

Laval Technopole introduces new plan to increase City's economic growth

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Laval's economic sector is getting a boost from the Laval Technopole with the introduction of a new plan focused on expanding the city's economic status globally. The Laval Technopole International Business Centre (LTIBC) will aid in assisting current businesses based in Laval to grow on an international level. It is part of the new Growth Challenge program initiated by the Laval Technopole in 2008.

The Laval Technopole is an economic development corporation whose main goal is to establish, assist and cultivate local businesses in Laval to augment their economic potential. Laval Mayor Gilles Vaillancourt was on hand for the official launch of the new initiative at the offices of the Laval Technopole located at 1555 Chomedey Boulevard. "We are a growing city. We have everything that is needed for businesses not only to establish themselves, but prosper," said Vaillancourt.

A major shift

The Growth Challenge program will put a greater emphasis on customer service and assisting the needs of companies through three components: international, entrepreneur and real estate development. This will help the corporation better meet their clients' needs.

The focus of the LTIBC will be the global development of Laval's companies. "We view it as an evolution," said Pierre Desroches, the president of the Laval Technopole. 75% of Laval-based companies are already on the international market. The LTIBC's goal is help those businesses grow through four main sectors: exporting, marketing, innovation and sourcing. "We want to re-group our services based upon the type of questions asked by our customers and their needs. We want to make sure they are directed to the right people" explained Desroches.

Mandate is to assist

The services offered by the LTIBC will include international trade missions and business seminars to train companies. "Also, we provide access to all our international networks and have some experts inside the organization that can help them in terms of a marketing study or finding the right financing," said Veronique

Proulx, the director of the LTIBC.

The primary mandate of the Laval Technopole is to develop the city's economy by attracting investment to the territory and supporting already established businesses. Created in 1995, the Laval Technopole caters mainly to manufacturing companies and the high-tech industry. "We go out often and meet with the companies to see what point they are at in terms of growing, what their needs are to help and assist them in their growth," said Proulx.

The Laval Technopole does not offer direct financial assistance, but does aid the businesses in finding the right resources. They also help find ideal commercial real estate and assist in getting proper permits from the city. "One phone call, one family – the answer is going to be there," explained Desroches.

Beginning this year, the LTIBC will also publish a service guide for companies. "We like to describe ourselves as a one-stop shop for business-owners," explained Proulx. For more information, visit <http://www.lavaltechnopole.com/>



Clockwise from left: parliamentary secretary Francois Bouilhac, Laval mayor Gilles Vaillancourt, Laval Technopole president Pierre Desroches, economic development officer Gilbert LeBlanc, assistant executive director Damien Cloutier, director of LTIBC Veronique Proulx and Laval-des-Rapides MNA Alain Paquet.

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