

ECONOMIC

NEWSLETTER

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CROESUS FINANSOFT

THE BENCHMARK IN PORTFOLIO MANAGEMENT SOLUTIONS

Founded in 1987, Croesus Finansoft sets the benchmark for portfolio management solutions in Canada. The company has enjoyed impressive success since day one and has recently relocated to the Laval Biotech City. Founder and president Rémy Therrien isn't about to rest on his laurels, and already has a number of strategic projects lined up for the years ahead.



Rémy Therrien, President

INNOVATION, A PROMISE OF SUCCESS

Croesus Finansoft offers an integrated portfolio management and client relations solution for brokerage firms and independent consultants. As a pioneer in the use of "Software as a Service" (SaaS), the company developed the custom-configurable Croesus platform so clients can securely manage their accounts at any time. The Laval-based business has also made a convincing case for its advantages to several major Canadian banks. The platform now has over 10,000 users managing some \$400 billion in assets.

Croesus Finansoft devotes 50% of its sales to research and development to better anticipate market needs and ensure an effective product using the latest technology. In 2013, the company won the Silver Award in the Technology category at the National Bank SME Awards. While Croesus employees are especially proud of the award, it has also meant very valuable added visibility for the company.

With a solid reputation for excellence in Canada, Croesus is now building up its presence in the US market, where its software has been tested and is in ongoing validation phases with new clients.

THE KEY WORD IS COMMITMENT

In June 2013, Croesus Finansoft moved into its 2,320 m² premises in the heart of Laval's Biotech City, an outstanding location to make the most of its prospects for continuing growth.

CROESUS PLATFORM HAS OVER 10,000 USERS MANAGING SOME \$400 BILLION IN ASSETS.

The Croesus commitment to clients includes providing quality customized service and an innovative product designed to respond to continually changing financial market requirements. Client satisfaction is the number-one priority and a key motivator for all the company's stakeholders.

The Croesus commitment to its 90 employees has resulted in a work environment that is particularly well-suited to personal and professional development. Employees work together in a family-type atmosphere, in an open-office configuration that includes relaxation lounges, a fitness and exercise centre, and a well-furnished kitchen area.

Human values are at the centre of Croesus Finansoft's business philosophy. Management and staff alike are actively involved in their community, devoting hundreds of hours every year to volunteer work at the Centre de bénévolat et moisson Laval and other worthy causes, like the 22 employees who took part in a 48-hour bike marathon for the Make-A-Wish Foundation.

After more than 25 years of developing solutions to meet client needs, Laval-based Croesus Finansoft is today a Canadian leader in portfolio management technology and perfectly poised to make its mark across North America in the years to come.

FOR MORE INFORMATION

Please contact Rémy Therrien, President at 450-662-6101 or remy.therrien@croesus.com.
www.croesus.com

KLOX TECHNOLOGIES

A THERAPEUTIC REVOLUTION IN DERMATOLOGY

Klox Technologies was founded in Laval in 2007 by Doctors Lise Hébert and Francesco Bellini. The company develops innovative therapeutic solutions for use in dermatology and tissue repair. In 2013, its acne vulgaris treatment was certified in Canada, a promising first step on the road to success.



Dr. Lise Hébert, President and Chief Operating Officer

A GREAT ASSET FOR LAVAL'S BIOTECH CITY

Located in the heart of the Biotech City, Klox Technologies enjoys great visibility in the high-tech industry and benefits from an extensive business network that positively impacts its continued development. The company operates out of 1115 m² of office space complete with a 279 m² lab.

HEALTH CANADA APPROVED THE REVOLUTIONARY TREATMENT LAST FALL AFTER CLINICAL TRIALS CONFIRMED THE LUMIGEL CLEANSE PRODUCT IS SAFE AND EFFECTIVE.

Thanks to its dedicated research and development team, Klox Technologies is able to create innovative products that help improve the lives of patients everywhere, ensuring the company's position at the forefront of medical technology.

A NEW TYPE OF TECHNOLOGY PLATFORM

Klox Technologies relies on innovation and leading-edge technology to stand out in the therapeutic treatment industry. The company has developed an innovative biophotonic platform called Lumigel Cleanse, which consists of an LED lighting system that interacts with an oxygen-rich gel containing light-trapping molecules. The non-invasive therapy is used to treat a variety of skin disorders, especially acne.

Health Canada approved the revolutionary treatment last fall after clinical trials confirmed the Lumigel Cleanse product is safe and effective. This first government endorsement has helped Klox Technologies gain even more credibility in the industry and recognition from its peers. The company is currently looking for partners to help distribute its one-of-a-kind therapeutic solution nationwide.

Getting the Lumigel Cleanse system certified has always been an important part of the Klox Technologies business strategy. With this critical step now taken care of, the company is poised for greater access to international markets. An application for certification has already been submitted in Europe where

Klox hopes to market its treatment by the end of 2014. And last September the Laval company presented its product at the Rodman & Renshaw Annual Global Investment Conference in New York City as an introduction to the US market.

Klox Technologies is currently working on adapting its gel formula as part of its biophotonic platform to help heal chronic wounds. The final product should be ready within the next year.

By developing Lumigel Cleanse, the Laval-based company has introduced a revolutionary solution designed to satisfy a range of unmet needs, strengthening their position in the biopharmaceuticals market in the process. The biophotonic platform represents a significant advance in the clinical treatment of acne and paves the way for developing other equally promising therapeutic treatments, ensuring Klox Technologies a bright, blemish-free future.

FOR MORE INFORMATION

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www.kloxtechnologies.com

SAVONS PROLAV INC.

THE QUEBEC SPECIALISTS IN ECO-FRIENDLY CLEANING PRODUCTS

Founded in Laval in 1981, Savons Prolav Inc. is known for its wide range of eco-friendly biodegradable household products, most of which are designed in its local plant. The company, run by Sophie Hénault, is looking to become the Canadian leader in green cleaning products, a challenge it plans to meet head on by continuously adapting its offer to the needs of today's marketplace.



Sophie Hénault, General Manager

INNOVATIVE CLEANING SOLUTIONS

Savons Prolav cleaning products are distributed across Canada under the Prolav and Bio-Vert labels.

With research and development at the core of its operations, the company has two full-time chemists on staff to help develop the most innovative cleaning solutions. These scientists also ensure that all products are certified EcoLogo, the only environmental standard recognized in Canada. As part of their commitment to help protect the environment, the company was recently re-certified EcoLogo.

Every year, Savons Prolav launches at least one new product at each of the trade shows it takes part in, one in Vancouver in the spring and the other in Toronto in the fall.

The company expanded its product offering in 2013 and now offers a fruit and vegetable cleaning spray, a stainless steel cleaner, a liquid stain remover for clothes, a scouring cream, a dishwasher rinse aid and three different scented air fresheners. Certain products come in different formats in order to better meet consumer needs. Starting in early 2014, the launch of a graffiti remover will help the company expand further into new markets.

COMMITTED TO SUSTAINABLE DEVELOPMENT

Savons Prolav has given itself the mandate of educating consumers on how using non-toxic eco-friendly cleaning products – a simple choice that enables them to support sustainable development without having to change their lifestyle – can help protect both the environment and their health.

The Laval company is a major proponent of sustainable development and only uses FSC (Forest Stewardship Council) certified paper labels. Savons Prolav recently received Level 2 certification from the Recyc-Québec "Ici on recycle!" (We recycle!) program in recognition of its various efforts to support sustainable development, and is already working on reaching Level 3. The company currently recycles or reuses 70% of its waste.

ALL PRODUCTS ARE CERTIFIED
ECOLOGO, THE ONLY
ENVIRONMENTAL STANDARD
RECOGNIZED IN CANADA.

Whenever possible, Savons Prolav uses local suppliers to support the Quebec economy and reduce greenhouse gas emissions resulting from transportation of materials. The company also raises its employees' awareness to environmental protection by giving \$1 per day to those choosing eco-friendly means of transportation.

Laval-based Savons Prolav is planning on expanding to new markets across Canada while reducing its environmental footprint to help sustain growth and become the Canadian leader in green cleaning products. The company's internationalization efforts are supported by the International Business Centre and Mercadex.

FOR MORE INFORMATION

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www.prolav.com
www.bio-vert.com

SERVIER CANADA

A NEW CENTRE OF EXCELLENCE IN CLINICAL RESEARCH

Servier Canada is the subsidiary of the privately held Servier pharmaceutical company based in France. Established in Quebec since 1978 and located at the Laval Science and High Technology Park (known today as the Biotech City) since 1994, Servier Canada is now building its own centre of excellence in clinical research on its Laval site. The project is part of the company's mission to expand its activities in Quebec and across Canada.



Frédéric Fasano, CEO

LAVAL'S BIOTECH CITY IS INNOVATION CENTRAL

Servier Canada was one of the first companies to locate in the Biotech City after deciding it was the perfect location for its operations to benefit from an environment that nurtures research, innovation and growth.



**12.6% OF THE
SALES ARE INVESTED
IN RESEARCH AND
DEVELOPMENT.**

The independent pharmaceutical laboratory provides innovative therapeutic solutions for professionals in the medical field and their Canadian patients. Servier's expertise is in cardiology and related fields, particularly arterial hypertension and treatment of diabetes.

Servier's 161 Quebec employees – out of a total of more than 300 in Canada – currently work in the company's existing 5,574 m² facility. All new Servier employees take part in a four-to-six-week training program to better understand the company's product line and

corporate values. In 2012, Servier Canada invested 12.6% of its sales in research and development. The 35 people in the research and development department are dedicated to keeping the company at the scientific forefront of the industry.

KEY PRIORITY: RESEARCH

Servier's Laval subsidiary, the company's fourth largest worldwide, has experienced tremendous growth in the past few years, something the new centre of excellence in clinical research will continue to ensure. In a parallel effort, Servier Canada also plans to renovate its existing building.

Laval Technopole played an important administrative and financial role in the Servier Canada construction project. The new centre represents an investment of \$16.3 million, including \$1 million in financing through Investissement Québec.

Built to comply with LEED standards and designed on ergonomic principles, the building will feature large glass bays to admit abundant natural light to this exceptional site. Open-plan office areas will preserve individual spaces and provide employees with a stimulating work environment conducive to dialoguing and

teamwork. Servier Canada expects to increase its workforce by 38 as part of the process.

In early 2014, Servier Canada will officially open its National Professional Training Centre and International Therapeutic Research Centre in the new 3,600 m² complex. Clinical studies will focus on cardiovascular diseases, cancer research and neuropsychiatry. Over the next three years, Servier intends to submit three innovative products to Health Canada for approval in order to maintain its strong market position.

Construction of the new centre of excellence in clinical research will support the growth of Servier Canada activities in Quebec and help it stand out even more from the competition. Its expanded operations will contribute directly to the Biotech City's life sciences expertise and to enhancing Laval's reputation for innovation Canada-wide.

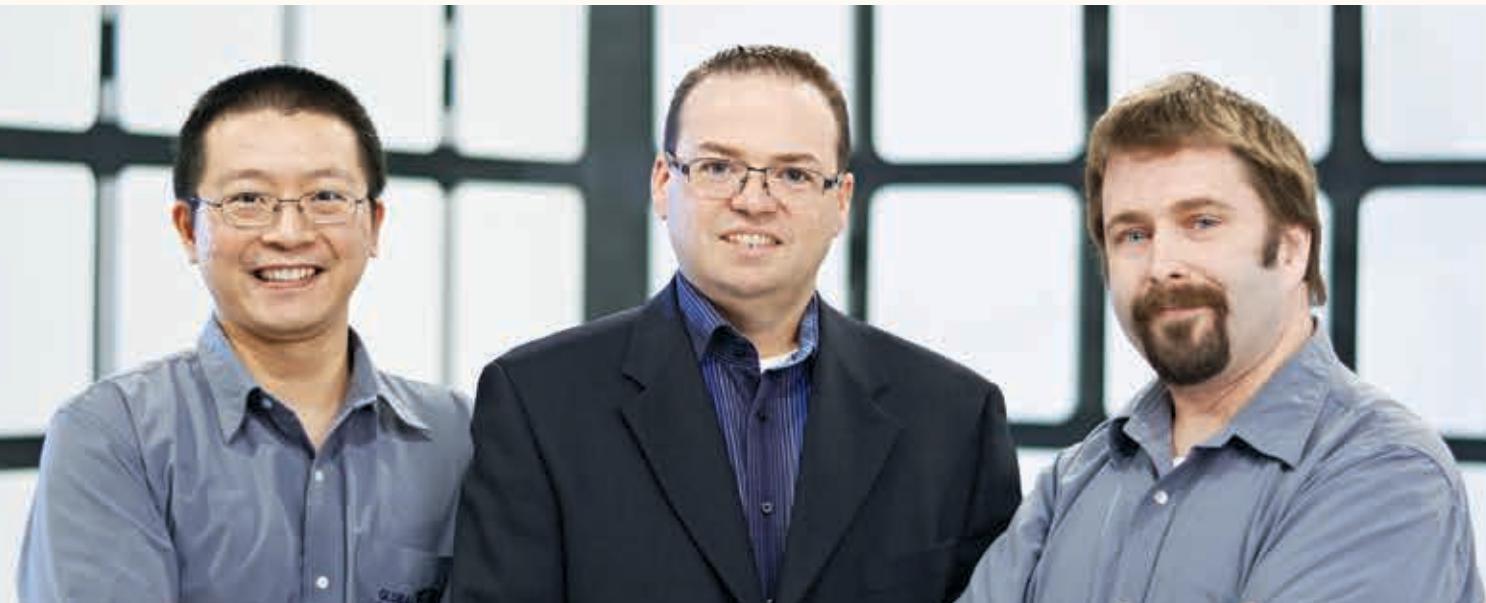
FOR MORE INFORMATION

Please contact Frédéric Fasano, CEO at 450-978-9700.
www.servier.ca

GLOBAL EMC

LOCATING IN LAVAL IS THE KEY TO WINNING MARKET SHARE IN QUEBEC

Global EMC was founded in 2001 by Garry Lee. The Toronto company specializes in the assessment and certification of all types of electronic equipment. This year, Global EMC opened a technical laboratory, headed by Scott Drysdale, in Laval's Impact 440 industrial park. The new location in Quebec is part of Global EMC's plan to meet its business objectives.



Yong Huang, Project Specialist, **Gilles Philion**, Regional Sales Manager and **Scott Drysdale**, Lab Manager

ENSURING ELECTROMAGNETIC COMPATIBILITY WORLDWIDE

Global EMC provides a complete range of tests for the assessment and certification of electrical products before they're put on the market. The company is accredited by A2LA and meets the requirements of the ISO/CEI 17025 standard. Its radio frequency tests and measurements can be applied to medical technology, telecommunications, electronics and IT, among other fields.

At Global EMC, client satisfaction is always a core concern. The company's mission is to satisfy the needs of electronics manufacturers by delivering high-quality technical support to meet their specific needs.

THE GLOBAL EMC TESTS ELECTRONIC DEVICES TO MAKES SURE THEY MEET CRITICAL ELECTROMAGNETIC COMPATIBILITY (EMC) STANDARDS.

The Global EMC tests electronic devices to make sure they meet critical electromagnetic compatibility (EMC) standards to ensure that products operate correctly in their environment without causing any electromagnetic disturbances. The company also makes sure that devices meet existing standards in different countries, in order to be sold legally in North America, Europe, Asia and other international markets.

UNIQUE LAVAL LAB WILL HELP DOUBLE COMPANY SALES

Global EMC decided to open a laboratory in Laval in order to be closer to customers based in Quebec – a province renowned for its numerous high-tech firms, nearly all of which have major needs where EMC is concerned.

For the move to Laval, Global EMC invested \$1 million in a 465 m² facility complete with the latest technology and equipment. A team of four highly experienced engineers will welcome no less than 10 new staff on board in the coming months.

The technical laboratory is equipped with a 3-metre anechoic chamber for conducting emissions and immunity tests on electronic devices. The chamber measures electromagnetic

emissions from products and then conducts tests in surrounding electromagnetic fields to make sure they operate without causing any electromagnetic disturbance in their own environment.

This new division will allow Global EMC to double its sales by the end of 2014 through developing the Quebec market with an offer that will help its customers penetrate local and international markets faster and more effectively.

By locating in Laval, Global EMC contributes to the city's economic growth, while enjoying a privileged market niche in electronic product safety. As the only business of its kind in Quebec, Global EMC has all the resources it needs to satisfy an extensive customer base.

FOR MORE INFORMATION

Please contact Gilles Philion, Regional Sales Manager at 450-687-4976 or gphilion@globalemclabs.com, or contact servicequebec@globalemclabs.com.
www.globalemclabs.com

LUFA FARMS

BIGGEST COMMERCIAL ROOFTOP GREENHOUSE IN THE WORLD

A belief that agriculture in an urban setting was the best way to bring quality nutrition to city dwellers is what inspired Mohamed Hage to found Lufa Farms in 2009. Two years later his company built the world's first commercial rooftop greenhouse in Montreal. On the strength of this success, the young entrepreneur has just completed construction of a second urban rooftop greenhouse in Laval to grow and deliver fresh produce to residents living in the immediate area.



Mohamed Hage, Founder, President

RESPONSIBLE, SUSTAINABLE AGRICULTURE IS A GROWING BUSINESS

Building a greenhouse on a roof is a great way to recover lost land and put it back to work farming once again. Lufa Farms now grows 40 varieties of vegetables on 2,880 m² in Montreal – without any synthetic pesticides, herbicides or fungicides.

The first Lufa Farms greenhouse is a model of responsible agriculture. It uses solar energy, heat from the building beneath the greenhouse, and recovered rainwater or snow to grow its vegetables. The company has developed a software program to remotely monitor and control several key parameters for optimal conditions: temperature, ventilation, irrigation systems and thermal curtains that close in the evening to retain heat accumulated during the day.

Residents can order a weekly vegetable basket full of produce that's picked on the day of delivery to guarantee maximum freshness and flavour. Over 2500 customers eat Lufa Farms produce year round. The company sells directly to urban dwellers as well as at 150 drop-off points throughout Montreal and Laval. And customers also appreciate that Lufa donates 1% of all sales to the David Suzuki Foundation.

A NEW AGRICULTURAL MODEL WITH A WORLD OF OPPORTUNITY

Last year, Lufa Farms invested \$3 million to build a rooftop greenhouse on a new building in Laval with even greater energy gains, thanks to better insulation and more efficient rainwater recovery. With 3,995 m², the Laval facility is the largest single-unit commercial rooftop greenhouse in the world, with twice the production of Lufa's Montreal greenhouse.

OVER 2500 CUSTOMERS EAT LUFA FARMS PRODUCE YEAR ROUND.

Lufa Farms built the second greenhouse to meet the booming demand for vegetables grown without synthetic pesticides. Lufa's urban greenhouse also contributes directly to the well-being of the Laval community, providing consumers with easy access to fresh, healthy, locally grown food.

In the short term, Lufa Farms plans to build another urban rooftop greenhouse at a location in Ontario before beginning to export

its sustainable agriculture model worldwide, particularly in Europe and the US.

Lufa Farms enjoys well-deserved accolades for developing an exciting new way of growing vegetables and feeding today's city dwellers. Its first greenhouse is a proven success, rapidly becoming a benchmark in urban agriculture. This global industry leader has consolidated its strong position with a second greenhouse in Laval and, with healthy eating a real consumer concern, its success is certainly sustainable well into the future.

FOR MORE INFORMATION
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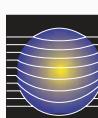
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LAVAL TECHNOPOLE
International Business Centre

NTS CONSULTING

ON THE ROAD TO SUCCESS

NTS Consulting has been providing engineering services to a variety of businesses in the industrial sector since 2007. Founded in Laval by Mohamed Serraji, the company has been developing its business activities on international markets for several years now. Future plans include consolidating the Quebec market before diversifying its export offering.

A PARTNER YOU CAN COUNT ON

NTS Consulting provides expert engineering advice in the aviation and automotive industries, which account for 70% and 30% of its business respectively. The company's core strength is optimizing the product development process for clients like Bombardier, Safran and Dassault. Now that it's made a name for itself in aircraft and automobiles, NTS Consulting will be focusing on trains as well.

The International Business Centre has been providing NTS Consulting with continued support in achieving its export goals. The company also benefits from the assistance of the Laval Local Development Centre whose expert knowledge in international mobility has been a big plus with the firm's personnel, which currently originates from 19 different countries. Finding 85 skilled and experienced office workers, engineers and mechanical designers committed to providing clients with timely world-class service was quite a challenge, and Mohamed Serraji is proud of the very talented team he has put together. There are 10 people hard at work in the NTS research and development department with a budget representing 8% of sales.

In order to promote its engineering services, the Laval company has started taking part in various exhibitions, including the Futurallia forum set to take place in Lyon (France) in June 2014. NTS Consulting will be joining the International Business Centre on this exciting adventure.

The firm has been CGP (Controlled Good Program) certified since July 2013, an achievement that allows it to showcase the quality of its services and boost its credibility.

ON TRACK TO EXPANDING ITS HORIZONS

Accounting for 30% of NTS Consulting's business, exports are at the heart of the company's marketing and growth strategy. The firm is expanding into international

markets in order to meet the needs of the industry and to set the standard in world-class engineering services.

NTS Consulting has been exporting its expertise overseas for several years now, opening an office in Lyon (France) in 2011 and another in Rabat (Morocco) in 2012 to help expand its business and enhance its presence on a global scale. The Laval-based company took part in a trade mission to Lille (France) organized by the International Business Centre in 2012 to increase its visibility in the European market. NTS Consulting also plans on developing the German market, where opportunities are especially exciting in the aviation and automotive sectors. And the firm is expanding to Japan after signing an agreement with a leading car manufacturer there.

NTS Consulting is present in the US market as well, where it's currently working on diversifying its offer. The company started providing engineering services in the aviation industry in Kansas in 2009, followed by the automotive sector in Ohio in 2012. Just recently the firm set down roots in Florida, a hub of the aviation industry and an ideal gateway to South America and its many promising markets like Brazil.

Always being export-ready enables the Laval company to resolve management and customer-service issues even from a distance. NTS Consulting's stellar international reputation directly contributes to its growth and to the City of Laval's economic development.

FOR MORE INFORMATION

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A WORD FROM THE DIRECTOR

THE ALLURE OF EUROPE

The Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union stands to provide Laval exporters with unlimited opportunities for growth and development. CETA is set to make trade a whole lot easier by eliminating tariffs on a wide range of products, cutting through red tape and opening up consumer markets. And with the European economy on a slow but steady road to recovery, the time is right for doing business in a new way with the old countries.

Laval companies like Citagenix, Pyxis, OKIOK and SHAN are already very active in the European marketplace, and we're confident the current economic climate will motivate other Laval entrepreneurs to get on board.

The International Business Centre will be joining the group of Laval exporters going to the Futurallia forum to provide them with personalized support through various coaching programs designed to help them break into the European market. The international B2B event is set to take place in Lyon (France) in June 2014.

I invite you to read about the five businesses presented in this newsletter who export to the United States and elsewhere.

I hope their success stories will inspire you to write your own. Enjoy!

VÉRONIQUE PROULX
EMBA

BLOGGER'S CORNER

PRIVATE LABELS GO GLOBAL

Private labels, also known as *store brands*, hold a significant market share mainly due to the economic downturn and the modernization of retail networks in emerging countries¹. The rise of these lower-cost products enables manufacturers to break into new markets without having to invest in brand development or mass marketing. How well private labels do greatly varies from one region of the world to another – and even from one country to another – a factor manufacturers must take into account when choosing what markets to expand to.

TONS OF OPPORTUNITIES...

Private labels are extremely popular in Western Europe where their market share approaches 40% in many countries. Several factors are driving this upward trend, including the current dominance of large retail chains and the economic slowdown, which has many European consumers turning to private labels to save money without having to compromise on quality.

Store brands are also doing well in Eastern European countries, Canada, Australia, New Zealand and the US (where they accounted for 17% of the market in 2011). According to a 2012 study by Dutch multinational banking and financial services firm Rabobank, private label sales will continue to rise and could eventually hold a 30% share of the US food retail market by 2025.

...JUST NOT IN ALL COUNTRIES

The situation is radically different in other parts of the world. For example, store brands accounted for less than 1% of sales in China and South Korea in 2009. In Japan, that figure is somewhere around 10%. And in India, one of the most densely populated countries in the world, the private label market share varies between 6% and 7%.

The trend is similar in Latin America where store brand products represent about 5% of sales in most countries with very little – if any – growth (sales in Brazil were at 4.8% in 2010 compared to 5.1% in 2008).

Colombia is the only emerging country where private label sales have increased, more than doubling from 5.7% in 2008 to 14% in 2011. And with a Canada-Colombia free-trade agreement in place since 2008, there could be many more attractive opportunities for Canadian manufacturers of the lower-cost alternative products in the future.

PRIVATE LABELS ARE EXTREMELY POPULAR IN WESTERN EUROPE WHERE THEIR MARKET SHARE APPROACHES 40% IN MANY COUNTRIES.

The recent signing of the Comprehensive Economic and Trade Agreement (CETA) between Canada and the European Union, as well as the slow recovery of the US economy, could help open up new markets for Canadian exporters. But competition in these markets will almost certainly be fierce, and consumer expectations – especially with regard to production volumes – are sure to go up since the private label phenomenon has already been at play in these markets for a number of years.

Bruno Séguin

Visit our blog at
www.lavaltechnopole.org/cailt.

¹ Nielsen (2011), *The Rise of the Value-Conscious Shopper, A Nielsen Global Private Label Report*
http://www.brandchannel.com/images/papers/523_nielsen-global-private-label-report-march-2011.pdf

CDVI AMERICAS

atrium product now on sale at 100 us locations

CDVI Americas is the Canadian subsidiary of the CDVI Group based in France. The manufacturer of secure access control and electronic locking systems opened its Laval office in 2005 with the goal of increasing sales in the Americas. From 2009 to 2011, the 20-person team developed the ATRIUM access controller, an innovative new product at the leading edge of technology. With the economy on the road to recovery, CDVI Americas launched its latest product in the US in November 2012. Part of the company's business strategy included hiring a vice-president of sales and marketing specifically for developing the US market, a move that has paid off in a big way.

In 2013, CDVI Americas concluded an agreement with US distributor ADI to sell their flagship product in over 100 stores, granting them access to the entire US market as well as ensuring strong visibility for the full ATRIUM product line. CDVI's plans for 2014 include increasing sales in the US by expanding their distribution network even more, a venture the



International Business Centre will gladly support with personalized assistance through the VIP international business program. The program lends a hand in many ways, providing help in finding funding and improving understanding of US laws and policies, for example.

FOR MORE INFORMATION

Please contact René Mallandain, President at 450-682-7945 or rene@cdvi.ca.
www.cdvi.ca

PYXIS

LEADING EXPERTS IN AGILE KNOW-HOW



Pyxis was the very first company in the French-language software development industry to get Agile certified early in the 21st century, a move that has paid off in a big way since many of today's businesses are eager to increase their Agility. And with effective change management software yielding proven and measurable results, the Laval firm will be getting even busier. Pyxis helps customers analyse their IT and product development needs to create customized solutions designed to keep them on the right track. They also offer team coaching services throughout the implementation process, with individual consulting as well for those involved in project management. The Pyxis range of services is divided into three categories: campus, counseling and studio.

With exports currently accounting for 15% of sales, the Laval business relies on continued support from the International Business Centre. A participant in the International Business Centre VIP program, Pyxis gets access to an extensive business network to help identify potential partners and develop new markets. The International Business Centre support enabled

the firm to open an office in Geneva (Switzerland) in 2011 and another in Brussels (Belgium) in 2013. The company plans on expanding its European presence to France in 2014.

In order to meet its growth objectives, Pyxis is looking to open a dozen offices around the world by 2020. In the long term, the company plans to continue doing business in the overseas French-language market before breaking into English Canadian markets, making the folks at Pyxis the world's leading experts in Agile know-how.

FOR MORE INFORMATION

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www.pyxis-tech.com

PEGA MEDICAL

GOOD DEVELOPMENT PROSPECTS IN ASIA

Founded in 1996, Pega Medical specializes in the design of innovative medical devices. The company is best known for its pediatric orthopedic implants, particularly the Fassier-Duval Telescopic IM System, its most widely exported product. It has been marketing its products in the US since 2003, in Europe since 2004, and in Australia and South America since 2006. Pega Medical received a MercadOr Award in 2010 in the "New Exporter" category, in recognition of its success in international markets. Approximately 90% of the firm's sales are exported, half to the US and the rest to 49 countries worldwide.

Pega Medical has set an objective to grow its activities in Asia, particularly in markets where there are major needs for pediatric surgery,



such as Malaysia, China, South Korea and India. The Laval-based company has gotten assistance from the International Business Centre in developing its business plan and obtaining financial support for the licensing and certification procedures required in order to market its products in different Asian markets. Pega Medical's next plan is to continue its expansion in Japan with the help of the International Business Centre.

FOR MORE INFORMATION

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www.pegamedical.com

GA INTERNATIONAL

LAVAL EXPERTISE EXPORTS WELL TO EUROPE

Founded in Laval in 1999, GA International manufactures specialized laboratory labels using high-quality materials resistant to extreme temperatures. The company operates in a niche market where exports represent fully 70% of sales.

The Laval business is looking to enhance its presence and increase its sales on the European market. To reach these objectives, GA International can count on the International Business Centre to help the company's internationalization, especially where its business plan and funding research are concerned. Thanks to the International Business Centre, GA International has already received a \$100,000 grant from Economic Development Canada to implement its European marketing strategy.

GA International has just opened an office in the Netherlands to ensure proximity to its European customers. The new facilities will also help reduce the number of overseas postal shipments, keeping customs fees down in the process. GA International is further diversifying on the export front by marketing products in Australia, Japan and the US. The highly innovative company relies on a comprehensive online strategy to reach a larger international customer base, and is currently developing three e-commerce websites to meet the specific needs of the Canadian, US and European markets.

FOR MORE INFORMATION

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