



MercadOr 2011

A PRESENTATION OF THE
LAVAL TECHNOPOLE International Business Centre

20
11

A Message from the Organizing Committee

The Organizing Committee of the 13th edition of MercadOr is proud to present the winners of our Cuvee 2011 awards. Four Laval companies have distinguished themselves in export markets in four categories: new exporter, market diversification, innovative practices in human resources, and top exporter. These companies are Flexexportation, SynergX Technologies, the Laval division of Héroux-Devtek, and MMC Packaging Equipment.

You can track their international progress on these pages and see that international markets are rife with opportunities for those who dare to tackle them in a structured way. We congratulate them for their courage and insight. We are very proud to be associated with their success!

[The Organizing Committee](#)



MercadOr²⁰₁₁

Gilles Vaillancourt
Mayor of Laval

A Message from the Mayor

Without a doubt, Laval companies have the ability and drive to conquer international markets. Laval's exporters are growing in number and quality each year. The secret of their success lies in many factors, including quality products, expert fabrication, as well as a creative spirit that sets them apart in many spheres of the global economy.

Clearly, the challenges are many, but our companies have the talent, ingenuity and ambition to succeed.

Every year, MercadOr is an opportunity to acknowledge our exporters' performance and successes. On behalf of all the people of Laval, I congratulate the winning companies. I hope their example will inspire other companies to achieve their full potential, tackling the export market with confidence and efficiency.

Well done!

Gilles Vaillancourt

20
11



“To counter this dependency on the U.S. market and to escape the trend for mergers among our neighbours south of the border, we needed to diversify our clientele.”

Mr. Ghislain Demers

Managing Director

Leading Exporter

MMC PACKAGING EQUIPMENT

Founded in 1991, MMC Packaging Equipment celebrates its 20th anniversary in June 2011. On the strength of its two excellent decades of exports, it has established itself as the leader in state-of-the-art turnkey post-moulding systems, offering its products to cap and closure manufacturers in every corner of the globe. The company has some 60 employees comprising its engineering, sales, production and customer service and support teams.

In response to a worldwide market always looking for innovative caps and closures, MMC's dynamic team takes the time to understand the special requirements associated with each customer's machinery.

Since day one, MMC has been present in the U.S. market, which in 2003 accounted for most of its sales, nearly 85%. “To counter this dependency on the U.S. market and to escape the trend for mergers among our neighbours south of the border, we needed to diversify our clientele,” explains Ghislain Demers, Managing Director of MMC Packaging Equipment.

In 2004 MMC turned to Latin America, hiring a sales rep for that market. Over the next few years, it made incursions into Europe, the Middle East and Asia, hiring a representative for the international market in 2007. Today the company makes 71% of its sales in the United States, Australia and New Zealand, 15% in Latin America, Spain and Portugal, and 14% in the rest of the world.

To reinforce its presence in new markets, MMC is also looking to develop partnerships and formulated a solid development strategy for foreign markets in 2009-2010. With a team of representatives and agents who know the field and culture of the fast-growing foreign markets, it is targeting the so-called “emerging” markets of Brazil, China and India, among others.

For more information about MMC Packaging Equipment, contact Ghislain Demers at 450 625-4662.

www.mmcpackaging.com

“We have also succeeded in dislodging some companies on their own ground and in their own markets.”



MercadOr 2011

Mr. Mostafa Chafi
President

New Exporter

FLEXGROUPS (FLEXEXPORTATION INC.)

Flexexportation is a growing company specializing in the development of digital security applications and software for telecommunications operators, government agencies, financial institutions and military organizations. The company employs some 20 people in Laval, where it carries out research and development, specifically on production of smart cards, a market that until now has been the guarded preserve of a handful of German and French companies.

Thanks to its sustained efforts abroad and a network of experienced consultants, the Laval company is now recognized as a major competitor on the international stage: “We have also succeeded in dislodging some companies on their own ground and in their own markets,” says Mostafa Chafi, President of Flexexportation. The company is now also solidly established in Africa and the Middle East.

Founded in 2007, Flexexportation adopted a three-year strategic plan from the outset, aiming to conquer one country a year. This strategy has proven fruitful, so much so that in 2010 the company formulated a new global strategic plan, targeting much faster growth, at the rate of several countries a year.

“Our new strategy, already in place and in partnership with the CIDA, is much more direct, applies to all sorts of platforms and includes added-value services,” explains Mr. Chafi. “Not only is our network present in West Africa and the Middle East, but the company is now established in Toronto to cover Canada, in Mexico, in Morocco, in Dubai, and soon on the East Coast of the United States and in South America.”

All Flexexportation’s sales are exports. The company estimates that every product it sells abroad has direct repercussions in Canada equivalent to about 75% of its value. The company’s growth will also allow it to increase the size of its team and facilities in Laval, where it intends to keep all its research and development activities. The Laval office is responsible for developing new products and applications, which are the primary sources of added value for the company and its customers.

For more information about Flexexportation, contact Mostafa Chafi at 450 687-3030.

20
11



“The greatest benefits of diversifying our markets are reflected [...] the major growth in our sales and profitability. It also means better risk distribution.”

Mr. Stéphane Lemieux

Executive Vice-President

Market Diversification

SYNERGX

Founded in 2004, SynergX designs, builds and services glass inspection systems for the automotive and bottling industries. These systems are mainly installed in the fabrication and bottling plants of major glass companies such as Saint-Gobain, Nippon Sheet Glass, PPG, Molson-Coors and South African Breweries.

Although most of its research and development, administration and quality control activities are housed in Laval, where it has a workforce of 32, the company also has offices in Lansing (U.S.), Wrocław (Poland), Beijing and Fuzhou (China) and in Deagu (South Korea). In 2008, the Laval company began to diversify its markets. Then the recession kicked in.

“What forced us to diversify was the fact that our production and services were focused on the automotive industry,” explains Stéphane Lemieux, Executive Vice-President at SynergX. “In 2009-2010, the year the recession really hit hard, our sales dropped by about 50%. We needed to reduce our dependency on auto glass, adapt our technologies and broaden our markets at all costs.”

As a first step, SynergX acquired two exclusive licences to use new technology to reinforce its presence in its traditional markets. These acquisitions of new know-how, which could be applied to other business sectors, brought a surge in business. The company has recently made inroads into the solar-panel glass market and has developed applications specially designed for glass used in construction and in electrical appliances.

“In 2010-2011 our sales climbed 125%, and we’re projecting 75% to 80% growth in 2012. The greatest benefits of diversifying our markets are reflected in our significantly reduced dependency on the automotive industry and the major growth in our sales and profitability. It also means better risk distribution.”

For more information about SynergX, contact Stéphane Lemieux at 450 978-1240 ext. 226.

“Our staff turnover rate is very low. Our people are proud of the company, and our average length of service has hit record levels.”



MercadOr 2011

Mr. André Bisson
Head of Human Resources

Innovative HR Management Practices

HÉROUX-DEVTEK

The Héroux-Devtek plant in Laval manufactures landing gear systems, flight control components and actuators, occupying a market niche in component repair and overhaul services.

In Human Resources, the company has implemented innovative practices, as witnessed by the loyalty of its 175-strong workforce. Over the past six years, Head of HR André Bisson has established and sustained a series of measures aimed at retaining its manual workers and improving their quality of life, as well as consolidating production, 50% of which is for export.

Moreover, to ensure continuous production flow and quality, employees need to feel personally involved in the process. “In this respect, we’ve opted for an ‘open door’ policy. We meet with our labour relations committee once a week. It’s a question of creating a climate of trust, listening to what our employees say and keeping the lines of communication open,” explains Mr. Bisson. “These meetings are opportunities for staff to discuss problems and suggest solutions for improving the work environment.”

The result? “Our staff turnover rate is very low. Our people are proud of the company, and our average length of service has hit record levels in the past few years.”

The company also offers training and professional development, including a knowledge-transfer plan that capitalizes on the extensive experience of staff coming up to retirement. Employees approaching retirement also benefit from a provision in the collective bargaining agreement that allows them to work a special schedule with reduced working hours. “We also offer external courses for people who want to acquire new skills, particularly to become an inspector or buyer,” says Mr. Bisson.

And in September 2010, when the plant in Rivière-des-Prairies was forced to shut its doors, Héroux-Devtek managed to reassign 90% of its employees, which clearly demonstrates the company’s commitment to its staff.

For more information about Héroux-Devtek, contact André Bisson at 450 629-3454 ext. 3461.

CONGRATULATIONS

to all the winners!



LAVAL TECHNOPOLE
International Business Centre

1555 Chomedey Blvd., Suite 100
Laval, Quebec, Canada H7V 3Z1

Tel.: 450 978-5959 Fax: 450 978-5970

info@lavaltechnopole.com
www.lavaltechnopole.com/cait

The LAVAL TECHNOPOLE International Business Centre
receives financial support from:



Développement
économique Canada

Canada Economic
Development

Canada

Développement
économique, Innovation
et Exportation

Québec

