



A presentation of the LAVAL TECHNOPOLE
International Business Centre

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«Clients everywhere are becoming more at ease with doing business by email and transacting virtually.»

Mr. Ara Israilian

President

Export Leader

TENROX

Penetrating world markets with the help of the Internet

Tenrox has always made full use of the Internet to run its affairs and build awareness for its products. It's a tool that in 2009 helped the company reap \$12M in sales. The company has distinguished itself through the strength of its product, which is unique project management software. On top of \$6.9M in 2009 sales in the U.S., its principal foreign market, Tenrox has also successfully made inroads in England, France and elsewhere by relying heavily on the Internet. Available on an on-demand basis or resident with clients, Tenrox solutions have enabled over 800 organizations in 50 countries to optimize their efficiency, reinforce the security of their data and enhance reliability. Here in Canada, Tenrox works with a prestige list of clients, including Hydro-Québec, SNC-Lavalin and Alcan, to name just a few.

For Tenrox, everything started with the Internet. "At the time we had no real marketing plan nor budget, so we invested in our Website, put our products online and things began to get going rather quickly beginning with the U.S.," explains Ara Israilian, Tenrox president. Today, the site is available in three languages: French, English and Spanish.

With about 100 employees working in its Laval offices, Tenrox has been winning awards since 1997 and is a frequent subject of articles in specialized magazines and on the Internet, all of which leaves its president elated. He sees nothing but enormous advantages to operating online using this "marketing tool par excellence."

This export leader shares his winning secret: "The miracle recipe starts with a good product, competent teams and an efficient Website, which lets you ignore distance and help people get to know you better. Clients everywhere are becoming more at ease with doing business by email and transacting virtually. Distance is no barrier to sales, whatever the product," argues Israilian convincingly.

[For more information on Tenrox, contact Ara Israilian at 450 688-3444.](mailto:ara.israilian@tenrox.com)

www.tenrox.com

«A Canadian company offering a highly specialized product cannot survive if it depends solely on domestic sales.»



Mr. Ariel Dujovne

President

New Exporter

PEGA MEDICAL

Pega Medical is a company specialized in the conception, development, evaluation and manufacture of medical devices. About 15 employees make up their operation in Laval, including bio-engineers, industrial designers and ergonomists, all specializing in paediatric orthopedics. Repeated successes around the world have made Pega Medical a global leader renowned for its development of orthopedic implants for children.

In 2003, Pega Medical began exporting to the U.S. A year later, the company began forays into the European market. “We have 20 distributors worldwide that market our products. We have established markets in South America, the Middle East, Malaysia and Australia. Our next target is Asia, particularly China and Korea. However this market is difficult to penetrate; regulatory organizations there are excessively severe,” says Pega Medical President Ariel Dujovne.

The company built its reputation with its Fassier-Duval nails, used in children with Osteogenesis Imperfecta, a disease that leaves bone extremely fragile. The expandable titanium nails, known throughout the world, permit bone solidification while keeping pace with the child’s growth. “It’s thanks to parents from a number of different countries who passed on the good news about our implants and who spoke with their physicians that we began receiving orders from all over and thus began exporting,” says Dujovne. For Pega, the principal challenge is getting approval with regulatory bodies. Each country has its own way of doing things, making the process sometimes long and arduous.

For Pega Medical’s president, export activity is the company’s bread and butter. “Today, 45% of our sales are generated overseas, 50% in the U.S., while a mere 5% are domestic in origin. It’s obvious that exports are crucial. A Canadian company offering a highly specialized product cannot survive if it depends solely on domestic sales.”

For more information on Pega Medical, contact Ariel Dujovne at 450 688-5144.

www.pegamedical.com



«A solid business plan, serious market analysis – it's all a question of getting prepared before making the leap abroad.»

Mr. John Struthers

President

Expansion Abroad

NORMONT

With ten years of exporting to Mexico, Poland, the U.S. and South America under its belt, Normont Industrial's success can be attributed to its first-class team of engineers offering innovative solutions that meet clients' specific needs with a high degree of satisfaction. A leader in conceiving and manufacturing access hardware for the world's leading bus, train and heavy truck manufacturers and for cases used in telecommunications, Normont began exploring foreign markets by following its clients abroad and by enlisting new clients with the help of a rigorous marketing plan.

"With help from the LAVAL TECHNOPOLE International Business Centre we clearly established an efficient approach to developing foreign markets. A solid business plan, serious market analysis – it's all a question of getting prepared before making the leap abroad," explains John Struthers, Normont president.

To accommodate its growing export business, Normont made some internal changes. As Struthers sums it up: "We hired more engineers and staffed up in communications and marketing so as to facilitate doing business in countries we were selling to. Our Website, for example, is available in English, French and Spanish."

The next markets Normont is getting ready to conquer include Brazil and China, particularly Shanghai where it is planning to open an office by the end of 2010. "What we've learned over the years will come in handy. Today we know that it's essential to understand a country's financial regulations and their ways of working on a daily basis. By being patient and acquiring more knowledge we've been able to establish ourselves solidly in these countries and experience the success we've been enjoying. In fact, you have to plan, understand the market, analyse it and make adjustments accordingly. That's how we grew our business volume. We'll continue to apply the same methods."

Take it from someone who knows: to be in the export business, patience and flexibility are traits a firm comes to respect.

To learn more about Normont Industrial, you can speak with John Struthers at 450 681-2884.

www.normont.com

«Thanks to the personal initiative of one employee, we now have new contacts in Cameroon.»



Mr. François Beauregard

President

Innovation in Human Resources

PYXIS TECHNOLOGIES

Since its founding, Pyxis Technologies has been defined by its cutting-edge philosophy and work methods. The company helps software firms integrate Agile Methods, a software development methodology that's based on four guiding principles and twelve core values.

Pyxis is a service, products and training provider, but it was training that really provided its first stepping stone into the international arena. With the opening of offices in France in 2005-2006, Pyxis began to generate more and more foreign business. "At the time, we were the first company offering training in Agile Methods in French, and this is what really set us apart. Even today, we can boast having the most French-language certified Agile Method (SCRUM) trainers," says Pyxis's Anne-Laure Miquel, "which means we are very much in demand in the French-speaking world."

Not content with exporting its training expertise to France, Pyxis has also made inroads into the U.S. and several other countries, where it's doing terrific volume in online sales of its software, especially GreenPepper and Urban Turtle. On another impressive note, Atlassian, an Australian firm, has bought the rights to GreenHopper, commercial software developed entirely by Pyxis.

Pyxis has about 70 employees working in its Laval, Québec City, Paris and Grenoble offices. The company, which specializes in developing human capital, has itself not surprisingly adopted Agile work methods, which are intended to be a software development tool. Two very different applications of the Agile Method, but nevertheless with impressive results... The Agile approach encourages staff to actively participate in meeting the company's objectives without an organized hierarchy, each employee sharing responsibility for building the company's success. The sense of ownership is very strong at Pyxis, and it's no surprise, since the employees own 30% of the company through a staff shareholder plan. "For instance, thanks to the personal initiative of one employee, we now have new contacts in Cameroon, we've booked a trade mission there, and we can foresee developing new markets there in the near future," explains Miquel.

For more on Pyxis Technologies, call Anne-Laure Miquel at 450 681-9094.

www.pyxis-tech.com

MESSAGE FROM THE ORGANIZING COMMITTEE

2009 saw considerable challenges for exporters across Québec. Companies in Laval, relying on their dynamism and perseverance, showed us their ability to face these challenges. Once more, Laval has brought its leadership in economic development to the fore, recognizing the commitment of the companies who, through good years and bad, continue to assert themselves with great vigor at the international level.

For this 12th edition of the MercadOr awards, one company will be declared a winner in each of these four categories: New Exporter, Expansion Abroad, Innovation in Human Resources, and Export Leader.

For the winner in the New Exporter category, exports make up the backbone of the company's activities: "Today, 45% of our sales are generated overseas, 50% in the U.S., while a mere 5% are domestic in origin. It's obvious that exports are crucial. A Canadian company offering a highly specialized product cannot survive if it depends solely on domestic sales."

Being awarded the MercadOr prize underlines the success of Laval exporters who work with various key partners in economic development. The MercadOr Selection Committee is made up of representatives from these organizations, including the LAVAL TECHNOPOLE International Business Centre, Emploi Québec, Investissement Québec and the Ministère du Développement économique, de l'Innovation et de l'Exportation.

It is with great pride that the Committee offers its heartfelt congratulations to the four winners.





MESSAGE FROM THE MAYOR

It is with tremendous pride that I recognize the leadership, creativity, determination and entrepreneurial spirit that have become synonymous with businesses who win a MercadOr prize. I sincerely congratulate the 2010 crop for their commitment which they have demonstrated both locally and at the international level. These leaders who contribute so much to Laval's stature and development deserve recognition for their strength in the face of adversity, especially for their successful navigation of last year's economic downturn.

I deeply admire their perseverance and express my complete support for their continued efforts. They are model businesses we can all look up to, companies that embody success, growth and tenacity.

I encourage other Laval businesses to think globally and envision the infinite possibilities of export. With support from the LAVAL TECHNOPOLE International Business Centre, the markets of the world are within your grasp.

Once again, congratulations to the winners and best of luck to every Laval business seeking to broaden its horizons.

[Gilles Vaillancourt, Mayor of Laval](#)

CONGRATULATIONS

to all the winners!



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