



ARE YOU AWARE OF A BIT OF NEWS THAT SHOWCASES QUEBEC'S VITALITY AND/OR THAT MIGHT BE APPEALING TO FOREIGN ORGANIZATIONS?

☛ **Send it to info@thecoolesthottspot.com**
so that it can be featured on www.thecoolesthottspot.com

☛ **Post it on social media by including:**

1/ @CoolestHotspot (Twitter) or @The Coolest Hotspot (LinkedIn)
so that we know you have posted an article which mentions us or which may be of interest to us

2/ one or more hashtags
so that it's easier to filter posts by theme and promote interactions between people with similar interests

CONTENT STRATEGY

Languages used:

English (80%) / French (20%)

Post themes:

Life sciences and health technologies, in Quebec and in Canada

Industries of focus:

Biotechnology, medical technology, pharmaceutical, digital health, and artificial intelligence

Topics of focus:

Research and development (R&D), manufacturing, financing, business development and expertise

Prioritized hashtags:

#healthtech #digitalhealth #medtech #healthcare #mHealth #healthIT
#biotech #machinelearning #AI #datascience
#innovation #lifesciences #pharma
#Quebec #business #networking #investment #collaboration

ANY QUESTIONS?

☛ **Email us at info@thecoolesthottspot.com**