



LAVAL TECHNOPOLE

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Sanofi-aventis celebrates its 40th anniversary on a big scale!

At the beginning of 2008, to mark the 40th anniversary of its establishment in Laval, sanofi-aventis launched the third in a series of projects to expand and renovate its site, which includes the offices housing its pharmaceutical operations, as well as a medication production plant. Altogether, the work that was begun in 2005 represents an investment of \$25 million and reaffirms the pharmaceutical subsidiary's determination to continue its growth in Québec and Canada.

During the first phase of the work, the company made changes to its offices in order to accommodate the Canadian head office of its French parent company, the sanofi-aventis Group. The second phase involved an expansion of its distribution centre by 1,902 square metres, bringing its total area to 4,780 square metres, which allowed a considerable increase in pallet storage capacity. The last phase, which will be completed during the fall of 2008, consists of enlarging the microbiology laboratory by 2,564 square metres, thereby expanding the size of the production area to 11,600 square metres.

The prime reason spurring this last expansion project is the large area that will be dedicated to operations requiring a high level of containment. "The high-containment facility will enable us to carry out particularly sensitive chemical synthesis and medication manufacturing operations in conditions of maximum safety," explains Dr. Joëlle Sissmann, Vice-President, Public Affairs, Strategic Stakeholder Partnerships and Communications for sanofi-aventis in Canada.



This work will increase the plant's production capacity and allow for more varied industrial activity. The state-of-the-art plant manufactures 12 million packaged units of pills, capsules, ointments, creams, gels and liquid preparations every year. "The new spaces are strategic in as much as they should enable us to obtain international manufacturing mandates from our parent company in Paris."

The Laval plant currently packages and manufactures a range of over 70 medications for the Canadian, U.S. and Australian markets. In fact, more than 50% of the Laval plant's production is destined for export.

Moreover, due to the internationally recognized and valued skills of Québec and Canadian researchers and physicians, the Laval site is

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Metaltech-Omega sets up ambitious plans



Metaltech-Omega, a manufacturer and distributor of scaffolding systems, telescopic ladders and industrial fencing, recently invested \$3 million in renovating its offices and expanding its warehouse space by 22,000 square feet, which brings the total area of its facility to 100,000 square feet.

This major investment is part of the company's overall development plan, which has three main thrusts: innovation through products that are unique in the North American marketplace, optimization of its import network and diversification of its product line in its area of expertise.

Innovation

Metaltech-Omega devotes a large part of its budget to developing safe products that better meet the expressed needs of its customers. During the next few weeks, the company will launch a patented new product, the SaferStack™. This improved scaffolding system takes

up 30% less space, a particularly attractive feature for building contractors, since freight costs depend upon the amount of space taken up by equipment.

"We keep meticulous watch on the new products being launched in various markets by attending international trade fairs. Following that, we conduct market analyses in order to validate whether it would be suitable to introduce them in North America. Then, our engineers adapt them to meet Canadian and U.S. standards," explains Bruno Tassé, Chief Executive Officer of Metaltech-Omega. To give an example, the company unearthed an innovative scaffolding product made of fibreglass—a safe material for electricians, since it is non-conducting—in Australia.

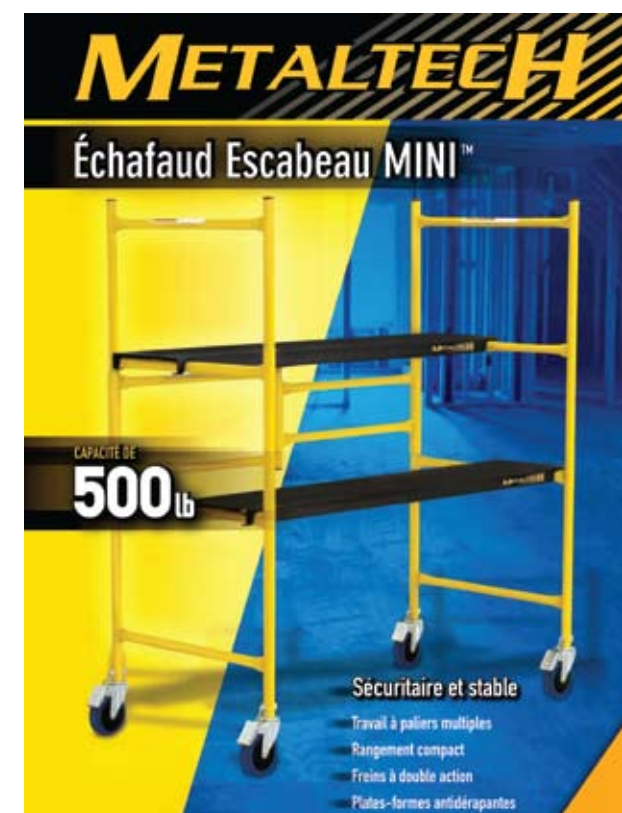
Optimization

The new realities of international trade have led Metaltech-Omega to look towards offshore markets for a part of its procurement, whether that involves raw materials, parts or finished products. Partnerships and agreements made with companies in China and Malaysia have been in effect for some time now.

Metaltech-Omega is currently evaluating the possibility of importing from Mexico. The L'AVANTAGE TECHNOPOLE International Business Centre has been helpful in providing it with appropriate contacts in this regard. "Looking for international suppliers is a long-term process; contacts do not necessarily lead to signed contracts, quite the opposite. Once contact has been made with a firm, many parameters have to be evaluated, negotiated, verified, and so on," points out Mr. Tassé. Nevertheless, the import-related process is a good investment when it comes to optimizing Metaltech-Omega's production costs.

Diversification

Diversification also constitutes one of the Metaltech-Omega strategies for continuing to grow within an environment in which economic realities are extremely unstable. Already the owner of a sawmill that manufactures scaffolding platforms from engineered lumber, the company decided to employ this facility to develop other types of products, namely 100% recycled wood beams and columns for building structures. Indeed, these materials were used in the renovation of Metaltech-Omega's offices and the expansion of its warehouse. As wood traditionally lends warmth and atmosphere to a place, the structure was highlighted by being left exposed. As Mr. Tassé mentions, the fire resistance of wood structures is superior to those made of steel. "This is little known and education remains to be done in this area."



In business since the beginning of the 1980s, Metaltech-Omega has some 100 employees and owns warehouses in Canada (Vancouver, Mississauga, Calgary), the United States (Florida) and Croatia.



For further information about Metaltech-Omega, please contact Bruno Tassé, Chief Executive Officer, at 450 681-6440, extension 218, or visit the company's Web site: www.metaltechna.com.

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home to the sanofi-aventis Group's second largest clinical research unit worldwide, managing over 125 clinical trials involving more than 20,000 patients across Canada each year.

These major investments provide a splendid way to highlight the sanofi-aventis Group's 40th anniversary in Laval. Since it was set up in the city, the subsidiary has enjoyed continuous growth. The entire range of the subsidiary's activities in Canada bring together close to 1,000 associates, 750 of whom (including a 350-representative-strong national sales force) work to develop Pharmaceutical Operations, while almost 250 take care of Industrial Affairs. In addition, the Sanofi Pasteur vaccines division, based in Toronto, employs more than 1,000 people, which brings the sanofi-aventis Group's staff total in Canada to over 2,000.

Sanofi-aventis is the fifth largest pharmaceutical group in Canada, the largest in Europe and the fourth largest in the world.

A global leader in the pharmaceutical industry, sanofi-aventis discovers, develops and distributes throughout the world medications and therapeutic solutions adapted to today's medical needs. The company relies on its international research team for its growth in seven major therapeutic areas: cardiovascular disease, thrombosis, oncology, metabolic disorders, the central nervous system, internal medicine and vaccines. Present on five continents, it has some 100 subsidiaries and 100,000 employees.



sanofi aventis

Because health matters

To find out more about sanofi-aventis in Canada, please contact Joëlle Sissmann, M.D., Vice-President, Public Affairs, Strategic Stakeholder Partnerships and Communications, at 514 904-2667 or visit the company's Web site: www.sanofi-aventis.ca.



Digimed Innovation creates the first diagnostic support software



For the last year, Digimed Innovation has been working on the development of a medical software that is unique on the market: Digimed-MD, the first electronic medical record that interfaces directly with the full range of medical devices used for patient testing and diagnostic analysis. The company received Health Canada approval for its brand new product last July.

Many electronic devices are currently employed in hospitals, clinics, pharmacies, medical testing and research laboratories in order to obtain the results used in patient diagnosis. These notably include stethoscopes, blood pressure monitors, thermometers, electrocardiographs, spirometers, glucose and cholesterol analysis devices, and more. Once they have these results, health professionals must record them in the patient's medical record and then proceed to establish a diagnosis. However, in certain circumstances this can prove to be a long process, as well as one in which errors may be generated.

In order to automate this procedure, Digimed Innovation has developed a software that interfaces with the full range of medical devices most commonly used in the healthcare system, automatically enters results in the patient's electronic medical record and then analyses them in order to help establish an initial diagnosis. The advantages of such a system? It enables greater diagnostic accuracy and better patient monitoring, as well as increases the effectiveness of the testing process. Moreover, patients can receive diagnostic test results much more quickly, often in as little as 5 to 10 minutes. "Digimed-MD is like a sophisticated database to which medical devices are connected. These devices generate test results that the software files within the medical record and then interprets," summarizes Nicolas Kolodenchuck, Vice-President, Strategy and Business Development at Digimed Innovation.

Since the medical device field in Canada is regulated, Health Canada approval was essential in order for Digimed-MD to be marketed. "This approval is a guarantee of quality for both patients and users," explains Mr. Kolodenchuck. "It certifies the tool's effectiveness, performance and safety in the medical sector."

The Health Canada approval is conditional on ISO 13485:2003 certification, which specifies the requirements with which organizations that design and develop medical devices for use in Canada must comply. Digimed-MD demonstrates minor risks, which earned it Class II approval for diagnostic analysis and data interpretation systems.

This approval allows Digimed Innovation to begin marketing its software solution, first among distributors of medical devices and then gradually among pharmaceutical laboratories, private medical clinics and pharmacies. For the moment, Digimed-MD interfaces with slightly less than a dozen devices, but the capability to communicate with some fifty others will be added within the next few months. When the Health Infoway—electronic health records for all Canadians—is implemented between 2012 and 2015, Digimed-MD will be adapted to be fully compatible with it.

It should be pointed out, however, that Canada and Québec form only a part of the market targeted by Digimed Innovation, since the software is currently undergoing the approval process in the United States, Europe and Australia.



For further information about Digimed Innovation, please contact Nicolas Kolodenchuck, Vice-President, Strategy and Business Development, at 450 663-2401, or visit the company's Web site: www.digimed.ca.

Sweden's Consat engineers a move... to Laval



Since its founding in 1986, and through its development of specialist expertise in industrial automation, vehicle technology, and electronics and systems, Consat has become one of Sweden's largest privately owned engineering services companies, with more than 200 employees worldwide. Having already established itself in the United States, and planning to do the same in South America in 2009, this firm's global outlook and reach prompted the recent opening of its new Canadian subsidiary, Consat Canada Inc., in Laval.

The reason for the choice of Laval as the site of the company's operations in Canada? According to the subsidiary's president, Shahriar Ravari, the answer is simple: "For a few years now, Consat has been partnering with Volvo Bus Corporation on the development of an intelligent transportation system (ITS) product for public transit called ITS4mobility. Since 2004, Consat has been working with Nova Bus of Saint-Eustache, a Volvo Bus Corporation subsidiary, on the design and production of telematics solutions for its vehicles. As Consat products and services are very customer-focussed, it is extremely important for us to be in close contact with our clients in order to understand their needs and provide them with the best possible support. In these terms, Laval offers us a perfect location, as well as access to a considerable pool of Canadian engineering talent."

Moreover, Jan Johansson, Consat's founder and managing director, is extremely pleased about the company's new operations in Québec, pointing out in particular the ease with which it was able to set up in Laval. During the September 8 official opening of Consat Canada, Mr. Johansson mentioned to what extent LAVAL TECHNOPOLE's services had made all the difference in the subsidiary's settling in the city. As he noted, "We are indeed very proud to be in Laval."

During a time of continually increasing traffic congestion, high gas prices and environmental concerns, encouraging motorists to get out of their cars and onto buses becomes a priority for both public and private transportation organizations. Consat's ITS4mobility telematics solution addresses the issues of frequency of service, comfort, safety and security by improving the information provided to passengers, transit vehicle operators and transportation authorities.

Based on data about current and historical traffic flows, and using combinations of text signing and voice media, the ITS4mobility system distributes up-to-date information about routes to individual vehicles, bus stops and central control centres. This enables passengers to know precisely when the next bus will arrive and how long their trip will take, informs drivers as to whether they are deviating from their timetables, and lets traffic control know if there are too many or too few vehicles along a particular route, among many other things.

One of the great advantages of Consat Canada's partnership with Nova Bus is that the ITS4mobility system can be factory installed on the firm's vehicles, allowing end customers to enjoy its benefits immediately. Furthermore, the system is covered by the Nova Bus warranty. However, ITS4mobility can be retrofitted on all makes of buses, and its flexibility means that it can be customized or expanded for any particular requirements.

Consat Canada will initially focus on its expertise in electronics and systems, specifically within the telematics field. As Mr. Ravari points out, "our philosophy as a company has always been to grow organically and step by step." The Laval subsidiary has on-site one permanent employee, as well as many others on a project basis, from Sweden, and is now in the process of hiring at least five or six Canadian permanent staff members.

Nevertheless, the company's Swedish parent, expert in the development of alternative powertrain/energy systems, has been a pioneer in the area of hybrid technology, as well as various battery solutions, and its specialists are currently at work on projects for almost all of the world's hybrid vehicle manufacturers. Mr. Ravari can foresee that the Canadian subsidiary will also be involved in this exciting area: "Consat's objective is to contribute to the development of cleaner, more environmentally friendly public transit and alternative energy solutions. We are very proud to now be operating in Canada, where both public authorities and private companies share our goals, and we firmly believe we will be able to assist our customers in achieving them."



For further information about Consat Canada Inc., please contact Shahriar Ravari, President, at 450 663-3743, or visit the company's Web site: www.consat.com.



Sugarless desserts, limitless plans



Last June 19, Julie Champagne, founder and president of the company Fruits défendus sans sucre, won first prize in the Bio-Food category of the Business Creation division of the province-wide Québec Entrepreneurship Contest. This award, which includes a prize of \$10,000, recognizes and rewards innovative business initiatives—a description that fits Fruits défendus sans sucre in more ways than one!

It is estimated that there are close to 550,000 people in Québec who have diabetes, which subjects them to dietary restrictions. It also means that, once they have been diagnosed and begin to manage their condition, they must avoid eating desserts for the rest of their lives, because, for the majority of North Americans, a dessert without sugar is no dessert at all. Fruits défendus tackles this false impression by offering low-calorie desserts that contain no sugar.

The challenge of making desserts from top-quality ingredients that are as tasty as they are healthy, as well as have the same organoleptic features (that is, texture, smell, appearance, etc.) as traditional desserts poses a number of problems, as Ms. Champagne relates: “First, equivalents for certain ingredients—sugar, of course, but also eggs and milk—have to be found. Each change in ingredient modifies the chemistry of the recipe, which in the end can affect the product’s taste and texture. The right amounts for all other ingredients must also be determined, which is often a matter of trial and error.”

The company’s products are evaluated by a food laboratory whose team of biochemists is responsible for developing recipes and establishing their nutritional value. Since they contain no sugar, cholesterol or trans fat and are low in sodium, lipids and calories, Fruits défendus’ little treats are not only suitable for diabetics, but also for people with heart conditions, who are obese or who simply want to take good care of their health.

At the moment, Fruits défendus offers three products: a blueberry muffin, a raisin bran muffin and a chocolate chip muffin. Yes, what you are reading is right—it is possible to indulge in a guilt-free chocolate treat! Moreover, Fruits défendus makes sure that it stays on top of the latest trends and developments in food products. For example, one of the company’s favourite ingredients is inulin, a recognized prebiotic sweetener extracted from chicory roots that is increasingly used in health-conscious recipes.

Fruits défendus’ desserts, available in ready-to-bake versions, are currently on sale in five retail outlets and a restaurant. In line with the more health-focussed direction advocated by public institutions, Ms. Champagne aims to increase the visibility of her products among the population at large, as well as, in particular, among hospitals and seniors’ residences. “There are no other products that can take the place of the desserts now being served in such institutions. Fruits défendus proposes to replace ordinary muffins with healthy ones.”

The company, which was only recently established, already has several projects on the burner. The diversification of Fruits défendus’ product line will continue with the introduction in the next quarter of an oatmeal cookie. In the short term, Ms. Champagne’s goal is to increase the number of sales outlets. Depending upon the market response, the following step will be to acquire a production plant, which will enable the company to offer, to everyone’s delight... sugar-free cakes. Stay tuned!



For further information about Fruits défendus sans sucre, please contact Julie Champagne, President, at 514 293-8619, or visit the company’s Web site: www.fruitsdefendus.ca.

Logi-D’s innovation goes beyond borders



Everyone is aware of the shortage of nurses currently plaguing Québec, as well as most other industrialized countries. However, the solution to this problem does not only lie in the training and hiring of additional staff, but also in the reorganization and automation of certain tasks. Improving the supply chain in this way represents an opportunity in that it enables nursing staff to concentrate on their primary mission: taking care of patients. It is in this perspective that Logi-D has developed its LogiData®ID computerized supply and inventory management system.

Logi-D, which began life under the name TRIAX Consulting®, is basically a group of consultants who specialize in optimizing hospital supply chains. In 2001, the firm expanded its role to become a software solutions integrator. It is Logi-D’s aim to introduce Québec to the double-bin management approach, identified by the Université de Montréal’s HEC business school as one of the world’s most advanced practices in inventory management at point of end use for the health-care sector. In the fall of 2006, Logi-D made a major breakthrough by combining the principles of double-bin inventory management and radio frequency identification (RFID), a key technology from the industrial sector.

“Inspired by the *kanban* approach, which was developed in Japan by Toyota and subsequently popularized around the world, double-bin replenishment is based on the principle of stocking each product in two bins in quantities determined by the product’s rate of turnover. When inventory in the first bin runs out, the stock keeper sees to ordering more product, while users take supplies from the reserve bin,” explains Richard Philippe, Logi-D founder and president. In practice, this method does away with stocktaking and prevents inventory shortages.

Logi-D targeted RFID technology to computerize the procurement process and eliminate data entry. Each bin is equipped with an RFID label that must be affixed to a smart board when the bin is empty. This board, which is connected to a procurement department’s computer system, then automatically emits a radio signal that generates a resupply request that matches reserve requirements, thereby reducing wait times and improving the accuracy of data. “Our inventory management solution also integrates a high-density ergonomic storage system that saves a major amount of space, and whose installation is supported by a preliminary study of storage needs. Finally, using LogiData®ID can enable a supply chain support team to achieve a gain in productivity,” stresses Mr. Philippe. “However, such a gain is even greater on the side of nursing staff, who from then on are completely removed from the

inventory management process, and no longer waste time running around looking for products in storage areas.”

Operational since 2006, the world-unique, patent-pending LogiData®ID solution has already won over many patient care units, the first having been Québec City’s Hôpital de l’Enfant-Jésus’ surgical department. The system has also been deployed in hospitals located just about everywhere in Québec—among them Hôtel-Dieu in Lévis, the CSSS in Chicoutimi, Hôpital Laval in Québec City and the emergency department at Montreal’s Hôpital du Sacré-Cœur. Certain hospitals in Ontario have also adopted the technology. The city of Edmonton’s health services recently began to implement Logi-D’s system, and other hospitals elsewhere in Canada have shown great interest in, or are in the process of setting up, the solution.

The company also plans to make its solution known in the United States. With LAVAL TECHNOPOLE International Business Centre support, it presented its systems at a trade fair in San Antonio, Texas, with the products receiving a tremendous reception.

In addition, the Laval company has other markets in its sights. Through the intervention of a European partner, hospitals in Denmark and Germany are now evaluating the implementation of Logi-D systems.

The company’s research and development team have continued this innovating momentum by creating other solutions to improve supply chain processes in the healthcare sector. A new application that combines the reading of bar codes with RFID facilitates the management of high-value products that require item-level tracking from delivery to use.

Logi-D thus continues to focus on efficient inventory management processes combined with optimization technologies. The next few months will see it pursuing the development of material resource management systems that employ voice recognition.



To learn more about Logi-D, please contact Richard Philippe, President, at 450 628-8800, extension 222, or visit the company’s Web site: www.logid.ca.



Rolled Alloys and Laval : a powerful alliance

Laval is the third Canadian city—after Mississauga and Edmonton—to be the location of a subsidiary of Rolled Alloys, a U.S. company that is a supplier of raw metal and specialty alloys, particularly of the heat- and corrosion-resistant type. The 3,837-square-metre combined plant and warehouse will begin operations at the end of 2008 with some ten new employees.

Established in Ontario since 1995, Rolled Alloys-Canada has developed a major client base in Québec and the Maritime provinces over the last ten years. "We already had many customers in eastern Canada that primarily did business with Rolled Alloys when large-scale projects were involved. We want our plant and warehouse in Laval to provide for the daily needs of this clientele," explained Charles Massé, Managing Director of the Laval subsidiary. In fact, for the company, product availability is an integral part of excellent customer service.

Rolled Alloys will provide its clientele—mainly in the aeronautics, pulp and paper, petrochemical, biomedical and power generation markets—raw metals and specialty alloys in the form of plates ranging from 0.5 to 7.5 cm thick. Once processed, these plates will be used to build aircraft engine parts, industrial ovens, refinery cyclones, and so on.

The choice of Laval for the location of the combined plant and warehouse seemed obvious. On the one hand, Laval is a major city located in the heart of the metropolitan area. On the other, it enjoys a good reputation in respect to availability of a skilled labour pool. "Our location on the eastern side of the island is strategic in relation to transport logistics," adds Mr. Massé. "With the completion of Highway 25, we will have easier access to Montréal and the South Shore, in addition to being able to serve Laval and the northern suburbs."

Setting up the plant and warehouse is just the first phase of a larger project that will be spread over several years. In fact, Rolled Alloys plans to install certain pieces of equipment that will enable it to carry out the initial processing of its core products in order to consolidate its presence in the market. "Our business plan provides for specific strategic investments on the basis of customer demand and market needs," confirmed Mr. Massé.

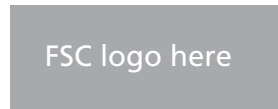
Rolled Alloys' head office has been located in Temperance, Michigan since 1953. It has subsidiaries throughout the world, notably in China, Singapore, England, Germany, France, the Netherlands, the United States and Canada. The company has had ISO 9001:2000 certification since 1993 and its quality control system is regularly reviewed and updated. The company supplies such multinationals as General Electric Aircraft Engines, Pratt & Whitney, Rolls-Royce, Boeing and Airbus.



For further information about the Laval subsidiary of Rolled Alloys-Canada, please contact Charles Massé, Managing Director, at 450 582-7800, or visit the company's Web site: www.rolledalloys.com.



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