

Press Release

For immediate release



L'Effet Québec in Toronto: An Interprovincial Mission to Boost Digital Creativity

Organized by Xn Québec in collaboration with the Québec Government Office in Toronto, MUTEK, Interactive Ontario, The Bentway and TIFF, this two-day event is the first interprovincial initiative dedicated to fostering collaboration between Québec and Ontario's digital creativity ecosystems.

Toronto, March 19th, 2026 — **Toronto will host the first edition of *L'Effet Québec in Toronto* on March 23 and 24, 2026**, an interprovincial mission dedicated to building partnerships between Québec and Ontario's interactive digital media, immersive, and experiential sectors. Presented at The Bentway, the event will bring together more than 100 professionals to stimulate co-production opportunities, open new distribution channels, and develop strategies for collaboration and international export.

Over two days, creators, producers, distributors, and institutions from both provinces will participate in a program featuring talks, case studies, roundtables, B2B meetings, collaborative workshops, and networking activities. The goal is to transform regional strengths into a unified interprovincial collaboration capable of generating new creative and commercial opportunities.

Influential voices from the sector will take part in the discussions, including **Katerina Cizek**, Research Scientist and Artistic Director of the MIT Co-Creation Studio (Open Documentary Lab), **Naomi Johnson**, Executive Director of the imagineNATIVE Festival, as well as artists **Haru Ji and Graham Wakefield** and the studio **Moment Factory**.

Complementing the program, participants will take part in curated B2B meetings and collaborative working sessions designed to spark the development of interprovincial pilot projects. These discussions will focus on themes including museum and cultural commissions, corporate and branded experiences, architecture and placemaking, public art, and immersive entertainment.

This event is made possible thanks to the financial support of SODEC, the City of Montréal, the Ministère de la Culture et des Communications du Québec, the City of Toronto, and the Canada Media Fund.

For more information on the program: <https://effetquebec.ca/en/eventlist/effet-quebec-in-toronto/>

To access the media kit and event visuals:

https://drive.google.com/drive/folders/160m5A1naSQ0W6V_J2aH2-iOyc_8nRQlg?usp=drive_link

About Xn Québec and L'Effet Québec

[Xn Québec](#) supports the producers of Québec's digital creativity in achieving responsible industry growth. It promotes the community's interests with governments and strategic stakeholders while creating the conditions for members to reach their full innovation, cultural, and economic potential.

As the lead organizer of the mission, Xn Québec leverages its expertise in building creator communities through networking and cooperation initiatives, such as **NUMIX LAB**, bringing Québec's proven collaboration experience to the Ontario market.

Launched in October 2021, [L'Effet Québec – Pôle d'expertise en exportation](#) provides companies from Québec and abroad with sustainable tools to facilitate discoveries and contacts between actors, sectors, and markets. Through its permanent showcase, export and networking resource center, and collective missions at international events, L'Effet Québec contributes to creating favorable conditions for the development and growth of innovative digital companies.

About Bureau du Québec à Toronto

The Québec Government Office in Toronto promotes Québec's government, expertise, and talent across Canada. It fosters and strengthens relationships with the business community, provincial and municipal governments, media, Francophone associations, and partners in the cultural and artistic sectors throughout Ontario, the Western provinces, and the three Territories. The Office also maintains close ties with cultural stakeholders, supporting ongoing dialogue and creating strategic partnerships for market development of Québec artists.

Source:

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