



LAVAL TECHNOPOLE

E C O N O M I C N E W S L E T T E R

BIOPOLE | e-POLE | AGROPOLE | INDUSTRIALPOLE | TOURISM

Clarins gets a beautiful new look

On September 23, Clarins Canada officially opened its new head office, with Michelle Courchesne, Québec Minister of Education, Recreation and Sports, as well as Minister of Families and Minister Responsible for the Laval Region, Gilles Vaillancourt, Mayor of Laval, and many other guests in attendance. Clarins Canada had actually moved into its new 10,034-square-metre Laval home, which involved a total investment of \$10 million in the land and building, last April, after some 24 years in Montreal's Saint-Laurent borough.

Clarins had been preparing for this move for some time. Having experienced strong growth throughout Canada over the past six years, a constant increase in the number of its employees and also having exhausted every possibility for reconfiguring its former head office, it had become unavoidable. Among other things, the move will enable the company to continue to grow its Canadian business.

Jocelyn Cuirot, President of Clarins Canada, explains the choice of Laval: "The city is strategically located near the airport and major highways, in addition to being accessible by public transit, an important consideration for us, as we wanted to make sure that all our employees would be able to get to work easily. Moreover, we received a warm welcome from LAVAL TECHNOPOLE, which provided us with support in various administrative and logistical procedures."

Clarins Canada's growth can be demonstrated in terms of both sales, the number of brands it distributes and the size of its staff. As well as its flagship Clarins brand, the company distributes some twenty of the



world's most famous beauty and fragrance names, among them *Angel*, *Azzaro pour Homme* and *Chrome*. Furthermore, Clarins Canada employs approximately 100 people at its head office and around 230 at various sales outlets, figures that are bound to increase during the next few weeks, due to the opening of the company's Skin Spa in Laval.

The Clarins Skin Spa will provide the ultimate in beauty care. As Danielle La Roche, National Director of Public Relations, points out, "This is the basis of Clarins' success. When, in 1954, Jacques Courtin-Clarins decided to devote his life to women's beauty, he created the first Clarins Institute, a top-of-the-line esthetic institute in Paris that has known overwhelming success ever since."

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Just like skydiving... except not from 4,000 metres high



In June 2008, on the Centropolis site in Laval, Société Ciel Aventure Québec began construction on its very first free-fall simulator. More technically known as a recirculating vertical wind tunnel, this new entertainment facility has involved an investment of \$6 million.

The company's story began in 2001, when Alain Guérin, a novice skydiver, was seeking a way to sharpen his technical skills in a safe, stress-free environment. He then happened to discover, in Orlando, Florida, the free-fall simulator that had been developed by the SkyVenture firm. This comprised a vertical tunnel into which pressur-

ized air from the outside was blown. From that moment on, he formed the idea of setting up the same type of technology in Québec. However, since outdoor temperatures in the province are relatively cold for a good part of the year, the simulator would have to be modified. The following years have been spent adapting the simulator's basic technology and securing financing for the project, but SkyVenture Montreal will finally open in March 2009.

Mélanie L.-Guérin, Director of Marketing and Communications, mentions that Laval was chosen as the site for the simulator since a market study revealed that the city's strategic location would enable 80% of the metropolitan area's population to reach it easily. "Moreover, Centropolis was looking to incorporate a new recreational and tourist activity within its infrastructure, so the SkyVenture Montreal tunnel, the first of its kind in Canada, was ideal," adds Ms. L.-Guérin.



This recreational activity is aimed at people of all ages who want to learn the rudiments of skydiving, as well as those who would like to hone their skills in the sport. Even children as young as four years old can discover the pleasures of flying! For their part, Secondary II students who are taking the introductory physics course, part of which is devoted to free falling, can turn a fun activity here into an educational field trip.

The simulator is extremely safe. In fact, no accident has ever been recorded in the 15 other SkyVenture facilities located around the world. A number of measures have been instituted to ensure user safety. If it is their first experience, visitors meet with an instructor who explains what will take place during the session. Then, a video is shown demonstrating, among other things, how to put on the flight suit and helmet, the positions to take in the tunnel and the hand signals to use to communicate with the instructor. Once they are properly outfitted, the aspiring skydivers undergo a practice session on the ground. A question and observation period follows before the big moment.

Finally, visitors are allowed to enter the anteroom of the tunnel, which is almost 17 metres high. Up to eight people at a time can jump from the takeoff platform onto the wind stream, which moves at a speed of between 100 and 200 km/h. The group can experience the sensations of free falling, gliding and aerial acrobatics. "Here, too, everything has been designed to ensure the safety of users: the net floor acts as a trampoline and an instructor is always on the ground to provide advice and assistance," points out Ms. L.-Guérin.

The \$6 million was mainly invested in the tunnel's construction and the purchase of SkyVenture's unique technology, furnishings, expertise and computer program. Part of the budget will also be devoted to staff training, since this new tourist attraction will create some 25 jobs.



Société Ciel Aventure Québec inc. expects to have approximately 21,000 visitors during its first year of operation. LAVAL TECHNOPOLE will continue to provide support to the company in publicizing this new destination, which is part of Laval's Route des sciences tourist circuit.



To learn more about SkyVenture Montreal, please contact Mélanie L.-Guérin, Director of Marketing and Communications, at 514 524-4000, or visit the company's Web site at: www.skyventuremontreal.com.

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The new Skin Spa will be located in the head office building, which has been designed in the spirit of the Clarins philosophy. "The rounded lines of this prestigious building bring femininity (women are the brand's main customers) and nature to mind. The look of the building was just as important to us as its sustainable development side, since Clarins owes everything to plants, which are at the basis of all our ingredients," adds Mr. Cuirot. Furthermore, certain aspects of the building's infrastructure—energy-efficient lighting, radiant heating, water-saving plumbing, effective insulation—were designed in accordance with new environmental standards.

"It was also very important for us to provide our employees with a pleasant, modern environment in which natural light is an integral part of the décor," mentions Ms. La Roche.

Now that they are settled in their new offices, Clarins Canada managers declare themselves ready to take on new challenges. As it is the country's third largest company in the luxury cosmetics industry, it certainly has the capacity to set out on conquering new heights.

The Clarins Group, whose international head office is located in Paris, is active in 150 countries through 20 distribution subsidiaries, 140 agents and over 19,000 sales outlets. Total sales surpassed the €1 billion (CAN\$ 1.5 billion) mark in 2007, with growth since 1990 averaging close to 10% per year. It is the European leader in luxury beauty care.



For further information about Clarins Canada, please contact Danielle La Roche, National Director of Public Relations, at 450 686-7306, or visit the company's Web site at: www.clarins.com.

A very secure—and green—data centre for Telus

Telus, one of the major leaders in the Canadian telecommunications industry, will invest \$33 million in setting up an Internet data centre in Laval. The company, primarily known in Quebec for its wireless phone services, will add to the critical mass of firms in Laval's e-POLE.

This investment is a logical fit within the plans for growth of the company, which offers an extensive range of business solutions because of its national, Internet protocol (IP)-powered network. The new Laval data centre will join the eight others Telus already runs in Canada and will help meet companies' changing requirements.

Accessibility and security

A number of factors made Laval the ideal home for the centre. Its location allows Telus easy, optimal linkage with its next-generation telecommunications network and will be able to accommodate further expansion should customer needs require it. "We also chose Laval for its combined remoteness and proximity," confides Stacey Masson, Senior Director for Media Relations. "The site is easy to get to, but also sufficiently out of the way to guarantee the security needed for such a data centre."

Security is indeed an imperative for this type of infrastructure, which will house secure servers, that is, extremely powerful computers that will process a high volume of transactional and/or confidential data. Many measures—in particular, bulletproof windows and a state-of-the-art security system—will be taken to make the place a fortress. Moreover, the site will have Tier III certification from the Uptime Institute, a U.S. organization that is internationally recognized for its reliability assessments for centres of this kind.

Environmental innovation

However, security will not be the data centre's only feature worthy of mention. Environmental protection has been a Telus concern for many years. The 4,134-square-metre building acquired by the company will be renovated in accordance with environmentally friendly standards and evaluated by the Canada Green Building Council.

Here, innovation will be put at the service of the environment. "A data centre's equipment produces a tremendous amount of heat. In order to ensure its proper operation and durability, we have to air-condition the facility, which requires a great deal of energy. To do this, we will put in a system that will recycle cold air from outside during the three chillier seasons of the year," explains Ms. Masson. Similarly, the use of hydroelectricity, considered carbon neutral, will be a real asset for a company aiming to reduce its polluting emissions.

Plans for growth

The Laval data centre, scheduled to open its doors in 2010, will gradually create jobs. However, it is not the only major project in the works for the wireless operator, which has 5,000 employees in Quebec alone. In fact, Telus has just acquired the BlackBerry Storm, the brand-new touch-screen smartphone from Research In Motion, which it will begin to market before the Holidays.



To learn more about Telus, visit the company's Web site at: www.telus.com

"We chose Laval for its combined remoteness and proximity. The site is easy to get to, but also sufficiently out of the way to guarantee the security needed for such a data centre."

Logicaïsse registers strong growth



From left to right: Alexandre Duplessis, Laval City Councillor; Jean-Paul Brazeau, Vice-President, Sales, Logicaïsse; Marco Lussier, Managing Director, Logicaïsse; Raymonde Folco, federal MP; and Normand Raymond, President, Logicaïsse.

On November 4, Logicaïsse held the official opening of its new offices with Raymonde Folco, federal Member of Parliament for Laval—Les Îles, and Alexandre Duplessis, Laval city councillor for the Saint-Martin district, as well as a number of customers, partners and employees in attendance. The company, Quebec's biggest distributor of cash registers and point-of-sale systems, had already spent a few weeks working in the spacious and modern building, which better fits its needs. All told, the purchase of the land, construction of the 4,572-square-metre facility and fitting out of the premises involved an investment of \$3 million.

Founded in Laval in 1985, Logicaïsse quickly became a player that really counted in its sector. In 1989 it became the largest Canadian distributor of Samsung cash registers. It subsequently diversified its product line by offering advanced point-of-sale management systems that enable the handling of many different types of transactions. It is also the exclusive distributor in the Greater Montreal Area of Best software, which manages all sales-related operations, such as inventory and orders. Logicaïsse recently added another complementary product to its line with the acquisition of a company that manufactures liquor control systems. The company therefore primarily targets the restaurant, bar and retail markets.

"It should be noted that we are not only a distributor," points out Marco Lussier, Managing Director. "We also offer thorough needs assessment, training, and systems installation and programming services, as well as—and this is most important—fast, efficient, round-the-clock support. We know how crucial it is for a business to be able to rely on equipment that works, especially at peak periods, and it is, in fact, our customer service that has made our reputation."

Bearing this key to success in mind and applying it explains Logicaïsse's strong growth. In five years, the number of its employees—a sure sign of such growth—has climbed from 12 to 45. This year alone, 10 new positions were created. Furthermore, because of its move, the company plans to hire up to 10 more people over the coming months.

"We are in expansion mode," declares Mr. Lussier, "and we have several plans for developing our markets." Logicaïsse's liquor control systems are enjoying great success in France and the company is counting on solidifying its base in that country, while at the same time exploring other European markets. The United States also figures on its list of new frontiers. The company is targeting the retailer market in Quebec and Canada, particularly the major chains. In short, it will keep working hard to consolidate its leading position.

Moreover, Logicaïsse plans on continuing to improve its offer by providing new products that will cover every retail, restaurant and bar management need.



For further information about Logicaïsse, please contact Marco Lussier, Managing Director, at 450 688-1271, or visit the company's Web site at: www.logicaïsse.com.



Baracci Solutions: For real Internet solutions



In April 2003, Franco Zegarelli and Johnny Sivilla, two former Bombardier executives, launched Baracci Solutions, an Internet solutions development company. Combining their complementary expertise in, respectively, Web applications and marketing, the two founders were confident they would meet the expressed need of both SMEs and major corporations, but little did they know the real enthusiasm their service offer would create.

From its beginnings, the company has never found it necessary to conduct a major marketing campaign, nor assign a salesperson to make its services known. "Word of mouth is our best promotional tool," emphasizes Mr. Sivilla, Vice-President. In fact, after having tested and used the applications developed by Baracci Solutions, customers are able to talk about and confirm their added value.

Baracci Solutions designs Web management tools on the basis of companies' business processes, systematizing and automating such processes in order to enable its customers to become more productive and compete with the biggest players in their markets. The result of this is that each solution is specifically developed and customized for a company. For example, Baracci Solutions designed a Web business solution for the Quebec Aerospace Association that manages contacts, members, members-only information, training sessions, membership renewals, billing, and so on. The Association, which previously used Excel files for its day-to-day management, thus became more efficient.

"The most important thing for us is to ensure that our customers maximize the returns on the investment in their tools. We can say that our solutions help increase our customers' productivity by 50% to 80%, depending on the company's level of operations," declares Mr. Zegarelli, President. "What we want to do is increase our customers' business potential tenfold," adds Mr. Sivilla.

Baracci Solutions has also developed an innovative product, available in a variety of modules, for the event management market. Its tools allow the management of all the logistical aspects related to holding trade shows, exhibitions and conferences. Furthermore, the system enables real-time planning, organization, management and reporting for each event.

Event planners, however, make up only a small portion of Baracci Solutions' clientele. With such customers as Pratt & Whitney, Aéroports de Montréal, Xstrata, Skyservice, LAVAL TECHNOPOLE and CLD Laval, the company is going strong. Recently, it set up a complete e-business solution for Projacs International, a Pan-Arab construction project management company with offices in some 20 countries in the Middle East and elsewhere. This solution makes it possible to manage every stage in a project's construction, from the call for tenders to billing.

In the medium term, Messrs. Zegarelli and Sivilla plan to offer their services worldwide. "But, first and foremost, we want to help companies here at home," the president points out, "particularly manufacturers, which need to standardize their business processes, especially if they have plans to sell their products internationally."

At the same time, Baracci Solutions is devoting itself to diversifying and improving its products, as well as investing heavily in research and development, all critical for its own growth.



For further information about Baracci Solutions, please contact Franco Zegarelli, President, at 450 662-8700, or visit the company's Web site: www.baracci.com.

A new and improved shopping experience at Carrefour Laval, courtesy of Cadillac Fairview



Cadillac Fairview, wholly owned by the Ontario Teachers' Pension Plan and one of North America's largest investors, owners and managers of commercial real estate, has announced an investment of \$52 million to revitalize Carrefour Laval, Québec's biggest shopping centre in terms of size.

The work to upgrade the centre will include two phases that will take place between now and fall 2009. Some businesses will be moved, but the number of tenants, at 300, will remain the same.

Phase I of the project will involve merging the two existing food courts to create an innovative area that will bring together some 15 restaurateurs that will combine traditional fast-food offerings with the latest trends in more refined, health-conscious and cosmopolitan meal options. A number of shops will offer freshly made products such as gourmet chocolates, bread, pastries and Italian ice cream. "Sophisticated, urban and epicurean are the words to describe what the new and improved food court will be like," points out Manon Parisien, Vice-President, Eastern Canada Portfolio for the Cadillac Fairview Corporation. The number of seats in the food court will also increase by 25% to bring the total to 1,200.

Phase II, which should begin in spring 2009, will focus on the complete renovation of the centre to harmonize with the area inaugurated in 2002, in which Cadillac Fairview invested \$88 million. Common areas and those spaces not renovated in 2002 will be completely redesigned and rebuilt. Their colours, floor finishes, lighting and ceilings will all get an update, while new rest areas will be set up in order to create a pleasing whole.

"Cadillac Fairview prides itself on offering up-to-the-minute spaces that are always well maintained and meet the needs of merchants and consumers alike," adds Ms. Parisien. "Our guiding principle is to continually innovate in terms of our shopping centres' facilities, selection of retailers and design. We want to create a true shopping experience for our customers."



Cadillac Fairview and its affiliated companies own and manage 83 properties located throughout North America, including some of Canada's most prestigious addresses, among them the Toronto-Dominion Centre, the Toronto Eaton Centre and the Pacific Centre in Vancouver. In the Greater Montreal Area, the corporation owns the "Fashion Centres": Galeries d'Anjou, Promenades St-Bruno, Fairview Pointe Claire, and, of course, Carrefour Laval.

From its opening in 1974, the number of businesses in Carrefour Laval has more than doubled. Cadillac Fairview has invested over \$225 million in the centre since 1983. Its 1.3 million square feet of space attracts an average of 12 million visitors a year. With this new investment, Cadillac Fairview intends to increase customer traffic at Carrefour Laval, as well as its retail productivity per square foot.

The work to upgrade the centre should be finished in fall 2009 and will create approximately 100 local indirect jobs.



For further information about Cadillac Fairview and Carrefour Laval, visit the following Web sites: www.cadillacfairview.com and www.carrefourlaval.ca.



Montpak has its eye on international markets... and a new home in Laval

Canada's leading supplier of quality fresh, frozen and value-added veal products to food retailers and food service markets, Montpak International inc. recently announced its intention to build a new facility to house its offices, processing plant and refrigerated warehouses on a 19,000-square-metre lot in eastern Laval's Highway 25 industrial park. Involving an investment of \$8 million, Montpak's new home is now in the design stage and is slated to open in the summer of 2009.

The firm's long-term plans to broaden its markets for its milk-fed and grain-fed veal products—and keep its some 150 employees at their existing facility happy—are behind this move. As Harvey Buksbaum, President of Montpak International, explains: "We want to drive the company towards new markets internationally. We currently export to the U.S. and we are actively looking for customers in Europe and beyond. Our present facility in eastern Montreal does not provide us with any room to expand, which we need to do in order to better serve our current clients and take advantage of new worldwide market opportunities. The new location in Laval will give us more space and access to a first-rate transportation network. As well, the location is also well situated for most of our employees."

A vertically integrated "field to fork" company that is among the largest of its kind in North America, Montpak International's involvement in veal production and processing includes interests in everything from livestock operations and feed manufacturing to slaughtering and related transportation, research and development services. The company operates processing plants in Montreal and Sainte-Angèle-de-Prémont (near Trois-Rivières) and an abattoir in Saint-Germain-de-Grantham (on the outskirts of Drummondville), all of which are federally inspected and HACCP accredited. As Mr. Buksbaum notes, "Food safety and quality has always been our motto, so our facilities also undergo a third-party quality control audit on a yearly basis to ensure they match our own high standards."

Moreover, in the past year the company has invested in renovating its barns to ensure it is compliant with the most up-to-date animal welfare standards, and its abattoir also undergoes an annual third-party audit

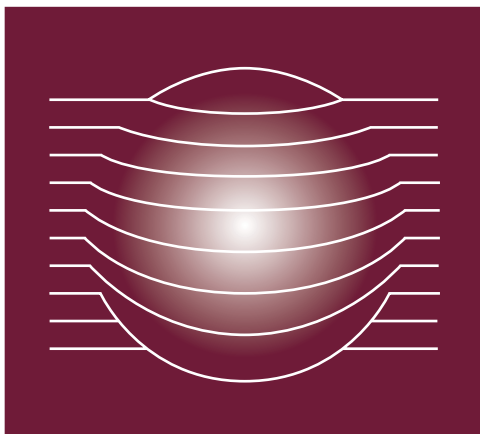
in this regard. This enables the company to offer clients, as Mr. Buksbaum says, "not just a quality product—they can be comfortable that animals have been treated humanely."

A family-run company that was established by the current president's father, Mike, in 1959, Montpak International's mission is to raise the profile of veal and sell more of it around the globe. The relatively high price in North America of milk-fed veal in particular has posed a challenge to growing veal consumption, but the company's continuing development of new value-added products maximizing the return on expensive carcasses is designed to address that issue, as well as open up new market niches.

As its name indicates, the company aims to become an international leader in the veal product industry and, with its ongoing strategic planning, positive initiatives in respect to product pricing, convenience trends and animal welfare concerns—as well as its planned move to new state-of-the-art facilities in Laval—it is more than prepared to achieve that goal. "We are looking to take Montpak International to the next level, and we have both the experience and innovation to get there," concludes Mr. Buksbaum.



To learn more about Montpak International inc., please contact Harvey Buksbaum, President, at 514 527-8641, extension 204, or visit the company's Web site: www.montpak.ca.



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WINTER 2008-2009
ECONOMIC NEWSLETTER
PUBLISHED BY



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