



# LAVAL TECHNOPOLE

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## Laval university campus

In September 2011, Laval will welcome its first cohort of students to undergraduate and graduate university courses. In less than a year, the Laval campus of the Université de Montréal (UdeM) will open its doors. This major project, representing an investment of \$50 million, is intended to create a learning centre and a cultural engine that will become an integral part of the Laval economy and community.

The opening of a campus in Laval is the fruit of a long thought process with roots going back to 2000. Since then, the UdeM actually set up a small regional campus on Laval's boulevard Daniel-Johnson, offering courses mainly in continuing education. The community of Laval has major educational needs—general and vocational students (CEGEPs), manual labour and businesses. Moreover, the UdeM has a limited capacity for accepting students

at its Montréal campus. In 2005, the seed of an idea germinated and grew in scope: remove some of the uncertainties over undergraduate and graduate programs by creating a small university campus in Laval. "We all did a lot of thinking about the identity of the Laval campus, and it will not simply be a wing of the UdeM. It will be a mini-university in its own right," declares Dr. Raymond Lalande, Associate Vice-Rector at the Laval campus.

The UdeM—along with its partners, the City of Laval and the government of Quebec—then evaluated the best financial formula to run the project to completion. The team responsible for real estate development opted for a public-private partnership, committing the builder Pomerleau to find capital to fund the project. The agreement would allow the UdeM to become the owner over the course of a 30-year emphyteutic lease.



The new Université de Montréal Laval campus building will open its doors in September 2011.

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The building itself is six storeys, totalling 20,500 square metres, and will be able to accept 5,000 students, including 1,000 on a full-time basis. It will offer 22 multimedia classes, rooms for group work, four amphitheatres (two 150-seat venues, and two 100-seat venues that can be reconfigured for 300), a multi-faculty library, an IT laboratory, a simulation laboratory reserved for practical training in nursing, plus offices for teachers and administrative rooms.

### **The target clientele**

The Laval campus is aimed at various clienteles. First of all is the clientele from the CEGEPs. There are also manual workers in the region who are interested in a change of career or professional development and for whom the proximity of a training venue is a key consideration in deciding whether or not to study. Lastly, the UdeM targets its former graduates, some 30,000 in Laval and the Northern Ring, who would like to work towards a graduate degree.

The programs have therefore been modeled to suit the needs expressed by this diverse clientele and regional authorities, including LAVAL TECHNOPOLE, as part of a study conducted by the UdeM. In fact, three degree programs will be offered in September: preschool-primary education, nursing sciences and school adjustment. A DESS in drug development, a graduate program offered by the faculty of pharmacy, is also planned. Other degree programs should also be starting soon in psychology, psychosocial intervention and criminology. "We are gearing ourselves toward courses in health and education, two fields that are important economic forces in the region," explains Dr. Lalande. "Subsequent program development will not be haphazard; it will always be very solidly based on the needs of the people of Laval and the Northern Ring, of the companies and organizations that make up the economic fabric of the region. We believe that a university must remain sensitive to the needs of its community."

In this respect, the administration of the Laval campus plans to open a multidisciplinary clinic dedicated to psychosocial intervention. Under the supervision of professors, students will be able to interact with people gripped by various problems, such as difficulty in adapting to school or delinquency. In order to allow the UdeM to connect to Laval's real needs links will be created with community agencies and health establishments in order to be part of the continuum of services.

### **Economic engine**

"We want the campus to become a top-rank player in development," says Dr. Lalande. By setting up partnerships with businesses, health and education establishments, institutions, community and cultural organizations and a multitude of economic agents, the Laval campus will be able to fulfill its mission of synergy.

For Laval, the local presence of the UdeM will bring major economic benefits. Laval and its businesses are thus assured to have a skilled, flexible and abundant workforce in the sectors for which they are known. In fact, the students educated in the Laval region will most likely take their courses in Laval and will also probably be hired by Laval employers. Moreover, the presence of a university is highly attractive for businesses thinking of basing themselves in Laval.

### **Cultural engine**

The Laval campus also wants to foster a cultural aspect, primarily through its afternoon and evening social events and conferences on a whole range of topics. Last year, activities held in Laval attracted 7,000 people. We should also mention that the UdeM calendar includes projects with the André-Mathieu salon, Gregory Charles and the Podium complex, the *Maison des arts de Laval*, etc. In brief, the Laval campus will certainly become a major hub for cultural events for Laval.

Everyone interested in more information about the programs to be offered at the Laval campus in 2011-2012 is invited to the UdeM open house on Sunday, November 14, at 2900 boul. Édouard-Montpetit in Montréal. Registrations for the Laval programs will start in December 2010.

Université   
de Montréal

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For further information about the Laval campus of the UdeM, please contact Gisèle Goudreault, Communications Advisor, at 514 343-6111 ext 0452, or visit the university's Web site: [www.umontreal.ca](http://www.umontreal.ca).



## A prestigious office tower... that's also sustainable!

Among the construction projects planned for Laval is the eight-storey Tour St-Martin. This 11,985-square-metre building will be located in the heart of Laval's financial district and will be home to top-of-the-line business offices. Expected delivery: Spring 2012. Tryco Investments and ARG DEVCO will invest close to \$25 million in what will be Laval's very first office building with LEED certification.

Jack Arduini and Steve Vaccaro will direct Tour St-Martin's construction. Work will begin on the project next March at a site near the Biotech City and the Industrial Park Centre. "It's a really booming area," say the two contractors. "In fact, it's Laval's new downtown. What's more, from a geographical standpoint, the choice of location is an extremely attractive one."

### A strategic location

The building will be located in the heart Laval's biggest and most important commercial centre, St. Martin Boulevard. In addition to being near the city's main hotels and government offices, it will have Centropolis, the Colossus movie and entertainment megaplex and Laval's new cultural and sports complex as its neighbours.

"It's a very well-served location and can easily be reached by Highways 15 and 440. It is also possible that the Métro will serve the neighbourhood in a few years," points out Mr. Arduini. The contractor is also very happy about the high amount of traffic in the area. "Every day, more than 40,000 vehicles pass directly in front of the site where the building will be located, and over 150,000 use Highway 15! As a result, the tower will have a lot of visibility," declares Mr. Arduini.

### A LEED-certified building

As previously mentioned, Tour St-Martin will be the first Laval office building to have LEED certification. This represents a gap in the market that needed to be filled, according to Mr. Vaccaro. "There is a clientele for LEED construction. Business leaders increasingly want to associate themselves with sustainable, environmentally friendly projects," he continues. "We have anticipated this need with Tour St-Martin because, when you take a look at market trends today, the demand for sustainable buildings is obvious."



*When it opens in the spring of 2012, Tour St-Martin will be the first Laval office building to have LEED certification.*

The concept of sustainable construction consists of creating environmentally friendly buildings with green technologies. Thus, in order to obtain LEED Silver certification, Tour St-Martin's contractors agreed to comply with numerous criteria. "The LEED process affects every aspect of construction," explain Jack Arduini and Steve Vaccaro. "For example, we will use geothermal energy for heating air and water." Managing waste will also be a major concern on the Tour St-Martin work site, where operations will have a focus on sorting, recycling and recovery of construction materials.

The building's site has also been designed to respect LEED principles. For example, it will be accessible by bicycle, and showers will be installed as an amenity for cyclists, so they can have a fresh start to their workday.

Is it complicated to set up a LEED work site? "It's like providing security: it takes planning and organization. You also need to ensure that you have good collaboration with subcontractors and consultants," concludes Mr. Arduini.



For further information about Tour St-Martin, please contact Tryco-ARG DEVCO at 514 564-5116, or visit its Web site: [www.latourstmartin.com](http://www.latourstmartin.com).



## Acquisition, consolidation and expansion for Corealis

Last April, Corealis, a company specializing in the galenic development of pharmaceuticals in solid oral dosage form, took possession of its new research centre in the Biotech City. The acquisition of the 3,056-square-metre building will allow it to pursue its development plan.

Ever since its establishment in 2005 by Drs. Yves Roy, Patrick Gosselin and Yves Monget, Corealis has had the wind in its sails. In fact, over the past few years, the cofounders and their 15 employees have had to refuse some orders. Dr. Yves Roy, President of Corealis, explains the company's success: "First of all, we are a very niche enterprise. Very few companies in the world offer the same services. Above all, our policy is to respect our customers' deadlines. We have thus been able to forge an enviable reputation which has generated tremendous word-of-mouth business."

Corealis customers are primarily biopharmaceutical companies that—as part of the fundamental research to characterize molecules that could have a beneficial effect on certain pathologies—must now create the molecule "vehicle", developing the formulation of the tablet or capsule. This is where Corealis comes in. Based on studies to determine the best possible vehicle for the release of molecules inside the human body, the team of chemists and pharmacists manufacture batches that will be used for clinical trials. These batches are then analyzed to ensure they are effective and harmless. And all these operations are now brought under one roof.

Before its move, Corealis was operating in Montréal from two sites—one for research and the other for manufacturing—and was using subcontractors for chemical analyses. However, given its philosophy of delivering on time, it had to ensure better coordination between its activities, hence the acquisition of the building at 200 boulevard Armand-Frappier. "This building was originally built for the galenic development of pharmaceutical products in solid oral dose form and for manufacturing batches for clinical trials. It has always kept this purpose. It is actually perfect for our needs in terms of floor area, equipment and logistics. At the beginning, we envisaged a custom-made research centre in another part of the city, but

the opportunity to integrate into the Biotech City by buying this building was offered to us at the right moment in our development. The site is also superbly fitted out. We wouldn't have been able to find better!" says Dr. Roy.

Thanks to this acquisition and the consolidation it allows, Corealis will be able to continue growing. "But it will be organized growth," the President points out. "We're not in a frantic race for short-term profits. We want to continue offering a high level of service with no compromises and to do what we want. We also want to have the time to train our employees in our work methods and philosophy, which can take from three to six months."

Sound human-relations management is an important pillar of the Corealis philosophy. This emphasizes the accountability of employees, thanks to flexible working hours, implementing everything possible to achieve the objectives that they themselves have set. This works because communication and compromise is a habit well ingrained in the company. Before accepting a contract, the directors consult with their teams in order to decide if they can meet the deadline. This type of management is clearly a great success, as the employee turnover rate is practically nil. "We don't want to mortgage our human resources," insists Dr. Roy. "This also applies to our suppliers. We make sure that everyone who has a relationship with us is happy: employees, customers, subcontractors and other staff."

It seems that the happiness is universal, as the young company has customers almost everywhere around the world. In fact, 55.5% of them are American, 35% Canadian, and the rest are from Europe, Australia and Israel. Over the next few years, Corealis intends to pursue its international expansion in an orderly fashion. In the short term, it is hiring staff.

**COREALIS** Pharma



*The new Corealis Pharma head office is located in Laval's Biotech City.*

For further information about Corealis Pharma, please contact Dr. Yves Roy, President, at 450 973-7505, or visit the company's Web site: [www.corealispharma.com](http://www.corealispharma.com).



## InterTrade makes a name for itself throughout North America

Thanks to its acquisition of GXS Active Catalog assets last June, the privately held Laval company InterTrade Systems has become the second largest electronic catalogue service provider in North America.

InterTrade purchased the Active Catalog product from the U.S. firm GXS following the latter's merger with its former competitor Inovis. The transaction strengthened InterTrade's position in the North American product data synchronization market, in addition to firmly establishing its presence in the B2B market as a provider of integrated solutions for companies wanting to automate the exchange of electronic documents with their trading partners.

"Major chains such as Jean Coutu and Familiprix continually exchange data and documents with their suppliers," explains Richard Brossoit, President of InterTrade. "We provide them with the tools to facilitate the exchange of such documents as orders, order confirmations, delivery notifications and any other record necessary to the supply chain process." InterTrade solutions offer competitive advantages: in addition to minimizing inventory shortages and lost sales, they enable retailers to supply the most appropriate products to each of their markets.

According to Mr. Brossoit, InterTrade's latest acquisition provides it with a golden opportunity: "It puts us in an extremely favourable position. Through the purchase of GXS Active Catalog assets and the contracts of 21 retailers and 1,700 suppliers, InterTrade has significantly increased its number of customers".



*Richard Brossoit, President of InterTrade.*

### **A huge customer base**

Close to 3,000 retailers and suppliers now use InterTrade's electronic commerce products. The Laval company's catalogue solutions enable a network of such prestigious retail chains and other companies as Neiman Marcus, Nike, I-Tech, Kohl's, Jean Coutu, Familiprix, Aldo, McKesson, Yoplait, Olymel, Sico, Rona, JC Penney and many others to manage over 85 million products.

Despite the prime position InterTrade occupies in Quebec and the rest of Canada, 75% of its customers are in the United States. As Mr. Brossoit points out, "The purchase of GXS's Active Catalog assets has also meant that we have acquired its list of customers. The more customers you have, the greater your company's visibility. Similarly, the more major chains we have as clients, the more suppliers are exposed to our products—which makes them more likely to also incorporate our technology in their operations. All the major U.S. players, therefore, now have us in their sights."

### **From California to Laval**

Founded in California in 1996, InterTrade was acquired by some 30 Quebec investors in 2003. The company now has 30 employees, and the recent acquisition of the GXS catalogue should enable it to create about 12 new jobs. In addition, InterTrade plans on bringing its entire staff back to Laval by the end of 2010.

Management sees the company's future as combining a strategy of organic growth and acquisitions. As Mr. Brossoit points out, "The goal for the next few months is to properly integrate our new acquisitions and maintain our existing clientele. Following that, we want to sell our products to new customers. At the same time, we will continue to apply our acquisition strategy."



To learn more about InterTrade Systems, please contact François Hardy, Vice-President, Sales and Marketing, at 450 786-8933, or visit the company's Web site: [www.intertrade.com](http://www.intertrade.com).

## Mondo will be at the London Olympics

For the tenth time, the Mondo Group, whose Canadian branch is headquartered in Laval, will take part in the Olympic Games, to be held in London in 2012. How? As the official supplier of athletic track and basketball court surfaces.

In addition to surface materials, the Italy-based company will also supply technical and logistical support services both before and after the Games are held.

Founded in 1948, Mondo specializes in the manufacture of flooring for sports facilities, motor yachts and balls for professional and recreational use. It now has production and commercial facilities in 30 countries and markets its products throughout the world.



## A new interior for the new leader in interior building systems

Although it has already moved into its new headquarters on Bernard Lefebvre Street in the industrial park located in eastern Laval, Systèmes intérieurs Bernard MNJ & Associés intends to hold its official inauguration this fall. The company can now take advantage of a huge, 7,155-square-metre lot on which its two-storey, 1,300-square-metre head office has been built.

Hugo Bernard, the company's president, explains the strategic reasons behind this choice of location: "We are now very near the new Highway 25 bridge that, once it opens in June 2011, will make it much faster for us to get to Montréal's South Shore. We are also close to other main highways, as well as one of our biggest suppliers, Lefebvre & Benoit."

### Acquisition and merger

The construction of a new head office had in fact become necessary because of the company's steady growth since 2003, when Hugo and Nick Bernard took over the reins of their family's business.

This particularly became the case in October 2009, when Systèmes intérieurs Bernard & Associés acquired their main competitor, Systèmes intérieurs MNJ & Associés. This move enabled the buyer to break into new markets, specifically in the public, hospital and retail sectors. In addition to MNJ's expertise, the agreement allowed the Bernard brothers to avail themselves of their former competitor's clientele, rolling stock, buying power and Web site, not to mention the skills of a number of its key employees. Today, Systèmes intérieurs Bernard MNJ & Associés is the biggest interior building systems subcontractor in Quebec.

"We now have a presence in every sector of our industry," points out Mr. Bernard. "Going forward, both clients and contractors will be able to rely upon a subcontractor with all the human and material resources needed to carry out their projects, whatever their size might be."

If this acquisition is propelling the Laval company to new heights, it also brings its share of challenges, particularly in terms of human resource management. "The number of people on our team has doubled. Not only does that necessitate a bigger work area, but it also requires the proper layout of that area for our staff. In addition, we have to harmonize our working methods," states the president.

### Managing growth

Systèmes intérieurs Bernard MNJ & Associés also expects to double its sales this year from \$18 million to \$36 million. In all likelihood, this will become a trend. "We have the infrastructure, equipment and personnel needed to manage two years of growth without any change to our internal organization. During the next few years, we will mainly see to consolidating our position in the market," explains



From left to right: Hugo Bernard, President, Marquis Lapointe, Partner, Pierre Bernard, Founder, and Nick Bernard, Vice-President.

Hugo Bernard. To support its growth, Systèmes intérieurs Bernard MNJ & Associés is counting on the contribution of its close to 300 employees, and the company plans on hiring additional staff in the coming months.

Specializing in drywall installation and joint finishing since its founding in 1977, for some years now Systèmes intérieurs Bernard MNJ & Associés has offered a whole range of services covering metal divisions, suspended ceilings, finishing carpentry, lightweight concrete and acrylic panel installation, soundproofing, insulation, engineering calculations, project estimating, and more. The company's wide-ranging expertise is used to serve every building sector—residential, commercial, industrial and institutional, whether public or private. "Every single contract is important to us, no matter its size, and we always provide the very best quality service," emphasizes Mr. Bernard.

Systèmes intérieurs Bernard MNJ & Associés mainly serves the Greater Montréal area, including both the North and South Shore, as well as the Laurentian, Mauricie and Québec regions.



SYSTÈMES INTÉRIEURS  
**BERNARD & MNJ**  
ASSOCIÉS INC.

For further information about Systèmes intérieurs Bernard MNJ & Associés, please contact Hugo Bernard, President, at 450 665-1335, or visit the company's Web site: [www.bernardmnj.com](http://www.bernardmnj.com).



## Natrix Technologies thinks big!

A specialist in the development of information system platforms and solutions, Natrix Technologies certainly has enjoyed tremendous success. In fact, the Laval company is treating itself to new offices. Natrix shareholders have invested some \$500,000 in the purchase of a Laval business condo built by Madeco, which will soon become the headquarters for this tech company's dynamic young team.

Finding its current offices increasingly cramped, Natrix Technologies will double its work space with its new business premises, located near Highways 13 and 440. "We decided to stay in Laval because the majority of our clients are also based in the area," explains Éric Rivest, Vice-President. "We are able to take advantage of the excellent business services offered by Laval's Centre local de développement (CLD). Moreover, with respect to this type of acquisition, which involves a 280-square-metre business condo, it is possible to get a good quality-price ratio by buying within the city."

### Stepping up growth through change

Founded in 1998 by Patrick Chagnon and Nathalie Bélanger, Natrix Technologies is now in full expansion. Éric Rivest, who has since become one of the company's shareholders, points out that its success cannot be attributed simply to good luck. What's the recipe? "Focusing on a customer-based approach, robust solutions and effective business development. And, of course, putting in a lot of hard work!"

Nevertheless, Natrix's three partners have had to demonstrate flexibility and adaptability along the way. In 2006, for example, they made a shift in direction and set up new types of services in order to stabilize their revenues.

Therefore, in addition to traditional information system services, Natrix now offers its clientele, mainly comprising SMEs with 25 to 250 workstations, a large number of managed services ranging from network monitoring and control, user support, Web hosting, virtualization of environments, remote data backup and IP telephony.



Éric Rivest, Vice-President of Natrix Technologies

"Our clients want us to act as their IT department. We take care of user support, network and data security, and optimization of e-mail, telephone and Web communications," explains Mr. Rivest. "For example, if one of our clients has a server that crashes, our monitoring equipment lets us know about it immediately. Most of the time, we can make a remote diagnosis of the problem and often fix it without even sending a technician on-site."

The addition of such managed services close to five years ago has been more than conducive to the company's growth. As Mr. Rivest says, "They enable us to optimize the services we provide our clients, in addition to maximizing our profits."

### Other challenges

Although the executives of Natrix Technologies are fully relishing their company's success, they can already anticipate the challenges ahead, the most notable of which is attracting—and even more importantly, retaining—the best resources available for their team. Not an easy matter to accomplish, considering the current shortage of qualified IT personnel.

"There are very few people available with the types of skills we need. We are dealing with this problem by offering highly competitive salaries, and we will be providing our staff with attractive fringe benefits in the very near future. We want our employees to feel that they are appreciated and make a real difference," declares Mr. Rivest.

One thing that Natrix Technologies does not lack is plans for the future. "We are studying the possibility of acquiring other companies in the short and medium term. We certainly want to increase the revenues from our hosted solutions, and we are putting a great deal of effort along those lines," indicates Mr. Rivest. "We are going to review our Web positioning strategies, since that is both the least expensive and most effective way of achieving our goals."



For further information about Natrix Technologies, please contact Éric Rivest, Vice-President, at 450 963-6661, or visit the company's Web site: [www.natrix.info](http://www.natrix.info)



## It's a go for commercial condos by Construction Vergo



Vergo's new business condo building will open its doors in December 2010.

Construction Vergo, a family business and construction specialist, is getting ready to build a new business complex along Highway 400 in Laval, at the corner of 100<sup>th</sup> Avenue.

Known in the municipality primarily for being the lead architect of the Cité de l'Avenir, a medical complex in the heart of Laval, Construction Vergo is now working on erecting a new type of commercial building. "We are interested in the idea of bringing a range of people working in connected fields all under one roof," explains Claude Huot, Chairman and CEO of Construction Vergo. "We believe it can boost our clients' businesses. However, for this type of project, there is no way to accurately predict which fields it will attract. You need to adjust to demand."

As the building should be completed in early September, some condos are already available. In all, eight business premises will be added to Laval's available office space. The 4,000-square-metre, two-storey building, erected in a fast-developing strategic district, will allow young entrepreneurs and SMEs to buy their commercial space instead of renting, which, according to Mr. Huot, constitutes an informed business choice: "The market is certainly much more attractive than five years ago. Interest rates are low, so it is more advantageous to buy than rent. And it's important for us to help our young people set themselves up in business. Buying a commercial condo is definitely a profitable investment."

"This project is important for us," continues the Chairman. "We want to work with our clients and satisfy their needs in the best way possible. What we are offering them is expertise, as well as the possibility of receiving support during the various stages of the

project, from preliminary plans to completion and after-sales service. We are building the custom premises that they need to ensure their business growth."

Construction Vergo, a family enterprise with more than 30 years' total experience in construction, is owned by four shareholders, one of whom is Claude Huot. They, as well as their employees, stay closely involved in their projects, whether commercial, institutional, industrial or residential, whether based on green technologies or traditional energy systems.

Construction Vergo, one of Quebec's leading construction companies, offers its clients a number of packages: turnkey, custom construction, project management and construction management. To date, the company has completed over 350 projects throughout the province for manufacturers, food distribution chains, commercial establishments, educational institutions and sports complexes. Its clients include Cirque du Soleil, Métro, IGA, Jean Coutu, Pharmaprix and SAQ, among others.

With its strong tradition of innovation, as witnessed by its blog and numerous articles regularly published on various topics in the construction field, Construction Vergo will continue to multiply its efforts over the coming years to create spaces in partnership with its clients.



For further information on Construction Vergo, please contact Claude Huot, Chairman and CEO, at 450 967-2220, or visit the company's Web site: [www.construction-vergo.com](http://www.construction-vergo.com).



DIRECTOR, MARKETING  
& COMMUNICATION  
SYLVIE GAUTHIER

COORDINATOR, MARKETING  
& COMMUNICATION  
CLAIRE MONTEIL

CONSULTING AND EDITING  
INTÉGRALE  
STRATEGY, CREATIVITY  
& DEVELOPMENT

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1555 CHOMEDEY BLVD., SUITE 100  
LAVAL, QUEBEC, CANADA H7V 3Z1  
TELEPHONE: 450 978-5959  
FAX: 450 978-5970  
E-MAIL: [info@lavaltechnopole.com](mailto:info@lavaltechnopole.com)  
WEB SITE: [www.lavaltechnopole.com](http://www.lavaltechnopole.com)