



LAVAL TECHNOPOLE

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Quintessential condos



3D illustration of the courtyard of the future Quintessence district.

April saw the official launch of Quintessence, an upscale real estate development with Jadco at the helm. In a rectangular green oasis—formed by boulevards Chomedey, Curé-Labelle, St-Elzéar West and the Laval Highway—five 10-12 storey buildings are set to go up, featuring 300 owner-occupied apartments including some 30 penthouses. With over 150 million dollars investment at stake, no effort has been spared to give future residents a prestigious address like this, the only one of its kind in Laval.

With its 20-strong team, Jadco has a sophisticated portfolio of ultra-luxurious residential construction projects. In business since 1987 and based in Laval for the past 20 years, it has created some 300 residential developments in the Laval area. With Quintessence, Jadco wants to continue serving its clientele for whom it has been designing magnificent homes for over 20 years. “Baby-boomers are

seeing their children leave the nest, and so they don’t need a lot of space,” says André Doudak, President of Jadco. “They find co-ownership an interesting solution, but they don’t want to sacrifice the refinement they’re used to. Jadco, however, offers them solutions to meet all expectations. Condos are also great for clients who aren’t financially stressed and are looking for an elegant, secure, upscale environment.”

What Jadco is offering its future customers today is the concept of an integrated community. It will include common areas, as well as a fitness centre, spa, outdoor pool, lounge, reception hall, bistro and various retail shops. And Quintessence will also feature green spaces. You’ll find footpaths, flower gardens and an enclosed European-style courtyard with a flowing fountain.

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Five buildings will be going up on this 10-acre site with a quality to match the best hotels in the world and a security system at the very cutting edge of technology. "We'll be using the best materials on the market," says Mr. Doudak. "We're not compromising on quality."

Special attention will certainly be paid to insulation and soundproofing, but aesthetics will rule the day. The owners will be welcomed in a massive hall in a hushed atmosphere. The condo interiors have been designed by an internationally acclaimed New York firm. The "Signature" apartments (from \$299,000) will feature two bathrooms, large balconies, hardwood floors, huge windows and granite counters, to name but a few features. Penthouses ranging in price from 500,000 to 1 million dollars will offer the utmost in luxury: 3.65-metre ceilings, floor-to-ceiling glass walls, balconies up to 50 m², and walk-in wardrobes and showers.

Jadco intends to deliver the first building in summer 2012, followed by the rest by 2015. Please note that 50% of the Phase 1 apartments have already been sold.

In economic terms, Quintessence will provide some 500 jobs, over half of them local. Jadco estimates that the development will accommodate close to 750 residents. And 25% of them will be new to Laval.

This is a distinctive concept that may well grab several design and construction awards, as with several other of the developer's projects in the past, with Domus in 2007, 2009 and 2010 and the APCHQ Platinum Palm Award in 2009.

Jadco

To learn more about Jadco, please contact André Doudak, President, at 450 698-5232, or visit the company's Websites: www.jadcoresidences.com and www.essencedevivre.com



3D illustration of the Quintessence project and its main thoroughfare.



New offices for Novexco

Novexco, the largest network of independent retailers in the office products industry in eastern Canada, in early April announced a \$20 million investment to move its head office.

Robert de Montigny, President and Chief Executive, explains the downside of the growth of this Laval-based enterprise: "We've gone through several years of major growth, thanks mainly to our many acquisitions and because we have diversified our offer," says Mr. de Montigny. "We currently have three warehouses. The move has become necessary not only to bring all our staff together, but also to allow us to maintain our momentum."

Novexco's future facilities will be situated along Highway 440, in the municipal industrial park on Highway 25. They will include the head office, administrative offices, as well as a 15,800 m² distribution centre. The warehouse's three-metre high ceiling will allow increased storage capacity. Management is looking to integrate its new high-tech working environment this autumn.

"We'd like to stay in Laval because we really like the area and because most of our employees live in the surroundings here. In addition, with the Highway 25 bridge, this site will be strategically important for distribution."

Rapid growth

Novexco is the principal distributor of office materials—including printing supplies, IT accessories, writing materials and furniture—for independent retailers in eastern Canada. Born from the merger of office supply purchasing groups in 1996, it now supplies BuroPLUS and Club express, which operate more than 160 points of sale in Quebec, the Maritimes and Ontario. It also sells directly to shopkeepers such as independent booksellers, pharmacies, convenience stores and general retailers.

In addition, Novexco has approximately 3,000 business customers in the Montréal and Laval region, notably the Fédération des caisses Desjardins, Sigma Santé (hospital centres), École des HEC business schools, Air Transat and the Montréal School Board.

"In the short term, we want to grow our presence in the Ontario market. We want to continue our acquisitions strategy but also add new ranges of products to broaden our offer," says Mr. de Montigny.

With its 252 employees, Novexco has in recent years extended its offer with a multitude of services to help independent retailers to better run their business. "That could be anything from IT support, to advertising, marketing and interior design. We've evolved into a multiservice platform," says Mr. de Montigny.



Novexco's future head office.

Novexco is owned by 70 member shareholders representing about 100 retailers who have grouped together to increase their purchasing power. Moreover, as the company is a member of BPGI, the largest international association of independent retailers in the industry, it is able to offer its customers a much wider choice of products at more advantageous prices.

"Novexco, in fact, has everything for the office. Today, this motto is truer than ever. And in contrast to the large U.S. chains that also specialize in selling office materials, we are locally based. It's important for us to establish a relationship of proximity, staying geographically close to our customers, and to generate local wealth," concluded Mr. de Montigny.



Robert de Montigny, President and Chief Executive of Novexco.

NOVEXCO

To learn more about Novexco, please contact René Bérichon, Vice-President, Finance and Administration, at 514 335-8515, or visit the company's Website: www.novexco.ca.



2010 Laval Investments

2010 marked a strengthening of Laval's assets and the implementation of new infrastructures that will define the city's economic future and urban image going forward.

Investments of \$1,350,403,421

Despite a decline in institutional investments in the past year, 2010 ranks as the seventh-best year in the Laval's history. The housing sector, supported by strong demand and a rapidly growing population (progressing from 391,141 to 398,667 inhabitants), had the biggest impact on these results.

Industrial sector: 73.6% more jobs created over 2009

The 2010 industrial sector results are almost identical to those of 2009, with investments totalling \$417.4 million. One marked difference, however, is that this year's investments generated 73.6% more new jobs than in 2009, with 1,951 jobs created, compared to 1,124 in 2009.

Industrial arrivals in 2010: Laval continues to attract businesses

In terms of new establishments, 2010 was a banner year for new industrial arrivals with the initiation of 30 projects worth a total of \$37.7 million, a 16% increase over 2009, a year in which many businesses delayed their plans to locate or launch operations. A number of these projects became a reality in 2010.

Housing sector generates 48.1% of investments in Laval in 2010

For a number of years, the housing and industrial sectors have been the primary drivers of investment, and in 2010 investments propelled the housing sector to the pole position in this regard. During the year, 2,723 dwellings were built, compared to 2,258 in 2009, for a declared value of \$612,900,724. Added to this were improvement permits valued at \$36,468,340.

Single-family homes remain the most sought after, with a 2010 investment value of \$321,649,893, but they are now closely followed by the construction of two- to three-family buildings and buildings with four and more residences, which accounted for investments of \$291,250,831. Also of note is strong growth in the construction of condominiums, whose numbers rose from 357 units in 2009 to 812 in 2010. The arrival of the metro in Laval has played a significant role in this increase.

Commercial sector almost doubles its 2009 performance

This is particularly good news, because it demonstrates the draw of Laval's commercial offering for a market that extends far beyond the city's boundaries. People are coming from farther away to shop in Laval, drawn by the superiority of the offer. The investments announced in Laval's commercial sector have risen a full 94.3%, jumping from \$59.4 million in 2009 to \$115.3 million in 2010.

BREAKDOWN OF INDUSTRIAL INVESTMENTS - CITY OF LAVAL 2010

Types of Investments	Investments	%
Land	\$15,576,910	3.7%
Building	\$121,237,677	29.1%
Machinery and equipment	\$62,538,488	15.0%
Research and development	\$206,648,050	49.5%
Training	\$11,371,441	2.7%
Total	\$417,372,566	100%

TOTAL INVESTMENTS - CITY OF LAVAL 2010

Sector	Investments	%	Comments
Industrial	\$417,372,566	30.9%	628 projects
Commercial	\$115,368,100	8.5%	266 projects
Institutional	\$168,293,691	12.5%	77 projects
Residential	\$649,369,064	48.1%	2,709 permits
Total	\$1,350,403,421	100%	



Patient-focused innovation is good medicine for sanofi-aventis Canada

For sanofi-aventis Canada, getting the product to market is not enough.

As a leading healthcare partner, sanofi-aventis, the Canadian affiliate of the sanofi-aventis Group, one of the world's leading pharmaceutical companies, plays an integral role in the Canadian healthcare system. Said Stanislav Glezer, Vice-President, Medical Affairs: "We not only provide essential medicines, but also support research and education to develop best practices and improve standards of care, ensure access to its innovative medicines through government and private reimbursement programs and address the local needs of different healthcare delivery platforms across Canada."

Sanofi-aventis does it all from its headquarters in Laval. Laval is home to the company's 11,600 m², world-class manufacturing facility and 4,780 m² distribution centre that produces and distributes medications for use by patients in Canada, the United States and other countries.

"We provide medicines in several therapeutic areas, including diabetes, oncology, cardiovascular disease, thrombosis, internal medicine and dermatology, as well as consumer healthcare products," said Glezer.

The Clinical Research Unit at sanofi-aventis Canada represents one of the largest within the sanofi-aventis family. "At any given time, our clinical research teams oversee more than 110 clinical trials involving as many as 18,000 Canadians," said Mr. Glezer. In 2009, sanofi-aventis Canada invested \$80.6 million in research and development as part of its ongoing commitment as a responsible healthcare partner.

"Success as a business underpins all this company wants to achieve," said Glezer. "Our new business model, which provides innovative medicine, supports research, ensures access to treatments and addresses regional needs demands the continuous growth and performance of the company."

This is where acquisition of Genzyme comes in. This transaction is an important achievement of the Group's sustainable growth strategy. "This transaction will create a meaningful new growth platform for sanofi-aventis while expanding our footprint in biotechnology," said Christopher A. Viehbach, Chief Executive Officer of sanofi-aventis.

Beyond rare diseases, Genzyme has built strong renal-endocrinology, hematology-oncology and biosurgery businesses that are complementary to existing sanofi-aventis businesses and include highly differentiated, market-leading products that provide significant benefit to patients.

The acquisition of Genzyme will also allow sanofi-aventis Canada to address a critical pharmaceutical industry challenge: generic drugs. Added Glezer: "Products that come from the R&D of a biotech like Genzyme are much more difficult to copy. And its business model, which is very much patent-centric, makes it slightly harder for generic drug companies to penetrate."

Presently, however, Genzyme's integration into sanofi-aventis has not started yet in Canada, so, as Glezer noted, it is premature to provide any definite details. "When the integration activity in Canada actually begins, we will be well positioned to benefit from any opportunities for further growth," said Glezer. "Laval is a very conducive environment for pharmaceutical research. There are a number of companies around us with whom we are in discussions for potential cooperative projects."



Although sanofi-aventis is still working with Genzyme through the integration process to enhance the opportunities for both businesses—both locally and globally—it intends to make Genzyme its global centre for excellence in rare diseases.

For the Laval office of sanofi-aventis Canada, one thing is for sure: it will play a role in making this type of research more accessible. "We want to provide Canadian patients with greater access to innovative medicine as early as the research phase," said Glezer. "Right now, the environment in Canada has become increasingly difficult in terms of obtaining reimbursement for innovative medicine. For us, this is a dilemma. On one hand, we fund the research that leads to further innovative discoveries. But, on the other hand, it's becoming more difficult to ensure that Canadian patients benefit from these improved therapeutic products or programs. One thing Canadians can count on—sanofi-aventis Canada is up to the challenge and will continue to work with patients, healthcare providers, government and partners to ensure success."

sanofi aventis

For further information about sanofi-aventis, contact Mr. Stan Glezer, Vice-President Medical, at 514 856-3840, or visit the company's Website: www.sanofi-aventis.ca.



Karipur: a new range of natural cosmetics

The Karipur range of cosmetics is the dream come true of one man, Mr. Ousseynou Dieye, thanks to major investment and support from a number of stakeholders.

A chemist with a keen interest in health and environmental issues, Mr. Dieye shepherded a project to develop a range of natural and eco-friendly cosmetics. While researching what the market already had to offer, he discovered a Senegalese laboratory, Bioessence, which makes creams and lotions from essential oils and African plant extracts. Intrigued, he requested some samples and ran lab analyses on them. Convinced immediately of their effectiveness and ecological properties, he boarded a plane to Senegal.

In Dakar, Mr. Dieye met the directors of Bioessence and persuaded them to make some modifications and improvements to the formulations, then signed a partnership agreement. Concerned about sustainable development, he decided to meet with the communities supplying the main ingredients for the Karipur products, namely, baobab and neem oil, shea (karite) butter and mango extracts.

"Cold-pressing dried baobab fruit produces a precious oil, about 1.5 litre per tree, which is very little given the size of the tree; however, the best thing is that it creates jobs for women in these disadvantaged regions of Senegal. And despite economic imperatives, the local people respect the wild nature of the tree, its growth rhythms and fruiting cycles." Karipur and its partners are now working with about 1,200 women who devote themselves to harvesting the fruit of these trees and reap the financial benefits of their work. This creates local jobs and keeps alive a thousand-year-old tradition, as well as an agriculture that respects ancient environmental preservation customs.

Back in Quebec, the chemist-cum-businessman set out to market his products. He decided to rent a 1,800 square-foot warehouse in Laval which, according to him, is one of the best cities in Canada to start up a business thanks to the many services on offer. With help from the Laval local development centre (CLD) he worked out a market positioning, developed a financing plan and his sales projections. He contacted the BDC, which gave him a loan, while the National Bank of Canada granted him a line of credit. The Jean-Coutu Group, which he approached to discuss retail sales in its network of pharmacies, gave him sound advice on packaging, product presentation and pricing. He concluded service agreements with Quebec suppliers covering quality control, bottling and distribution. At the same time, Mr. Dieye was preparing his sales approach with an advertising agency, a public relations consultant and a multinational retail specialist.

In brief, since January 2011, the Karipur range of eight products can be found in Jean-Coutu, Brunet and Proxim pharmacies, in their health & beauty sections.

But do the products work? "Their effectiveness has been proven," says Mr. Dieye. "In general, you can see results after only two weeks of use. I get e-mails every day from people delighted to have discovered Karipur, telling me they've eased their eczema or psoriasis, stretch marks, age wrinkles, redness, acne, dry skin, etc."

Next year Mr. Dieye and his team of six intend to diversify by developing a range of ethnic products for the American market, establishing a laboratory to ensure internal quality control and making incursions into the rest of Canada.

karipur

To learn more about Karipur, please contact Ousseynou Dieye, President, at 514 770-0565, or visit the company's Website: www.karipur.ca.



The new natural and eco-friendly range of Karipur cosmetics.



TelAsia takes on international markets

Have you heard about the Vertigenius vertical rotisserie for your kitchen? Might you even own one? Did you know it was TelAsia, a Laval company, that created this little appliance which is now enjoying such success here and internationally? In fact, over the last five years, TelAsia has designed some 20 products and marketed them pretty much everywhere around the world.

TelAsia has given itself the mission of creating mass market products that are innovative, practical, affordable and original in terms of design. It currently operates four commercial brands: Cuizen, Fennec, Sumo Lift & Go, and Garden Cardinal. With Cuizen as its first and main brand, it markets electrical and non-electrical accessories for the kitchen.



The Vertigenius vertical rotisserie, a TelAsia innovation.

Fennec markets electronic devices, in particular speakers with universal connectors and audiovisual furniture with built-in speakers. Sumo Lift & Go offers a wide range of robust and flexible products for easy storage: Sumo Lift & Go (dollies), Climb & Go (ladders), Charge & Go (platforms), Stack & Go (scaffolding), Work & Go (workbenches), Fill & Go (wheelbarrows). Lastly, Garden Cardinal positions its products as essentials for outdoor maintenance and gardening.

Why "TelAsia"? Its President, Pierre Mercier, comes from the world of TV and "Tel" stands for "television". The creator of TVA Boutiques, he is also the man who founded Mix Promotions, a company that relies on informercials to promote its products, later bought by Rogers Media to become MixDirect. At that point, not breaking with precedent, he set off to travel the world in search of new product ideas—from research to product creation. That was in 2006. And why "Asia"? Joining up with colleagues who were experts in logistics, communications, procurement, distribution and retailing, Mr. Mercier decided to concentrate key resources on developing the Asian markets and, above all, to rely on TV advertising and major retailers. "TelAsia, it must be said, is a synergy of skills and a combination of passions," emphasizes Mr. Mercier.

At TelAsia, design is a participative process. An idea often comes from perceiving a need or from a desire to offer a product with special characteristics such as aesthetics, ease of storage, practicality, etc. Once the rough idea is launched, everyone has a hand in refining it. Prototypes are developed, the design finalized, potential markets analyzed, patent applications filed, and manufacturers' agents engaged.

"We get our products manufactured mainly in Asia," says Mr. Mercier. "However, we can't ignore changing trends in production, because they change so fast. For example, right now, the cost of manufacturing anything in China is rising fast."

In this context, TelAsia is looking to repatriate increasingly more of its production, or at least the assembly stage, all the more so as it seems easier to get product acceptance in the United States if it isn't made in Asia. "It's an increasingly marked trend for our neighbours to the south," explains Mr. Mercier, "first of all because of the rising price of products that come from Asia and China in particular, and also because of "anti-dumping" taxes imposed by the United States on certain Chinese products."

Although the United States and Canada are TelAsia's natural markets, the company has not ignored other international markets. Its products are in great demand in Korea and Japan, with TelAsia also selling well in Europe and Mexico. What is its distribution strategy? Everything depends on the target markets. For example, in the United States, the company has signed strategic partnerships with a number of U.S. companies who are, in turn, targeting the Canadian market, which creates a strong exchange of services that favours TelAsia on American soil.

This young Laval-based company is not short of projects. Mr. Mercier and his team of five continue to enrich their existing range of products. They're also preparing to market new products, which we need to keep a surprise. At the same time, they are working to reinforce their presence in markets where they already have well established networks, while striving to open doors to new markets.



For more information on TelAsia, please contact Pierre Mercier, President, at 450 629-9995, ext. 222, or visit the Website: www.telasia.ca.



LUQS: a software application that isn't a luxury

A smart application that can automate the process of estimating construction costs using a historical cost database while taking into account the culture and specifics of the contractor... That's the dream of every player in the building industry who needs to prepare estimates every day for major projects and juggle the constant fluctuations and interactions of human resource costs, equipment and material costs, and productivity rates. But today, thanks to LUQS and a major investment in R&D, this type of professional service is now available.

This project was the dream-child of Guy Jobin, an engineer with over 30 years' experience in the industry. He has been interested in IT since the 1980s. In 1986 he founded LUQS and launched GESQAN, a modular platform that computerizes the process of estimating and managing civil engineering projects. Today some 2,000 users in Quebec, the rest of Canada and New England rely on ProjEst, which represents the 3rd-generation of software developed by LUQS.

A few years ago, Mr. Jobin had the idea of automating the estimating process, a task that is becoming increasingly complex. "Traditionally," he explains, "professional-services firms prepared estimates based on average actual prices. But this meant there was no efficient way to measure market competitiveness or calculate preliminary-design costs."

He wanted to develop an application that imitated the judgment of an experienced estimator. To do so, the application would need to be able to learn. This is where cognitive IT comes in. What's that? "To draw an analogy, it's thanks to cognitive IT and more precisely what's called data mining and prediction algorithms that your credit card data is protected and that an alert is generated whenever an unusual transaction occurs relative to your transaction history. Another example: Wal-Mart also uses data mining to reveal consumption trends," adds Mr. Jobin. "To explain the core of the platform in broad terms, let's say that based on certain information about a project, the system mines a historical database (daily site logs) and extracts the most realistic cost scenario."

The new LUQS knowledge procedure is currently in the burn-in and implementation phase. And the results are self-evident. "We've tested it, and it shows a reliability of -2% to 3%," says Mr. Jobin. "A panel of experienced estimators have an estimated margin of error of plus or minus 20%."



Guy Jobin, President of LUQS.

In the coming months, the challenge for LUQS will be to get potential clients to understand this new way of preparing estimates and to demonstrate real gains in profitability. "The first challenge is to populate the data warehouse. For example, for a city the size of Laval, the system starts yielding realistic results after accumulating a year's worth of similar types of projects." Mr. Jobin is convinced that this is the way of the future, as its lets estimators predict, to a certain degree, the unpredictable.



For further information on LUQS, please contact Guy Jobin, President, at 450 629-9600, or visit the company's Website: www.luqs.com.



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