoie.com