

# Nouveau Monde Joins Marketplace & Industry at The Battery Show – North America's largest advanced battery manufacturing event

13.09.2021 | [GlobeNewswire](#)

MONTREAL, Sept. 13, 2021 - [Nouveau Monde Graphite Inc.](#)'s ("Nouveau Monde" or the "Company") (NYSE: NMG, TSXV: NOU) Sales & Marketing Team is heading to Michigan, U.S., to participate to The Battery Show on September 14-16, 2021. North America's largest and most comprehensive advanced battery manufacturing trade show, The Battery Show is a forum dedicated to advanced battery technology for electric and hybrid vehicles, utility and renewable energy support, portable electronics, medical technology, military, as well as telecommunications.

Attendance is projected to surpass 10,000 participants, with more than 550 suppliers showcasing the latest solutions across the transportation, stationary, portable, and industrial sectors. Patrice Boulanger, Vice President, Sales, Marketing & Business Development, and Jean-Luc Cialdini, Director, Business Development - Europe, will engage with potential customers, industry representatives, research teams, and peers at Nouveau Monde's booth, #1733.

*Eric Desaulniers, Founder, President, and CEO of Nouveau Monde, stated: "North American governments, manufacturers, and technology developers are actively engaged in building local value chains and production capacity to lessen their dependence on Asian producers. Currently the Western World's largest and most advanced graphite project being developed, Nouveau Monde is ideally positioned to provide a localized, reliable, ethical, and carbon-neutral supply of battery anode material. Patrice and Jean-Luc are eager to continue commercial discussions at The Battery Show and explore new business, R&D, and synergy opportunities within this booming ecosystem."*

Nouveau Monde is actively engaged in the development of a fully vertically integrated business operation to extract and transform natural graphite into high-performing anode material. The Company has launched construction of its flagship Matawinie mining project, 120 km North of Montr?al, earlier this year to produce 100,000 tonnes per year of high-purity flake concentrate. Leveraging clean hydropower, the site is expected to become the World's first all-electric open-pit mine for carbon-neutral operations.

Nouveau Monde is also developing its advanced manufacturing platform encompassing shaping (micronization and spheronization), purification, and coating capacity in order to provide a turn-key supply solution to battery manufacturers. Dedicated to being at the forefront of battery technology, the Company submitted a patent application for its proprietary thermochemical purification ecotechnology last month and secured licenses to commercialize engineered processes developed by Hydro-Qu?bec's world-renowned Center of Excellence in Transportation Electrification and Energy Storage.

## About Nouveau Monde

Nouveau Monde is striving to become a key contributor to the sustainable energy revolution. The Company is working towards developing a fully integrated source of green battery anode material in Qu?bec, Canada. Targeting commercial operations by 2023, the Company is developing advanced carbon-neutral graphite-based material solutions for the growing lithium-ion and fuel cell markets. With low-cost operations and enviable ESG standards, Nouveau Monde aspires to become a strategic supplier to the World's leading battery and automobile manufacturers, providing high performing and reliable advanced materials while promoting sustainability and supply chain traceability. [www.NMG.com](http://www.NMG.com)

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## Cautionary Note Regarding Forward-Looking Information

*All statements, other than statements of historical fact, contained in this press release including, but not*

*limited to those describing the objectives of the Company and its business model, the development plans of the Company to become the World's first all-electric open-pit mine for carbon-neutral operations and a fully vertically integrated producer of anode battery materials, the output of the Matawinie mining project and those statements which are discussed under the "About Nouveau Monde" paragraph and elsewhere in the press release which essentially describe the Company's outlook and objectives, constitute "forward-looking information" or "forward-looking statements" within the meaning of certain securities laws, and are based on expectations, estimates and projections as of the time of this press release. Forward-looking statements are necessarily based upon a number of estimates and assumptions that, while considered reasonable by the Company as of the time of such statements, are inherently subject to significant business, economic and competitive uncertainties and contingencies. These estimates and assumptions may prove to be incorrect. Moreover, these forward-looking statements were based upon various underlying factors and assumptions, including the current technological trends, the business relationship between the Company and its stakeholders, the ability to operate in a safe and effective manner, the timely delivery and installation of the equipment supporting the production, the Company's business prospects and opportunities and estimates of the operational performance of the equipment, and are not guarantees of future performance.*

*Forward-looking information and statements are subject to known or unknown risks and uncertainties that may cause actual results to differ materially from those anticipated or implied in the forward-looking information and statements. Risk factors that could cause actual results or events to differ materially from current expectations include, among others, delays in the scheduled delivery times of the equipment, the ability of the Company to successfully implement its strategic initiatives and whether such strategic initiatives will yield the expected benefits, the availability of financing or financing on favourable terms for the Company, the dependence on commodity prices, the impact of inflation on costs, the risks of obtaining the necessary permits, the operating performance of the Company's assets and businesses, competitive factors in the graphite mining and production industry, changes in laws and regulations affecting the Company's businesses, political and social acceptability risk, environmental regulation risk, currency and exchange rate risk, technological developments, the impacts of the global COVID-19 pandemic and the governments' responses thereto, and general economic conditions, as well as earnings, capital expenditure, cash flow and capital structure risks and general business risks. Unpredictable or unknown factors not discussed in this Cautionary Note could also have material adverse effects on forward-looking statements.*

*Many of these uncertainties and contingencies can directly or indirectly affect, and could cause, actual results to differ materially from those expressed or implied in any forward-looking statements. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Forward-looking statements are provided for the purpose of providing information about management's expectations and plans relating to the future. The Company disclaims any intention or obligation to update or revise any forward-looking statements or to explain any material difference between subsequent actual events and such forward-looking statements, except to the extent required by applicable law.*

*Neither the TSX Venture Exchange nor its Regulation Services Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.*

*Further information regarding the Company is available in the SEDAR database ([www.sedar.com](http://www.sedar.com)), and for United States readers on EDGAR ([www.sec.gov](http://www.sec.gov)), and on the Company's website at: [www.NMG.com](http://www.NMG.com)*

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Die URL für diesen Artikel lautet:

<https://www.rohstoff-welt.de/news/393805--Nouveau-Monde-Joins-Marketplace-und-Industry-at-The-Battery-Show--North-Americaund039s-largest-advanced->

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