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## Elliot Greenstone Speaks to *Les Affaires* About New and Emerging Business Sectors in Québec

In an [article](#) published recently in *Les Affaires* (in French), Davies partner [Elliot Greenstone](#) shares his insights on how a firm like Davies can best serve clients in innovative business sectors emerging in Québec.

According to Elliot, keeping current requires not only being ready to assist businesses in new sectors, but also anticipating market trends. For example, while acting as an expert witness before the Canadian Senate in 2014, he was already advising that the potential of blockchain technology far surpassed that of cryptocurrencies, a prediction that is being confirmed just a few years later.

Elliot believes that involvement in client matters must go beyond work; it must be a passion. Reading and keeping up to date on new technologies allows him to speak the language of his clients and to understand their potential as well as their challenges. “We have to be ready and know how to help our clients in the new niches where they want to do business, be it recreational cannabis, artificial intelligence or fintech, as soon as they ask for it,” he says.