

ANNUAL REPORT 2010 AT THE HEART OF LAVAL'S ECONOMIC ACTIVITY



TABLE OF CONTENTS

A WORD FROM THE MAYOR	2
A WORD FROM THE PRESIDENT AND EXECUTIVE DIRECTOR AND THE CHAIRMAN OF THE BOARD	3
SPOTLIGHT ON THE LAVAL ECONOMY	4
BUILDING THE FUTURE	10
FOCUS ON NEW BUSINESSES	12
MEANINGFUL ACTIONS	14
EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS	17
LAVAL TECHNOPOLE TEAM AND SERVICES	18

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A CITY TRANSFORMING ITSELF

Laval is a young city that has, since its founding in 1965, more than met the hopes and expectations that accompanied its launch. Indeed, its clear potential spurred one of Quebec's greatest municipal construction efforts of the past half century. The people of Laval heeded the call and created a city that continues to set the standard. They laid the foundations for a promising, solid future in all facets of urban life: social, community, economic and cultural.



Today, building on these foundations, Laval is transforming itself as never before and, year after year, continues to shine as a city that is at once dynamic and vibrant.

In recent years, Laval's progress has accelerated, and its achievements are helping define the Laval of the future.

The arrival of the métro, with its three stations, is changing the fabric of the city by driving a bolder approach to urban development, drawing new businesses, and attracting and retaining a new residential and business clientele.

The construction of the Highway 25 bridge constitutes the launching pad for Option EAST, which is opening new industrial, commercial and residential horizons. The bridge will improve the flow of people and goods between Laval, Montreal, the South Shore, eastern Quebec, and Montreal's West Island. I see it as yet another success story, and I have no doubt that, like the métro, it will accelerate the transformation of Laval.



Our Cité du Savoir is also taking on a new dimension, with the 2011 opening of the Université de Montréal campus. Laval is becoming a true university city.

Many other projects are in the design stage, in terms of both municipal and institutional infrastructures. Laval is in an investment mode, and, project by project, we are patiently building our future.



A handwritten signature in black ink that reads 'Gilles Vaillancourt'.

Gilles Vaillancourt
Mayor

BUILDING THE FUTURE

Not only has 2010 taken its place among the 10 best investment years to date in Laval, it also crossed billion-dollar threshold, with \$1.3 billion in investments recorded in the key sectors of the Laval economy.

Yet, beyond this solid performance, it is important to note that the development of Laval's many assets and the strengthening of its competitive edge in terms of both fiscal policy and infrastructure are also playing key roles in setting the stage for a new era in the growth of the region.

In 2010, residential housing in Laval continued to expand and diversify, enriching the city with new residents and living environments. Housing is of course a major drawing card when companies consider where to put down roots. It is propelling Laval to the forefront of the Greater Montreal region and helping to attract top-notch businesses.

Industrial investments remained at essentially the same level as in 2009, but investments in this sector in 2010 generated more new jobs than in 2009. This is completely in line with our initiative to seek out businesses that create value and high-quality jobs. Job creation is both a gauge of confidence and a sign of economic recovery; it represents a belief in the future.

Many major projects were undertaken by the team at LAVAL TECHNOPOLE in 2010 as part of our mission to promote the Laval economy, support businesses in our region, and recruit new businesses. In short, it was another year of concrete action to create the conditions needed to boost the technopolitan economy and strengths of Laval.

We focused our efforts on the expansion of industrial capacity, promotion of our sectors of excellence (AGROPOLE, BIOPOLE,

e-POLE, INDUSTRIAL POLE and LEISURE AND TOURISM POLE), development of business, and support for local companies.

Trade missions, buyer events, strategic alliances, and the establishment of new global business networks were all part of our initiative to review and better structure the strategic plans of our sectors of excellence.

In 2011, we will remain determinedly focused on the future and dedicated to advancing the extraordinary potential of Laval. We will continue to promote its many advantages with a view to building a solid economy that is defined by the city's businesses and the choices it makes, paving the way for a promising and stable future.

In closing, we wish to thank our colleagues on the board of directors and the entire LAVAL TECHNOPOLE team for their unflagging dedication to our core mission: to create value and build a future.



Pierre Desroches
President and Executive Director

Federico Stroppiana
Chairman of the Board

SPOTLIGHT ON THE LAVAL ECONOMY



A year that crossed the billion-dollar investment threshold, 2010 also marked a strengthening of Laval's assets and the implementation of new infrastructures that will define the city's economic future and urban image going forward. The population grew once again in 2010, increasing from 391,141 to 398,667 residents. In terms of population growth, Laval ranks second among the 10 largest cities in Quebec.

Between 2001 and 2006, the population of the Laval region increased 6.3%, approximately double the 3.2% growth recorded overall in Quebec for the same period. Since 2000, Laval's population has risen by 15.1%, and in 2011 it will pass the 400,000 mark. This upsurge is having a significant impact on the Laval economy, in terms of both consumer spending and manpower availability, the latter of which remains a major issue for businesses. According to Statistics Canada, in 2008, some 10,648 businesses in the Laval region employed 140,000 people.

INVESTMENTS OF \$1,350,403,421

Despite a decline in industrial and institutional investments in the past year, 2010 ranks as the seventh best year in the history of Laval. The housing sector, supported by strong demand and a rapidly growing population, had the biggest impact on these results, representing 48.1% of total investments, followed by the always robust industrial sector at 30.9%.

TOTAL INVESTMENTS CITY OF LAVAL - 2010

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

Source: LAVAL TECHNOPOLE – Special compilation | City of Laval – Urban Planning Department

INDUSTRIAL SECTOR: 73.6% MORE JOBS CREATED OVER 2009

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

BREAKDOWN OF INDUSTRIAL INVESTMENTS CITY OF LAVAL - 2010

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

SPOTLIGHT ON THE LAVAL ECONOMY

INDUSTRIAL ARRIVALS IN 2010: LAVAL CONTINUES TO ATTRACT BUSINESSES

The Laval industrial fabric is as much defined by the pace at which businesses on its territory expand as by the industrial companies that arrive here and set down roots each year.

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

Representing an investment of \$20 M, the largest new industrial project of the year was undertaken by Kruger.



BUSINESS EXPANSION: A KEY COMPONENT OF LAVAL'S ECONOMIC FUTURE

Each year, the expansion of industrial companies in Laval accounts for a large proportion of industrial investments. In 2010, 598 such projects generated investments of \$379.6 M and led to the creation of 1,870 new jobs. The BIOPOLE of course represents the largest investor in R&D.



INDUSTRIAL EXPANSIONS

CITY OF LAVAL - 2010

Projects	Investments
Sanofi-aventis Canada	\$68.9 M
Boehringer Ingelheim (Canada)	\$54.8 M
Novexco	\$20 M
Labopharm	\$9.6 M
Liebherr Canada	\$9 M
Bellus Health	\$8.5 M
Effigi	\$7 M
Corealis Pharma	\$4.6 M

For competitive reasons, many INDUSTRIAL POLE companies prefer to keep information about their expansion projects confidential, and we have respected this request.

SPOTLIGHT ON THE LAVAL ECONOMY

INVESTMENTS IN LAVAL'S TECHNOLOGICAL SECTORS OF EXCELLENCE

Technopolitan development is a vital component of Laval's vision and growth strategy. Laval offers five sectors of excellence (AGROPOLE, BIOPOLE, e-POLE, INDUSTRIAL POLE and LEISURE AND TOURISM POLE), which define the city's development efforts. The technopolitan initiative thus targets the science and knowledge economy, innovation, and high technology. Within this environment, academic research is aligned to business to support both innovation and commercialization.



TECHNOPOLITAN INVESTMENTS AND NEW JOBS BY SECTOR OF EXCELLENCE

CITY OF LAVAL - 2010

Sectors of Excellence	Investments	%	Jobs	%
AGROPOLE	\$6.4 M	1.5%	50	2.6%
BIOPOLE	\$184.5 M	44.2%	129	6.6%
e-POLE	\$35 M	8.4%	430	22%
INDUSTRIAL POLE	\$149.4 M	35.8%	987	50.6%
LEISURE AND TOURISM POLE	\$20 M	4.8%	355	18.2%

The main investments made in Laval's technopolitan sectors of excellence in 2010 were as follows:

MAIN INVESTMENTS | AGROPOLE

CITY OF LAVAL - 2010

Projects	Investments
Serres Sylvain Cléroux	\$1,275,000
Distribution Corbeil Bigras	\$1,030,000
Produits Alimentaires Berthelet	\$750,000
Ferme Lavalloise	\$300,000

MAIN INVESTMENTS | BIOPOLE

CITY OF LAVAL - 2010

Projects	Investments
Sanofi-aventis Canada	\$68.9 M
Boehringer Ingelheim (Canada)	\$54.8 M
Labopharm	\$9.6 M
Bellus Health	\$8.5 M
Corealis Pharma	\$4.6 M

MAIN INVESTMENTS | e-POLE

CITY OF LAVAL - 2010

Projects	Investments
Tenrox	\$3.6 M
SMT Hautes Technologies	\$3.4 M
Micromentis	\$2.6 M
Transec Common	\$2.2 M
LCM Informatique	\$2.2 M

MAIN INVESTMENTS | INDUSTRIAL POLE

CITY OF LAVAL - 2010

Projects	Investments
Kruger	\$20 M
Novexco	\$20 M
Liebherr Canada	\$9 M
Effigi	\$7 M

NUMBER OF COMPANIES PER SECTOR OF EXCELLENCE

CITY OF LAVAL - 2010

	Companies	Jobs
AGROPOLE	352	4,905
BIOPOLE	83	4,704
e-POLE	250	3,030
INDUSTRIAL POLE	771	21,290
LEISURE AND TOURISM POLE	487	7,445

SPOTLIGHT ON THE LAVAL ECONOMY

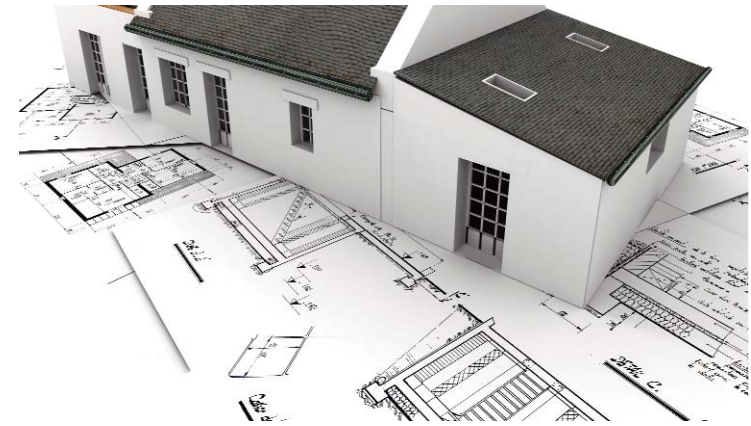


LAVAL'S REAL ESTATE OFFERING: A KEY ASSET

Laval has assets that meet the list of exacting criteria of companies seeking to launch or relocate their business. The city's extensive real estate offering and the quality of its sites are two such assets, with industrial parks at the heart of Laval's development process.

In 2010, seven new municipal and private investment projects collectively represented 195,107 square metres of industrial park space, a 103% increase over 2009.

These projects will spur investments of some \$57.3 M, 62% more than in 2009. They will preserve 467 local jobs while creating 103 new ones, a year-over-year improvement of 21% and 243% respectively.



HOUSING SECTOR GENERATES 48.1% OF INVESTMENTS IN LAVAL IN 2010

The housing sector saw solid performance in 2010, and its contribution to overall investments helped offset the decline in institutional investments. In fact, for a number of years, the housing and industrial sectors have been the primary investment drivers, and in 2010, investments propelled the housing sector to the pole position in this regard. During the year, 2,723 dwellings were built, compared to 2,258 in 2009, for a declared value of \$612,900,724. Added to this were improvement permits valued at \$36,468,340.

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

MAIN INVESTMENTS | MUNICIPAL AND PRIVATE INDUSTRIAL PARKS CITY OF LAVAL - 2010

Parks	Companies	Square metres	Investments
Industrial Park Centre	Kruger	1,840	\$20 M
Hwy 25 Industrial Park	Novexo	47,303	\$20 M
Industrial Park Centre	Pneu Théo Gosselin	8,009	\$3 M
Industrial Park Centre	Transec Common	48,003	\$2.2 M
Industrial Park Centre	Crest Realities	4,062	\$0.1 M

SPOTLIGHT ON THE LAVAL ECONOMY

NEW UNITS BY RESIDENTIAL CONTRACTOR

CITY OF LAVAL - 2010

Contractors	Total
San Carlo Construction 2000	268
Madeco Royal	231
Groupe Gestion immobilière Akmir	158
Habitations Voyer Devco	133
Construction Betaplex	126
Construction Voyer	114
Les Constructions Ste-Dorothée	88
Construction Voyer et Tremblay	77
Les entreprises Samig	76
Quorum Habitations	69
S.E.C. Samcon Montée du Moulin	66
Construction Lovatech	66
Excellence construction	65
Maisons Charplexe	57
Habitations Métrocité	56
Habitations St-Martin	54
Habitations Tivolini	48
Construction Alain Mathieu	42
Construction Sylvain Mathieu	40
Habitations André Denault	39
Construcom	38
9199-8708 Québec	32
2970-6520 Québec (Les Habitations Meaujé)	31

Contractors	Total
Construction Beauchamp Ouellet	29
9198-2900 Québec	29
Devco construction	24
Construction MegaTech	21
R. & R. Plante	21
Pentian Construction (3395383 Canada)	21
Les Entreprises de construction Manocchio	20
Les constructions Révélation R.L.	19
Habitations André Taillon	19
Constructions EDY	18
Construction Bernard & Lapointe	18
Construction Beau Vallon	18
Les constructions Riviera	17
Construction Lynx	17
Construction Biagio Maiorino	16
Grilli Samuel consortium immobilier	15
Grilli Samuel Ménard	14
Groupe HMV (9121-6259 Québec)	14
Gestion SLP	14
9209-1974 Québec	12
Construction Cholette et Bernard	12
BA Construction	11
Les habitations Cloutier	10

AVERAGE VALUE OF NEW RESIDENTIAL UNITS

The average value of new housing units continued to rise in 2010. The biggest increases came in the category of semi-detached single-family homes (+ 14%), the average value of which now stands at \$252,500, and triplexes (+ 19%), which carry an average value of \$184,000. The average value of a detached single-family dwelling, by far the preferred housing option, rose by 7% to \$366,000.



SPOTLIGHT ON THE LAVAL ECONOMY

DECLARED VALUE OF CONSTRUCTION PERMITS

CITY OF LAVAL - 2010

Sectors	New Permits	Improvements	Total
Residential	\$612,900,724	\$36,468,340	\$649,369,064
Commercial	\$22,880,000	\$54,188,100	\$77,068,100
Industrial	\$17,850,000	\$27,764,256	\$45,614,256
Institutional	\$9,987,090	\$46,968,318	\$56,955,408
Total	\$663,617,814	\$165,389,014	\$829,006,828

Source: City of Laval – Urban Planning Department

COMMERCIAL SECTOR ALMOST DOUBLES ITS 2009 PERFORMANCE

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

MAIN INVESTMENTS | COMMERCIAL SECTOR

CITY OF LAVAL - 2010

Projects	Investments
Tour St-Martin	\$25 M
Groupe Patrick Morin	\$15 M
BMW Laval	\$7 M
Walmart (2450 autoroute Chomedey)	\$5.1 M
Walmart (5205 Robert-Bourassa Blvd.)	\$4.4 M
Centre de services Desjardins	\$3 M

A ROBUST INSTITUTIONAL SECTOR

In 2009, investments associated with the biomethanation plant contributed to the performance of the institutional sector. In 2011, investments in this area have declined.

However, the institutional sector performed well in 2010, which was one of the best years the sector has seen, recording investments of \$168.3 M.

MAIN INVESTMENTS | INSTITUTIONAL SECTOR

CITY OF LAVAL - 2010

Projects	Investments
Upgrades to City of Laval drinking water plants	\$46.8M
Federal Training Centre	\$40 M
Société de transport de Laval	\$11 M
Centre vétérinaire Laval	\$10 M
Agence métropolitaine de transport	\$9 M
Collège Laval	\$7 M

LEISURE AND TOURISM POLE

The LEISURE AND TOURISM POLE also saw its results surpass those of 2009, with total investments of \$20 M in 2010, compared to \$18.1 M the previous year, an increase of approximately 10.5%. These investments led to the creation of 355 new jobs, a jump of 273.7% over 2009. It should be noted, however, that the number of respondents to our 2010 LEISURE AND TOURISM POLE statistical survey rose to 119, compared to just 26 in 2009.



Overall, leisure and tourism investments accounted for 0.28% of total investments in 2010.

MAIN INVESTMENTS LEISURE AND TOURISM POLE

CITY OF LAVAL - 2010

Projects	Investments
CHARTRAND Inc.	\$4.2 M
Holiday Inn Hotel	\$4 M
Centropolis	\$3 M

BUILDING THE FUTURE

Laval is transforming itself. It is building its future with multiple structuring initiatives and new tools that will define its economy and urban fabric going forward. In this respect, 2010 constituted a key step in a process that will continue in 2011 and beyond. Laval has resolutely entered a new phase—a phase that will see its institutional framework enriched with fresh, new initiatives and its urban structure further strengthened. The following are a few of the components that are already impacting or that will impact the profound transformation of Laval.

OPTION EAST: OPENING NEW INVESTMENT POSSIBILITIES IN LAVAL

In 2011, the Highway 25 extension and new bridge will provide a more direct route to markets in eastern Montreal and Quebec, while improving the flow of people and goods across the Greater Montreal region. The inauguration of the Highway 25 bridge between Laval and Montreal is scheduled for May 2011.

The east end of the island of Laval already boasts two industrial parks: Impact 25 (private) and Highway 25 Park (municipal), both of which provide facilities to a number of major companies, including Alimentation Couche-Tard, RTI Claro, Uniboard Canada, Hostess Frito-Lay, Canarm, Carrière & Lefebvre, Les Produits Alimentaires Viau, and Pelican International.

Option EAST represents a new industrial, residential and commercial drawing card for Laval.

CITÉ DU SAVOIR

Vital to Laval's strategic vision, the Cité du Savoir constitutes a major component within the city's institutional structure. Laval has taken a bold approach to building a highly progressive scientific and

knowledge economy. This most notably draws on the presence of the INRS-Institut Armand-Frappier, Cité-de-la-Santé (affiliated with Université de Montréal), the specialized Jewish Rehabilitation Hospital (affiliated with McGill University), and major research centres. The Cité du Savoir has therefore become an important element in Laval's development plan.

UNIVERSITÉ DE MONTRÉAL

In September 2011, Laval will welcome its first undergraduate and graduate students to the new Université de Montréal campus. The campus represents an investment of \$50 M, and as a centre of education and culture, it is poised to become a key player within the Laval community and economy. The six-floor 20,500 square metre building will accommodate 5,000 students, 1,000 of whom will pursue full-time studies. It will house 22 multimedia rooms, group work areas, four auditoriums (two with 150 seats and two with 100 seats, which can be converted to seat 300), a multi-faculty library, a computer lab, a simulation laboratory for the practical training of nurses, and offices for teaching and administrative staff.

The Laval campus targets a variety of clientele: students leaving cegep; local individuals seeking professional development courses or career reorientation and for whom the location of the facility plays a major role in their decision to undertake such studies; and a pool of some 30,000 graduates from Laval and areas north of Laval, who may be seeking to pursue a graduate degree.

A \$16 M INVESTMENT IN THE CITÉ DU SAVOIR

On February 28, 2010, Collège Montmorency inaugurated its new facilities. Integral to the college's educational mission, the expansion and renovation project represented an investment of \$16 M in the heart of Laval's Cité du Savoir.



The new space has not only provided current students and staff with an improved study and work environment, it has also allowed the college to accommodate up to 6,400 new students.

Sustainable development and environmental protection rank high among the values at Collège Montmorency and are a part of its academic approach and strategic plan. For this reason, the college ensured that its 6,100 square metre expansion would meet very stringent environmental standards and qualify for LEED certification (Leadership in Energy and Environmental Design). The mechanical and electrical equipment installed in the new wing is designed so as to limit the building's ecological footprint and impact on the environment. In fact, the facility's geothermal system, heat recuperation equipment, cooling tower (which transfers surplus heat), efficient lighting systems, and various controls together account for some 50% in energy savings, or 1,100,000 kWh annually.

BUILDING THE FUTURE



PUBLIC TRANSIT: DRIVING THE FUTURE OF LAVAL

The arrival of the métro in Laval, the availability of the commuter rail line, and the integrated STL public transit network are the cornerstones of the city's vision for current and future development.

The Laval métro extension has been a resounding success, with a ridership that has surpassed all estimates. The initial phase was just that, as Laval is currently planning a second phase, which, over the coming decade, will extend the métro west and south to Montreal. The project is part of the metropolitan public transit vision and is already the subject of an agreement between the cities of Montreal, Longueuil and Laval.

The métro's impact is also evident in the urban planning initiatives underway in Laval (on a residential, commercial and business level) as well as those that target the future of the city.

Increase in user service

In 2010, the STL deployed initiatives worth \$8 M, which increased both ridership and satisfaction among the users who travel on the system some 20 million times each year. Service was increased by 33% across the entire STL network. On 12 lines, service frequency doubled during off-peak hours. In all, this drew approximately 1,100 more passengers each week, with these measures alone accounting for \$4 M in investments.

The STL has outfitted its 235 buses with GPS devices linked to modems and to the control centre. Using an iPhone application, users can touch a stop and track the next bus scheduled to arrive at that stop. The application has proven immensely popular among riders, and the results bear this out: since implementing the STL Synchro system, bus punctuality has risen from 76% to 92%. As for ridership, the STL predicts an increase of 3% in 2011.

New in 2011

Other innovations are planned for 2011. Eighteen interactive kiosks with 117-centimetre-wide screens will be installed in a number of strategic locations, such as city hall, métro stations, and Cité-de-la-Santé. The kiosks will enable users to plan their itineraries with NaviGo, a tool that will now be integrated into the STM network. In the fall of 2011, the STL will launch an automated alert system via phone and text messaging. Users will be able to define their preferences on the Web site in order to be advised of when a bus will pass at a particular time of day.

LAVAL IS INVESTING IN ITS FUTURE

Highlights of the three-year investment program

Investments for 2011 total \$399.4 M, with the main investments planned for the year as follows:

- Installation of infrastructures for residential, commercial and industrial sector development (\$142.4 M)
- Repairs to existing infrastructures (\$152.2 M)
- Upgrades and extension of road system (\$22.9 M)
- Parks and the acquisition of green space (\$19.2 M)
- Financial participation in noise abatement measures (\$5.4 M)
- Financial contribution to the Cité Chorale (including various renovations) (\$4.5 M).

FOCUS ON NEW BUSINESSES

Every year, Laval welcomes new companies whose arrival further strengthens the critical mass of businesses in the area. The following is a profile of a few recent arrivals.

ERGORESEARCH ENRICHES THE CRITICAL MASS AT THE LAVAL BIPOLE (www.ergorecherche.com)

Founded in 2005, Ergoresearch is a holding company, which, through its subsidiaries, has become a leader in the manufacturing of foot and general orthotics and a highly respected name in state-of-the-art medical equipment for the orthopaedic market. The company's patents for technologies in this market sector, together with its extensive expertise, have boosted its competitive edge in the healthcare industry. Dr. Sylvain Boucher, President and Chief Executive Officer, is bringing the company's operations to Laval, officially announcing an investment of \$1 M for the move to a 1,440 square metre building. "Our arrival in Laval is part of our strategic plan," he states. "We are combining the head offices of Ergoresearch and Orthoconcept under one roof in order to maximize our innovation capabilities and create a research-driven environment. This merging of our resources, together with our increased production capacity, will enable us to increase sales in the years ahead. We expect to make a number of important announcements in this regard in the coming months."

GENESIS INTEGRATION IS MOVING TO LAVAL (www.genint.com)

Genesis belongs to a group of companies that has been active in the technological communications industry for 20 years. Founded in 1990 in Edmonton, Alberta, Genesis is a systems integration firm providing innovative, leading-edge solutions to public and private-sector clients. It offers particular specialization in the design and installation of audio-visual, videoconferencing, automation, television broadcasting, security, and telecommunications solutions as well as medical applications.

Genesis has offices in Calgary, Edmonton, Montreal, Ottawa and Vancouver. Among its major clients are Bell Canada, Bombardier, the Department of National Defence, the Canadian Forces, and the Canadian Space Agency. The company is a member of NSCA, InfoComm, CANASA, AES, NAB, VRCA, ACA, ECRA and CCA, to name just a few.

"We are delighted to be locating in Laval. It is a strategic decision and will bring us closer to our customers," explains J.P. Berardini, CTS, who is Managing Partner for the company in Montreal. "We wanted to find a site that was easily accessed from the highways in a dynamic city offering a high quality of life. Laval meets our criteria on every level."

GINGO (www.gingojuce.com)

Just under a year ago, Les Brevages Gingo launched a beverage containing 25% freshly squeezed ginger root juice as well as other natural ingredients. Today, having won over consumers in Quebec, Ontario and British Columbia, the little Laval beverage company that could is preparing to take on the U.S. market.

"Ours is the only beverage on the market that offers such a large concentration of ginger; all others tend to contain less than 5%," says Ellen Shotton, co-founder of the company with her husband, Ahmed Fofana. "Ginger beverages are extremely popular elsewhere in the world, but they are only starting to become known in North America."

The success of the product has propelled the growth of the small family business. As the first Quebec company to undertake industrial production of a ginger root-based beverage, it is now preparing to launch two new flavours of its trademark drink. Gingo is currently mainly available through small grocery stores, but the

company's owners are also planning to distribute it to bars, cafés, restaurants, and major retail outlets.

"In the coming weeks, we will begin to distribute Gingo in Maryland, Pennsylvania, New York, Illinois and Wisconsin," confirms Ms. Shotton.



FOCUS ON NEW BUSINESSES

KRUGER PRODUCTS: A GIANT ARRIVES IN LAVAL

(www.kruger.com)

Between October and December 2010, Kruger Products set up shop at 1250 Dagenais Boulevard, moving hundreds of cases of its products into an enormous 92,900 square metre facility. Many of Canada's best known consumer and institutional paper products, including Cashmere, SpongeTowels, Scotties, and White Swan—all of which are manufactured in Kruger Product plants—are shipped from the Laval facility to stores in Ontario, Quebec, the Atlantic provinces, and the northeastern U.S.

In all, some 10 million cases of Kruger Products will transit the distribution centre each year. The arrival of Kruger Products in Laval has already created 60 jobs in the region, a number that will double in the coming months once the centre is fully operational. The cost of the acquisition was \$17 M, with an additional \$3 M invested to adapt and renovate the site. The warehouse also includes offices capable of someday accommodating other administrative units in the company.

A few facts about Kruger

Founded in 1904, Kruger is a family business with its head office in Montreal. In addition to its Quebec facilities, it runs operations in Ontario, British Columbia, Newfoundland and Labrador, and the U.S. The company is a major producer of paper for publishing, in-home and commercial use; lumber and other wood products; packaging made from recycled fibres; green and renewable energy; and wines and spirits. Its subsidiary Kruger Energy develops and operates hydroelectric, wind, biogas, solar, and biomass energy projects.

The company is also one of North America's largest recyclers. Its sorting and recovery centres enable it to provide its plants with



recycled paper and cardboard for the production of recycled pulp and paper products. Kruger employs 6,000 people.

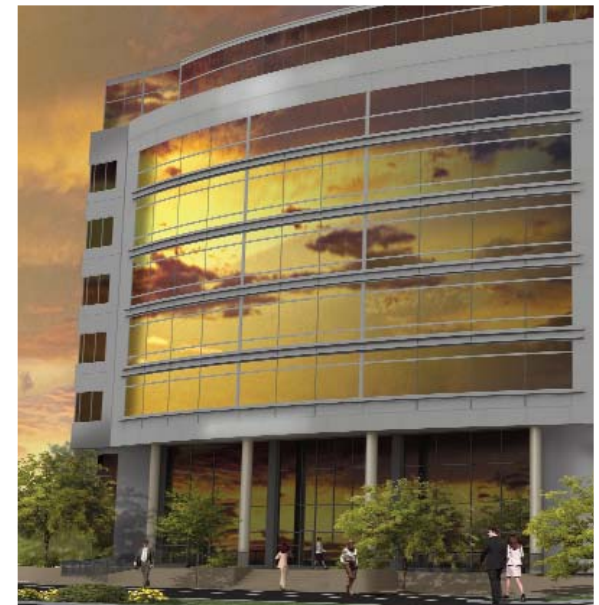
TOUR ST-MARTIN: PRESTIGIOUS...AND ENVIRONMENTALLY RESPONSIBLE! (www.latourstmartin.com)

Among the many construction projects underway in Laval, the Tour St-Martin stands out: an eight-storey, 11,985 square metre building located in the heart of Laval's financial core and offering deluxe office space. An investment of \$25 M, the Tour St-Martin has the distinction of being Laval's first LEED-certified office building.

The ground-breaking ceremony was held in March 2010 near the Biotech City and Industrial Park Centre. The building is located on St-Martin Boulevard, the largest commercial thoroughfare in Laval.

A LEED-certified building

The Tour St-Martin will be the first office building in Laval to receive LEED certification. There is a growing desire by business leaders to promote sustainable, ecological projects, says developer Jack Arduini. "Our plan with the Tour St-Martin is to meet the anticipated strong demand for sustainable buildings. The notion of a "sustainable building" consists of designing buildings with an environmental approach and outfitting them with green technology. For example, the building will be equipped with geothermal technology and devices for water and air energy recovery," he explains. Waste management during construction will also be very important. Recycling, sorting and material recovery will all be key areas of focus on the construction site.



MEANINGFUL ACTIONS



The mandate of LAVAL TECHNOPOLE targets three main objectives:

- Develop a world-class technopole that specializes in the science and knowledge economy;
- Promote and support the growth of Laval businesses;
- Promote Laval as a leading economic region.

To fulfil this mandate, LAVAL TECHNOPOLE acts on a number of levels to create the conditions needed to achieve its development objectives. This chapter will outline a few of the actions taken in 2010 by the team at LAVAL TECHNOPOLE.

AGROPOLE

The AGROPOLE team, in collaboration with its institutional partners, established a new five-year strategic plan for the agri-food sector. The plan has been designed to help Laval become a dynamic, open, innovative, and sustainable agri-food region and a recognized sector of excellence in peri-urban horticulture. This strategic planning exercise, which was just one of many projects conducted by the AGROPOLE, will help to secure an enviable position for the entire Laval agri-food industry within the Quebec economic landscape.

In 2010, the AGROPOLE conducted a busy program of business visits, with more than 37 visits and 350 hours of consulting, which generated 15 expansion and investment projects. In terms of new business, nine projects are currently under study, including two by foreign companies. In addition, to better support the agri-food industry, the AGROPOLE has undertaken major regional projects, a few of which are as follows:

REGIONAL PROJECTS | AGROPOLE

CITY OF LAVAL - 2010

2010-2015 agri-food strategic development plan

Peri-urban agriculture: agritourism support project

Market development support: implementation of Coopérative Paniers-Saveurs de Laval

Enrichment: ongoing development of the Saveurs de Laval brand

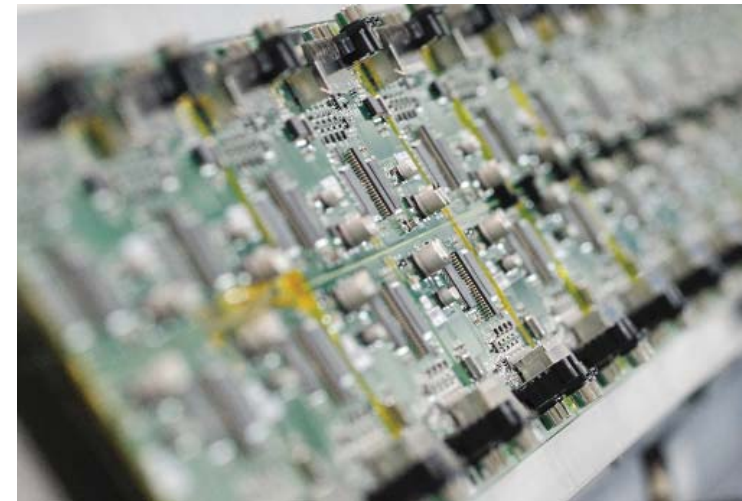
e-POLE

The e-POLE is comprised of 250 information and communications technology businesses that make up a thriving industrial cluster. In 2010, with a view to building an even stronger and more innovative technopolitan sector of excellence, LAVAL TECHNOPOLE undertook an ambitious project that will enable it to build on Laval's strategic edge in ICT, define the mission of the e-POLE, and adopt

a business vision capable of identifying high-benefit projects. The strategic plan incorporates four key areas of focus:

- research that is more competitive and more widely recognized internationally;
- businesses that are more creative and entrepreneurial;
- innovation-driven increases in productivity and competitiveness;
- achievement of high-profile projects.

Also negotiated was a collaborative agreement between the Laval e-POLE and Réseau Action TI—Laval-Laurentides-Lanaudière. The collaboration will provide individuals with an opportunity to improve their skills and in doing so will help ICT businesses in both networks grow and flourish.



MEANINGFUL ACTIONS



BIOPOLE

The Laval BIOPOLE is the city's most established technopolitan sector of excellence. In 2010, propelled by its new director, Dr. Samir Mounir, the BIOPOLE extended its dynamic impact on the biopharmaceutical industry. The initiative involved boosting its activity internationally in terms of both recruiting new businesses and promoting Laval companies in world markets. In May 2010, representatives from the Laval BIOPOLE and the Biotech City spent three highly productive days at the BIO International Convention in Chicago, where the Laval delegation held fruitful business meetings and established promising partnerships for the biotechnology companies.

In October 2010, as part of an initiative to create links between Quebec's sectors of excellence and France's competitive clusters, Innovie, in conjunction with the BIOPOLE, organized a seminar on business opportunities in France. Business and networking meetings were also held with a delegation of nine French companies active in the life sciences and health technology area. Five Laval firms took part in the networking sessions. The French companies

attended a presentation given by the Laval BIOPOLE and its dedicated site, the Biotech City, and later visited facilities at the Biotech City and Institut national de la recherche scientifique (INRS). Innovie, created in 2007, is a joint France-Quebec project that aims to promote partnerships and technology sharing in the life sciences sector.

In November 2010, as part of the 2010 Quebec-Europe Biopartnership, the Laval BIOPOLE, accompanied by a Quebec government delegation led by Clément Gignac, Minister of Economic Development, Innovation and Export Trade, participated in a major economic mission. The mission saw the delegation travel to three targeted activities: BIO Europe, in Munich, for a meeting between the Bavaria and Quebec industrial clusters; Strasbourg, for regional biotech health days as part of the second symposium on French competitive clusters and Quebec sectors of excellence; and Paris, for the continuation of the Franco-Quebec symposium, attended by Quebec Premier Jean Charest. This European mission was part of an overall global drive created a few years ago by Premier Charest to strengthen business relationships between Quebec and Europe.

It should also be noted that in the fall of 2010, the leaders of the Laval BIOPOLE were asked by the BIOPOLE's government partners to form a life sciences and health technology action and co-development committee. The mandate of this committee is to support businesses in the life sciences and health technology sector. Notably, the committee helps them with their growth plans and other value-added activities by targeting initiatives using a joint, strategic approach. This helps ensure that the actions taken by the various partners will reap the greatest benefits.

The partners on the life sciences and health technology action and co-development committee include the Ministry of Economic Development, Innovation and Export Trade; the Economic Development Agency of Canada; Investissement Québec; Emploi-Québec (EQ); the CQIB, the Life Sciences Incubator; the NRC Industrial Research Assistance Program (NRC-IRAP); the Laval BIOPOLE; and the Biotech City.

INDUSTRIAL POLE

The INDUSTRIAL POLE also saw investments rise in 2010, increasing some 53% to \$149.4 M from the 2009 investment figure of \$97.6 M. The same trend was noted in employment in this sector, with new jobs growing from 626 in 2009 to 987 in 2010, an increase of 57.7%. The pole itself accounted for 50.6% of all of the new jobs created in the industrial sector in 2010. The INDUSTRIAL POLE was involved in several new industrial construction projects in 2010. These projects resulted in the development of 195,107 square metres of industrial space and generated announced investments of some \$57.3 M.

In addition, the INDUSTRIAL POLE continued its involvement in the development of Phase IV of Industrial Park Centre. Also in 2010, it began planning a new industrial park for eastern Laval, a project announced by Mayor Vaillancourt during his speech on the City of Laval's 2011 budget.

Through the agreement between the INDUSTRIAL POLE and Sous-traitance industrielle Québec (STIQ), the INDUSTRIAL POLE referred 45 Laval companies for local subcontracting requests and mandates.

MEANINGFUL ACTIONS

LEISURE AND TOURISM POLE

Since the year 2000, Laval has experienced significant growth in its tourism sector, which is an excellent indicator of its development potential. The regional development plan for leisure and tourism in Laval, which was approved in 2009 by the partnership made up of LAVAL TECHNOPOLE, Tourisme Laval, the Centre local de développement (CLD) de Laval, and the City of Laval, has strengthened the desire to further develop the enormous potential of tourism in this area. With a view to expanding leisure and tourism infrastructures, a number of actions were taken in 2010 to establish projects beneficial to the region.

The development strategy is comprised of three medium and long-term objectives:

- Enrich and diversify the leisure and tourism offering;
- Generate investments and economic spin-offs;
- Enhance the tourism profile of Laval.

Building on these objectives, the following are just a few of the large-scale projects officially announced:

- Cité de la culture et du sport
- SkyVenture
- Maeva Surf
- New Cosmodome concept
- Opening of the Holiday Inn Laval Montréal

In addition, Cavalia announced in 2010 that it will install and present its newest production in Laval for the next five years.

LAVAL TECHNOPOLE INTERNATIONAL BUSINESS CENTRE

More than 70 businesses secured meetings during the many networking initiatives organized by the International Business Centre in 2010:

- Arrival of a Mexican pharmaceutical company
- Arrival of Lowe's
- Trade mission to Mexico
- Hosting of a trade delegation from Querétaro
- North American BIO Forum
- Menards trade mission
- Trade mission to North Carolina

Two activities in particular marked 2010: The BIO Forum and the arrival of Lowe's. The first saw representatives from 17 American biopharmaceutical companies travel to Laval to meet with local Contract Research Organizations (CRO). The second saw key players from the American hardware giant arrive to negotiate and establish business links with 24 Quebec companies. The forecasted sales generated by these two initiatives are as high as \$94 M.

SUPPORT FOR BUSINESSES

In 2010, the International Business Centre supported 128 businesses in both their export and global supply chain needs. As part of its involvement, the Centre conducted market studies and helped clients seeking financing for their export projects. Eight mandates were carried out, leading to investments of \$3.8 M in market development and to potential sales of \$10.4 M. In addition, the companies helped by the International Business Centre secured \$1.3 M in funding for their export projects. And finally, 25 training activities were organized, drawing 524 participants (conferences, information meetings, training and coaching sessions).

The year also saw the Centre organize a record number of business meetings made possible through its new market development strategy. Under the new strategy, in addition to the scheduled meetings held during every trip, whether at home or abroad, the Centre makes a point to identify new business opportunities for its

companies. It's an approach that is opening up new networks and many doors for Laval businesses.

THE CENTRE LOCAL DE DÉVELOPPEMENT (CLD) DE LAVAL: A RECRUITING SERVICE FOR COMPANIES SEEKING INTERNATIONAL EMPLOYEES

The latest figures from Emploi-Québec estimate at 40,000 the number of jobs that will be available in the Laval region between 2010 and 2014. For almost two years, the Centre local de développement (CLD) de Laval has offered Laval businesses coping with a recruiting challenge a professional service to facilitate the hiring and integration of immigrant and foreign candidates.

In 2010, the CLD acted more than 200 times to bring local companies together with workers newly arrived in Canada, thus improving access to qualified and specialized human resources and supporting business growth and innovation, the sustainability of our regional economy.

With a focus on addressing the specific needs of our businesses, in 2010 the CLD team's involvement included tasks as diverse as:

- assisting companies recruit and select strategic human capital abroad;
- helping human resources managers through the administrative steps involved in hiring foreign workers (obtaining and renewing temporary work permits);
- assisting immigrant workers in obtaining permanent residency status and Canadian citizenship;
- connecting these workers and their families with our regional partners in order to facilitate their professional and social integration.

EXECUTIVE COMMITTEE AND BOARD OF DIRECTORS



EXECUTIVE COMMITTEE

Standing, left to right:

Basile Angelopoulos, Municipal Councillor, Chomedey, and member of the Executive Committee, CITY OF LAVAL

Alexandre Jarry, Partner, JARRY BAZINET AVOCATS

Armand Afilalo, President, MEP TECHNOLOGIES

Gilles Lacroix, Agricultural Producer, LES SERRES FRANCINE ET GILLES LACROIX

Seated, left to right:

Federico Stroppiana, President, MONDO AMERICA

Pierre Desroches, President and Executive Director, LAVAL TECHNOPOLE



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Martine Beaugrand, Municipal Councillor, Fabreville, CITY OF LAVAL | **Robin Blanchet**, General Manager, FÈVES AU LARD L'HÉRITAGE | **Mark J. Busgang**, President, Chief Executive Officer and Director, WARNEX | **Mattie Chinks**, President, AVMOR | **Daniel Coderre**, Director General, INSTITUT NATIONAL DE LA RECHERCHE SCIENTIFIQUE (INRS) | **Alain Denis**, Investment Director, Information Technologies and Telecommunications, FONDS DE SOLIDARITÉ FTQ | **Martin Desrochers**, President, MADECO CONSTRUCTION | **Diane Fellice**, President, FELLICE STRATÉGIES HUMAINES | **Michel Galland**, Chief Executive Officer, GROUPE GALLAND | **André Ibghy**, Executive Director, JEWISH REHABILITATION HOSPITAL | **Claude Lemieux**, President, NORSECO | **Denis Piché**, Vice President, Director and Investment Advisor, RBC DOMINION SECURITIES | **Louis Proulx**, Chairman of the Board, GPL PROULX ASSURANCE | **Cindy Walsh**, Vice President, Finance and Operations, OKIOK DATA

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Johanne Gélinas

Executive Assistant

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Nancy Guay

Director - AGROPOLE

Jean-Marc Lecouturier

Tourism Commissioner

Samir Mounir

Director – BIOPOLE

Jean-Marie Pressé

Director - e-POLE

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Project Manager

Claudine Diserens

Assistant

Célia Ligan

Assistant

Sylvie Tremblay

Assistant

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Vice-President, Business Strategy and Financing

Financial Services (CLD)

André Fillion

Business Development Advisor

Célyne Lafrance

Business Development Advisor

Tien Tai Le

Business Development Advisor

Stéphane Pichard-Sucheyre

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Administrative Management Technician

Ginette St-Amour

Administrative Assistant

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Director

Nathalie Caron

Business Development Advisor

Laurence B. Chaumillon

Business Development Advisor

Martin Lapierre

Business Development Advisor

Andréanne Leduc

Business Development Advisor

Élizabeth Pyshnov

Business Development Advisor

Alex Robitaille

Business Development Advisor

Annie St-Marseille

Project Manager, Visibility Service

Emmanuelle Saulnier

Information Agent

Denise Lavallée

Administrative Assistant

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Advisor

Samir Naoum

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Administrative Management Technician

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