



**July 4, 2023**

**ExpoCam reinvents itself in 2023 to offer a unique experience**

Montreal, July 4, 2023 - The national trucking show, ExpoCam, returned in full force in 2023 for its first full three-day post-pandemic presentation.

From May 25 to 27, 8,207 attendees - 6,085 visitors and 2,122 exhibitors occupying 278 booths - gathered at Espace Saint-Hyacinthe to take part in the industry's event of the year.

It's a renewed ExpoCam that was offered this year to visitors, with the presentation of new features and special events such as the Garage ExpoCam, featuring students from three of the province's heavy vehicle mechanics schools. This new special event also enabled exhibitors to showcase their products, equipment and technologies in a space recreating a heavy vehicle mechanics workshop.

"The main objective of this new special event was to highlight the truck maintenance sector, to attract the interest of the next generation, and also to put future professionals from that sector in touch with potential employers," notes ExpoCam Director Thierry Quagliata.

In addition, for the first time in its history, ExpoCam offered Driver Professionals and Truck Buyers, the opportunity to try out new electric and diesel trucks on a closed track.

Another new event, was the ExpoCam Soirée, presented on the first evening of the show, which brought together over 300 industry guests under a big top, to make new contacts within the industry, while tasting local produce and enjoying "Machine de Cirque" an original circus show.

In 2024, the Canadian trucking industry will gather at Truck World, to be held April 18-20 at The International Centre in Mississauga, Ontario. ExpoCam will return to the province of Quebec in 2025.

**SOURCE:**

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