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A huge construction project that will mean better health care for Laval residents



Last October, the Québec government confirmed that a new, ultra-sophisticated cancer treatment centre would be built on the Cité-de-la-Santé de Laval hospital site. It is estimated that this project will involve an investment of approximately \$37.5 million for the construction of the centre, \$40 million for equipment and \$29 million for its operation—good news not only for those Laval residents battling cancer, but also for the hospital and the city's economy.

An integrated oncology centre

Currently, some 900 patients per year from the Laval region must be treated outside the area, since the Cité-de-la-Santé de Laval does not have the equipment needed for radiation therapy. From late 2010 on, however, such patients will be able to receive all necessary cancer treatment close to home. The new Cité-de-la-Santé oncology centre, a two-storey, 6,970-square-metre building, will incorporate 6 rooms for radiation therapy, 30 chemotherapy chairs, as well as a room for internal radiation therapy and a number of offices for consultations.

"All the medical professionals concerned will work together under the same roof in order to provide a continuum of care," explains Luc Lepage, Managing Director of Cité-de-la-Santé, "since when a person is diagnosed with cancer, every single aspect—family, financial, spiritual, and so on—of his or her life is affected."

This type of structure has been modelled on a centre in British Columbia in which a multidisciplinary team, working with community organizations, oversees every facet of patient care management in order to promote recovery. Its integrated information system will make the Laval oncology centre the first of its type in Québec.

"It should be realized that patient care management requires extraordinary co-operation on the part of all professional departments and a major involvement on the part of the patient," continues Mr. Lepage. "Once the disease has been detected and the diagnosis confirmed, treatment and follow-up begins. The new infrastructure will enable us to offer a wide range of services that will make all the difference for patients."

Continued on page 2



IMSL: The synergy of medical specialists all working under the same roof

Given a situation in which there is a severe shortage of medical specialists and people lament the problem of getting an appointment with one of them, the opening of a medical complex bringing together a number of specialties is certainly good news! The Institut de Médecine Spécialisée de Laval (IMSL) will be opening its doors in March 2009 at 1875 Maurice-Gauvin, in the block northeast of Boulevard Saint-Martin and the Laurentian Autoroute. Built on a 8,730-square-metre lot, this clinic has involved a real estate investment of approximately \$6 million, with Groupe Montoni handling the construction.

The concept of gathering the practitioners of several medical specialties under the same roof resulted from a very simple observation: "Most people do not like the idea of having to go to a hospital just to see a specialist," states Élie Kassissia, Secretary-Treasurer of IMSL. "A hospital should be the place to go when you have an emergency,



need surgery or the kind of test that is only offered in hospital settings. The majority of health problems, however, should be able to be diagnosed in a clinic." And that is precisely IMSL's primary mission: to offer the Laval population high-quality, multidisciplinary specialist medical services in a non-hospital setting.

Continued from page 1

The human aspect will be reflected not only in the type of care that patients will receive, but also in the architecture of the centre, since the hospital's foundation has agreed to inject \$1.5 million into financing a vast atrium that will let natural light penetrate to the building's ground floor. As Mr. Lepage remarks, "A hospital does not have to be a depressing place."



Not just an oncology centre, but a regional centre

The addition of the new oncology centre will mean that the Cité-de-la-Santé will soon extend over an entire kilometre. However, much more important than the size of the health complex will be the wide range of care and services it will offer. The current team has already been designated in charge of oncology for the region; with the new centre, the hospital will have access to new sources of financing, more specialized resources and a multitude of programs.

"We will not only be able to provide better service to the local population, but also offer radiation therapy to patients living in

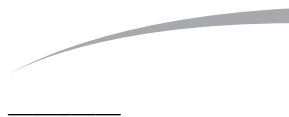
the northern ring of suburbs, who at the present time must also go to Montreal to receive treatment," states Mr. Lepage. "This project demonstrates the government's commitment to granting the regions greater autonomy."

A regional economy that is booming

Investments equivalent to the \$37.5 million announced by the Québec Ministère de la Santé et des Services sociaux, Laval's Health and Social Services Centre, the CSSS, and the Cité-de-la-Santé Foundation will be added for the purchase of specialized equipment. The recurring operating budget will be approximately \$29 million annually. Moreover, once the oncology centre opens, some forty high-level jobs will be created.

"This major project would not have been possible without the tremendous co-operation of many players," points out Mr. Lepage. "Physicians, other professionals, patients, numerous organizations and donors have all been involved in the initiative—one more demonstration that Laval is particularly dynamic when it comes to creating synergies that benefit the entire community."

Centre de santé et de services sociaux
de Laval



For further information about the Cité-de-la-Santé de Laval oncology centre, please contact Luc Lepage, Managing Director, at 450 975-5598.



IMSL wants to become Laval's medical services hub, a centre that people, once their general practitioner has referred them, will know to go to in order to obtain the specific type of care they need. This two-storey polyclinic will be staffed by a number of physicians who have many years of practice behind them and are recognized in their respective specialties, among them cardiology, endocrinology, otorhinolaryngology, neurology and pneumology. Diagnostic testing will be available at the clinic, which will also have a respiratory physiology lab and a sleep disorder centre.

The closeness of other specialists will create a synergy that is sure to foster the sharing of knowledge and ongoing professional development. "However, it is ultimately the clinic's clients who will profit from such synergy," points out Mr. Kassissia. The Institut will certainly be offering multidisciplinary services, but also interdisciplinary ones. The human body is made up of different systems, each of which concerns a particular medical specialty, but its overall functioning is far more complex than the sum of all its systems, explaining the need for a holistic approach. Through consulting their peers at the Institute and building relationships with various other healthcare workers, IMSL medical specialists will be able to provide their patients with a

whole range of expertise going beyond the strict confines of their respective fields.

"This structure will enable us to put the patient at the centre of the medical process. We see it as a return to the very basis of a physician's vocation: to provide the best care possible, in a humane, personalized way, in order to enable people to preserve or regain their health," states Mr. Kassissia. It should also be noted that it is mainly physicians that sit on IMSL's board of directors and, in light of their closeness to the clinic's clientele and the knowledge they have—or will acquire—about their needs, they have made a formal commitment to continuous improvement.

Finally, as well as being a boon to the health of Laval residents, IMSL will have a stimulating effect on the area's economy, as it will create some 40 high-level jobs.

To learn more about IMSL, the Institut de Médecine Spécialisée de Laval, please visit its Web site: www.imsl.ca.

Orbinox opens the valves

A Spanish company with a worldwide sales network on five continents, Orbinox designs and manufactures valves and hydro-mechanical equipment. It recently repurposed its Canadian distribution centre, located in Laval, initiating a series of investments totalling \$1.1 million.

The building's plant space, previously devoted to modifying parts manufactured in Orbinox's Spanish and Indian factories, was enlarged by 1,486 square metres, bringing its total area up to 2,787 square metres. In addition, the area in the building reserved for administration was given 418 square metres of space. The reason behind these investments? From now on, the company's Laval subsidiary will manufacture knife-gate valves for the North American market.

The subsidiary will, however, continue its mission of distributing Orbinox's other products throughout Canada. Valves, in some ways big faucets that stop or change the flow of a liquid, are mainly used in industries like pulp and paper manufacturing and mining, as well as in the agri-food sector.

"For the last two years, we have been conducting market demonstrations of our knife-gate valves in wastewater treatment plants. We have now decided to manufacture them right here in order to be more competitive in the North American market," declares Joe D'Angelo, President of Orbinox's Laval subsidiary. As Gilles Vaillancourt, mayor of Laval and also president of the Coalition for the Renewal of Québec Infrastructure, has regularly reminded, the infrastructure of many Canadian municipalities is in serious need of rejuvenation. During recent months, the provincial government

and various paragonovernmental organizations have announced specific grants to help municipalities upgrade their infrastructure. Last January, the federal government's most recent budget made provision for investments in the order of \$4 billion over the two next years for refurbishing aging infrastructure, including that of wastewater treatment facilities. There is no doubt that municipalities will take advantage of this windfall and Orbinox will manufacture a lot of valves! This favourable situation for the company will certainly enable it to await the end of the present economic downturn with relative equanimity.

The future looks very bright for Orbinox, which currently has a number of major projects in the works, including in Montreal, London, Toronto and Chicago. The expansion has meant the hiring of 7 new employees to join the ranks of the 17 currently working at the Laval facility. The subsidiary even foresees the possibility of further enlarging its plant within the next three years! "Orbinox is an international concern that has been in operation for 40 years and enjoys solid financing. The Canadian subsidiary therefore has everything in place to ensure its continued growth," points out Mr. D'Angelo.



For further information about Orbinox, please contact Joe D'Angelo, President, at 450 622-8775, or visit the company's Web site: www.orbinox.com.



A college that is growing... and contributes to students' growth

In December 2007, Michelle Courchesne, Québec minister of Education, Leisure and Sport, as well as the minister responsible for the Laval region, announced a grant of \$9.9 million for the expansion of Collège Montmorency. Construction to add 4,164 square metres of new space to the north side of the College's A wing will begin this summer. In addition, the library, cafeteria and public spaces will be enlarged as part of the reconfiguration of the existing facilities. Given the major increase in attendance at the institution, washrooms will be added and more classrooms are planned to replace the 15-class modular units that the College has had to use in order to handle the jump in enrolment. The work will take place over two years and will involve three phases.

The expansion became necessary in order to meet the needs of the 300 to 400 additional students Collège Montmorency has welcomed in the last five years. For some time now, the College was authorized to accommodate 4,700 students, but ministerial approval in August 2007 increased this to 5,800.

A number of factors explain the growth in enrolment. "One of them is the demographic profile of the Laval area," suggests Denyse Blanchet, Director General of the College. It is true that Laval's population increased by about 25,000 from 2002 to 2007, a growth rate above the provincial average.¹ However, this demographic phenomenon only partly explains the increase in enrolment at the College.

"We have also experienced a pronounced increase in our pass rates over the last few years," notes Ms. Blanchet. "In fact, between 1998 and 2006, our first-semester pass rate increased by 17.5% in our pre-university programs and by 25.5% in our vocational programs, in comparison with 4.5% and 8.9% in all public CEGEPs in Québec.² The College's student retention rates have also seen a major jump during recent years. "The measures we put in place a few years ago to provide support for our students and their academic success seem to have worked," points out Ms. Blanchet. "There has been a decrease in our drop-out rate, which has resulted in an increase in our student population."

"It should not be forgotten that the College is a respected institution that is very active within the community, not only in terms of the variety of programs and services it offers to regular students, but also to adults and Laval area companies and organizations. I believe it could be said that its reputation for excellence has earned



it a fair number of applications for enrolment," states the director general of Collège Montmorency, which accommodates close to 850 people in its continuing education department and 1,000 more in its customized training programs every year.

The demand is real and, according to the College's estimates and forecasts, it could certainly handle more students. However, it must now restrict admission to certain programs, not only to respect its educational mission, but also to ensure a quality teaching and learning environment for its current students. "Collège Montmorency would therefore be very interested in being able to take advantage of the \$2 billion earmarked in the last federal budget for building new facilities for post-secondary institutions," concludes Ms. Blanchet.



**COLLÈGE
MONTMORENCY**^{MD}

To learn more about Collège Montmorency,
visit its Web site: www.cmontmorency.qc.ca.

1. Institut de la statistique du Québec, *Profile of the Laval Administrative Region*.
2. Collège Montmorency, *2007-2008 Annual Report*.



Following its analysis, MS Pharma is wagering on specialization

Eighteen months ago, MS Pharma, a clinical laboratory, bet on market specialization, rather than diversification. The particular niche it's targeting? Manufacturers of pharmaceuticals, cosmetics and nutraceuticals.

MS Pharma's two founders, Stephan St-Pierre, President and General Manager, and Yanick Gauthier, Vice-President, have both worked as managers for pharmaceutical, cosmetic and nutraceutical manufacturers for over ten years. "In certain situations," explains Mr. St-Pierre, "manufacturers must make use of external laboratories, for example, in order to obtain Health Canada approval for a product or for quality control of product lots." The majority of laboratories in the metropolitan area serve a heterogeneous clientele that has extremely varied needs: analysis of a paint that could contain lead, a list of the chemical and bacteriological agents in swimming pool or lake water, soil characterization, and so on. Very few laboratories focus their activities and structure their operations around meeting the specific requirements of pharmaceuticals.

It was from this observation that MS Pharma was created. "We are thoroughly familiar with the day-to-day reality of manufacturers and we developed our range of services along that line," indicates Mr. St-Pierre. "Our offer is firmly pegged to the production imperatives of the industry." This translates into enhanced customer service: shorter time frames for analyses, development of analytical methods, regular and accelerated stability testing, a 24-hour emergency number, regulatory advice, resale of lower-cost laboratory products, the drafting of technical specifications, and more.

Another factor that spurred the founding of MS Pharma was Health Canada's 2007 change to its *Natural Health Products Regulations* in respect to their manufacturing and quality. Since that time, manufacturers of such products must have a laboratory certify that their ingredients and finished products comply with the new requirements concerning the purity of chemical contaminants. "Traditional methods of analysis need several different types of substance detectors, which in the end proves to be very complicated and costly. We have therefore established an analysis protocol that uses mass spectrometry, which enables us to determine the mass of all the molecules contained within a product sample. This is, in a way, a universal detector," notes Mr. St-Pierre. Interestingly, the name of company refers to this method of analysis—mass spectrometry, or MS.

MS Pharma can today state that it has won its bet on specialization. In little more than a year, the company has made a return on its initial investment and succeeded in gaining the confidence of

numerous manufacturers in the analysis of pharmaceutical products, pesticides, sun creams, contact lens solutions, shampoos and syrups.

The next step for MS Pharma: combining geographic diversification with its market segment specialization. During the next year, it intends to continue its efforts to grow not only within the Biotech City, where it is now well established and where a major pool of the kind of manufacturers it is targeting already exists, but also in Ontario and other provinces throughout Canada. The company also has the United States in its sights, and will soon begin the process to receive U.S. Food and Drug Administration accreditation. "In the longer term, we would like to obtain an ISO certification, which would enable us to look towards Europe, where laboratories are subject to more complex procedures that increase time frames and costs tenfold. European manufacturers would therefore find it advantageous to do business with a Canadian laboratory like MS Pharma," adds Mr. St-Pierre.

The opportunities are therefore many for MS Pharma, which intends to establish itself as a key player in the market niches in which it has the expertise and the experience to make a real difference.



Stephan St-Pierre, President and General Manager.



To learn more about MS Pharma, please contact Stephan St-Pierre, President and General Manager, at 450 686-5327, or visit the company's Web site: www.mspharma.ca.



I-D Foods: bringing the gourmet delights of the world —and more—to Laval . . . and all of Canada

I-D Foods Corporation, a coast-to-coast importer and distributor of specialty and natural food products, will soon see the completion of a 6,500-square-metre expansion with 12.8-metre-high racking to its existing facility at 1700 Autoroute Laval.

Involving an investment of \$15 million, this expansion will consolidate the company's warehouse, distribution, sales and marketing, as well as administrative, operations under one roof.

The importer and distributor in Canada of such internationally famous brand-name products as De Cecco pastas, Maille mustards, Tiptree jams, Ryvita crispbreads, Bahlsen, Vicenzi and Pepperidge Farm biscuits and cookies, and Equita fair trade—certified coffee, tea and chocolate products, I-D makes its own Caf-Lib coffee and tea and Sugaresque sugar alternatives.

In 2008 I-D Foods celebrated its 60th year in business. Founded in 1948, Imported Delicacies (the precursor to I-D) reversed the post-war movement of food parcels to Europe by beginning to import European food specialties to Canada. Philip Issenman, the current President, purchased the company in 1971 and has since overseen an exponential increase in its business—a fact that explains the expansion of the I-D Foods' building in Laval.

As Mr. Issenman explains: "The new facility will have 16 loading docks, which will greatly facilitate getting the products our company handles out to our many customers—from wholesalers, major food chains, warehouse clubs, department and drug stores to independent food stores and food service operators—throughout Canada."

I-D Foods ranks Number 1, 2 and 3 for Maille, Ryvita and De Cecco, respectively, amongst their export customers worldwide. "We receive about 1,500 containers a year that get to us through the Port of Montreal. It's obvious, then, that Laval's strategic location in terms of easy access to all major Canadian highways is a real boon for our business. Of our total national workforce of close to 300 employees, 150 head-office employees live in Laval. That was another factor that spurred our expansion in the city."

Another advantage of being located in Laval is the city's impressive pool of biotech companies. "This was a great help to us in developing our Sugaresque no-calorie, all-natural sugar alternative product,

for example," states Mr. Issenman, "and we know that, if we decide to move forward with similar innovations, we can count on the input of experts located right in our own neighbourhood!"

Even in the current tough economic times, I-D Foods faces the future with confidence. It has been the company's experience that sales of little luxuries like Maille Dijon mustard or Bahlsen Wafer Rolls actually increase during periods of recession.

I-D Foods dominates the Canadian specialty food market in many of its product categories. The company has another area of expertise, however, developed as a result of its need to ensure the excellence in logistics, sales and marketing infrastructures so important to the core business: integrated inventory management information tools.

Through its subsidiary IDIT Corp., it is both a reseller of and support provider for the world-renowned SAP Business One software. As well, the company has developed its own ID-Pad, a paper-free, supply chain optimization system. This system takes care of everything from remote order entry and preparation to inventory, invoicing and accounts receivable, in real time.

All in all, it seems sure that the best is yet to come during I-D Foods' next 60 years!



For further information about I-D Foods Corporation, please contact Philip Issenman, President, at 450 680-2468, or visit the company's Web site at: www.idfoods.com.



JPR will be opening new doors

JPR Doors has been operating in Laval since 1978, the year it was founded. Thirty years later, the company has again chosen Laval as the location to build its brand new head office, which will be an energy-efficient, 3,250-square-metre structure with a 930-square-metre mezzanine—48% larger than the existing factory. Since construction will take several months, the company will move its workforce during the summer.

JPR Doors designs, manufactures and installs garage doors for the residential, commercial and industrial sectors: garage doors for homes, car dealers, aircraft hangars, warehouses and businesses, as well as oversized doors, glazed doors, fire doors, impact-resistant doors and so on. The choice of features is infinite, but each door is unique because it is custom-built.

“Customer service is just as important as the products themselves. That is what distinguishes us from the competition,” emphasizes Pierre Gosselin, General Manager of JPR Doors. “We have built our reputation by striving to offer impeccable maintenance and repair service that is available 24 hours a day, 365 days a year, including paid holidays, the Christmas season and the construction holiday. We have 16 service trucks on the road.”

The lack of space and limited configuration options became factors that hindered JPR Doors’ performance. Since the majority of its customers are to be found in the metropolitan area, it seemed natural to choose Laval once again as the site for building its new plant. “Laval was the obvious solution, because we have always received excellent service from municipal officials and **LAVAL TECHNOPOLE**,” stressed Mr. Gosselin. “Moreover, almost all provincial and federal government services are available in Laval. I also have to point out that Laval is central and easily accessible, which constitutes an advantage when we have to travel to provide service to our customers.”

JPR Doors has chosen to think big and think green with respect to its new building. The accent has, in fact, been placed on its environmental friendliness. “It’s a question of accountability,” contends Mr. Gosselin. “We sell an energy-efficient product. It is

logical that the place where we manufacture the product is energy-efficient as well.” In fact, the heating and cooling of the new building will be supplied by geothermal energy, a clean energy that provides long-term cost savings. Other environmentally friendly measures include energy-efficient lighting and three-channel garbage chutes to systematize recycling. “But sustainable development isn’t limited to environmental protection,” adds Mr. Gosselin. “There is also a very important human element. We have decided to air-condition the factory part of the building and not just the offices, because we want to make sure our entire staff is comfortable.” There is no doubt that JPR Doors’ 65 employees will be pleased with such an initiative!

Additional employees should eventually join the 65-member workforce because JPR Doors intends to take advantage of its new space to expand operations. What are its plans? It wants to consolidate its operations, computerize certain manufacturing processes through bringing in new equipment, redouble its efforts with regard to sales (especially sales outside Québec), boost research and development, and improve productivity. This last aspect is already requiring all of JPR Doors’ attention as the company has, over the past few months, been working on a value-added process management project in collaboration with Québec’s Ministère du Développement économique, de l’Innovation et de l’Exportation.

It is obvious that JPR Doors has truly prepared itself to open new doors!



For further information about JPR Doors, please contact Pierre Gosselin, General Manager, at 450 661-5110 or visit the company’s Web site: www.jpr.com.





Multibox has packed up and moved to Laval

Multibox, a designer and manufacturer of high-end packaging, moved to its new quarters in Laval last September after some 13 years in the Montreal borough of Saint-Laurent. Its new 1,395-square-metre building involved an investment of \$1.7 million.

The company had been trying to find a new home for its workforce for several years. As it continued to expand, it saw the possibilities of reconfiguring its facility dwindle. The coming to the end of its lease provided the opportunity to seriously consider the possibility of owning its own building, which would enable it to manage its growth ergonomically over the next few years. As a result, Multibox acquired a piece of property on Maurice Cullen Street in eastern Laval for the construction of a building specifically designed for its operations.

"The available lots in Montreal did not meet our requirements. We had to explore other avenues. Laval represented a judicious choice because we are able to remain close to our major customers and relatively close to our employees' homes. Unfortunately, some employees chose to leave us, but most accepted the change and are now happy to be able to work in a more spacious and modern space," notes Michel Corbeil, President of Multibox.

The change seems to have been a positive one, since the company is getting ready to create four or five new jobs by late spring. Now benefiting from a space large enough to increase its production, the company also intends to pursue the possibilities of exporting its products, particularly to England and France. "We have explored these markets somewhat by participating in trade fairs. We are currently in the process of evaluating the potential clientele and the type of partnership that would be desirable for the company. This is a new step for us, because we owe our growth primarily to word of mouth," confides Mr. Corbeil.

But Multibox does not seem to be slowed down by change. Indeed, change is precisely what it offers to its customers: creative, innovative and customized packaging. As an example, as one of its official suppliers since 1995, it has designed corrugated cardboard bags, rigid boxes and display packs for the SAQ. Other customers include famous names such as L'Oréal, Sleeman/Unibroue, Loto Québec and Bombardier. Its packaging products stand out particularly because of their natural look. In fact, the company did not wait for the environmental alarm to sound before it started using recycled cardboard, a material it has favoured since the company began.

Multibox is also recognized for its mastery of hot stamping on corrugated cardboard, a very delicate process that involves applying patterns or lettering on a product without altering its texture. With the move to Laval, Multibox has been able to equip itself with a brand new stamping press, in addition to a custom-built machine allowing it to produce certain components of its corrugated cardboard packaging.

What's more, the company still has many other projects in the bag!



To learn more about Multibox, please contact Michel Corbeil, President, at 450 665-5222, or visit the company's Web site: www.multiboxit.com.



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