



Mercuriades  
2007  
Seeing beyond  
for 27 years

# l'exclusif

FCCQ Members Newsletter

## > 2007 Mercuriades Competition

### 13 Quebec businesses stand out as Business Models

At a gala evening held on April 11, 2007, at Montreal's Palais des congrès, nearly a thousand key figures from the Quebec business community gathered for the unveiling of the winners of the 27th Mercuriades Competition, organized by the Fédération des chambres de commerce du Québec (FCCQ).

On this occasion, Honorary Gala Chairman Benjamin J. Kemball, President and CEO of Imperial Tobacco Canada, and Quebec Premier Jean Charest highlighted the exceptional work

## > The Entrepreneurial Promotion Award

Presented by :  Québec 

On the occasion of the 25th anniversary of the Mercuriades Competition in 2005, the FCCQ and the Quebec government created the Entrepreneurial Promotion Award. It sought to honour the actions of individuals dedicated throughout their career to promoting entrepreneurial culture, particularly among young people.

In 2007, members of the selection committee chose to honour Mr. Yvon Gasse, Professor at the Faculté des sciences de l'administration de l'Université Laval and holder of the Chair for Entrepreneurship and Innovation, for his sustained efforts in the ideation and creation of measures aimed at encouraging entrepreneurship among young people.

This year, the selection committee was comprised of: Mrs. Claire de La Durantaye, Director of the Institut de recherche sur les PME.; Mr. Paul-Arthur Fortin, winner of the 2005 Entrepreneurial Promotion Award and founder of the Fondation de l'entrepreneurship and Executive Director of Accès entrepreneur; Mrs. Micheline Locas, winner of the 2006 Entrepreneurial Promotion Award and President & Executive Director of the Association des clubs d'entrepreneurs étudiants (ACEE); Mr. Jean-Paul Riverin, Head of Service entrepreneuriat, Secrétariat à la jeunesse, Ministère du Conseil exécutif; Mr. Gilles St-Pierre, Director of the Département de management and Director of Development for the Institut d'entrepreneuriat, Université de Sherbrooke; Mr. Daniel Thouin, Analyst-Consultant, Secrétariat à la jeunesse, Ministère du Conseil exécutif; Mr. Jean-Noël Vigneault, Director of Formation continue et du soutien, Ministère de l'Éducation, du Loisir et du Sport.



**From left to right:** Mrs. Françoise Bertrand, CEO, Fédération des chambres de commerce du Québec (FCCQ); Mr. Yvon Gasse, recipient of the 2007 Entrepreneurial Promotion Award; Mr. Jean Charest, Quebec Premier.

## > Philanthropic Merit Award

Inaugurated in 1999, the Philanthropic Merit Award seeks to give special recognition to persons from the business community who have distinguished themselves throughout their careers in social and community involvement, in addition to having succeeded in their field of work.

This year, the jury chose Mirella and Lino Saputo, cofounders of the Mirella and Lino Saputo Foundation. Created in 1979 on the 25th anniversary of the Saputo business, the Mirella and Lino Saputo Foundation helps sick and disabled children, as well as women and seniors. The Foundation also takes an active part in financing several programs dedicated to patient services at Quebec's major hospitals, as well as research projects.



**From left to right:** Mrs. Françoise Bertrand, CEO, Fédération des chambres de commerce du Québec (FCCQ); Mr. Lino Saputo and Mrs. Mirella Saputo, recipients of the 2007 Philanthropic Merit Award; Mr. Jean Charest, Quebec Premier.

## The FCCQ and the Italian Chamber of Commerce form a partnership

When the Philanthropic Merit Award was granted, the FCCQ took advantage of the presence of Mr. Albert De Luca and Mrs. Danielle Virone, President and Executive Director respectively of the Italian Chamber of Commerce in Canada, to announce the beginning of an era of collaboration and partnership between the business communities of the two organizations in addressing various issues relating to Quebec's economic prosperity, specifically with respect to trade between Italy and Quebec.

# The Winners

## Businesses of the Year

Presented by:



Every year since the creation of the Mercuriales Competition in 1981, two winning companies have been named by the jury to join the prestigious Club de l'excellence. These are companies that have marked the business community with outstanding performances and their ability to consistently rank among the best.

This year, Mechtronix Systems Inc. (SMB), and PACCAR du Canada limitée – Sainte-Thérèse plant (Large Business), were named "Businesses of the Year."

### Mechtronix Systems Inc.



**From left to right:** Mrs. Sylvie Giguère, Vice President SMB Sales Québec, Bell Canada, Mr. Paul Solnoky, Mechtronix Systems Inc. Director Program Development

### PACCAR of Canada Ltd. – Sainte-Thérèse plant



**From left to right:** Mrs. Sylvie Giguère, Vice President SMB Sales Québec, Bell Canada; Mr. Alain Boissonneault, Human Resources Manager and Organizational Development and Mr. Gilles Gervais, General Manager, PACCAR of Canada Ltd – Sainte-Thérèse Plant.

## Trade and Distribution

Presented by:



### Restaurants Pacini inc. - La Prairie

In 2000, Restaurants Pacini Inc. undertook major changes that have generated excellent results. The restaurant chain's implementation of a new strategic plan boosted sales by 26% over six years



**From left to right:** Mr. Tony Loffreda, Vice-President, Commercial Financial Services, Quebec East, RBC Royal Bank and Mr. Pierre-Marc Tremblay, President and Chief Executive Officer, Les Restaurants Pacini inc.

## Contribution to Economic and Regional Development

Presented by:



### Granby Zoo - Granby

**Winner of the Prix Distinction of the Chambre de commerce Haute-Yamaska et région.**

With over half a million visitors and generating direct economic spin-offs of \$4.8 million annually, the Granby Zoo is a driving force for local tourism.



**From left to right:** Mr. Jacques Daoust, Chairman of the Board & President and General Manager, Investissement Québec and Mrs. Joanne Lalumière, General Manager and Executive Secretary, Granby Zoo.

## Exports

Presented by:



### Mechtronix Systems Inc.

- St. Laurent

Mechtronix Systems Inc., a supplier of flight simulation technologies, devotes almost 100% of its operations to exporting on the world market.



**From left to right:** Mr. Pierre Shedleur, Chairman of the Board & President and General Manager, Société générale de financement du Québec and Mr. Paul Solnoky, Director, Program Development, Mechtronix Systems Inc.

## Technological Innovation

Presented by:



## SMB

### Creaform Inc. - Lévis

Creaform Inc. has developed the Handyscan 3D™ the first handheld digital laser camera in the world.



**From left to right:** Mr. Raymond Bachand, Minister for the Economic Development, Innovation and Export Trade and Mr. Martin Lamontagne, Vice President, Operations, Creaform Inc.

## LARGE BUSINESS

### EXFO Electro-Optical Engineering inc. - Quebec

EXFO has distinguished itself at the international level with the AXS-100, a portable reflectometer used to measure power loss on optical networks.



**From left to right:** Mr. Raymond Bachand, Minister for the Economic Development, Innovation and Export Trade and Mr. Germain Lamonde, Chairman of the Board & Manager, EXFO Electro-Optical Engineering Inc.

## Leisure and Culture

### FESTIVAL DU CINÉMA INTERNATIONAL EN ABITIBI-TÉMISCAMINGUE

- Rouyn-Noranda

The FESTIVAL DU CINÉMA INTERNATIONAL EN ABITIBI-TÉMISCAMINGUE is a real economic force in Abitibi-Témiscamingue, generating annual economic spin-offs for the region to the tune of \$2 million.



**From left to right:** Mrs. Luce Julien, First Director, Content news and Current affairs, Réseau de l'information (RDI) and Mr. Jacques Matte, President, FESTIVAL DU CINÉMA INTERNATIONAL EN ABITIBI-TÉMISCAMINGUE.

## Industrial and Processing Production

### > Interstar - Sherbrooke

Interstar is an expert in innovative concrete products and a distributor of construction products with an emphasis on research and development. The company has opened distribution centres in Canada, Mexico and the United States.



**From left to right:** Mr. Robert Cloutier, Vice President and General Manager, A. de la Chevrotière, Division Sobeyes Québec and Ex-Chairman of the Board, FCCQ and Mr. Zachary Gillman, President, Interstar.

## Investment Project

### > Atrium Biotechnologies inc. - Quebec

Atrium Biotechnologies Inc. recently acquired an American company, HVL Parent Incorporated (Douglas Laboratories), which has been marketing its products to health professionals for over 50 years.



**From left to right:** Mrs. Nathalie Larivière, President, Médias Transcontinental and Mr. Gérard Limoges, Member of the Board, Atrium Biotechnologies inc.

## Social Responsibility and Sustainable Development

Presented by:



### > Les Services Ménagers Roy Itée - Anjou

Nearly three quarters of the cleaning products used by Les Services Ménagers Roy Itée, are 99% biodegradable.



**From left to right:** Mr. Bruno Gingras, Vice President Customer Services, Hydro-Québec; Mr. Guy Roy, Founder and Chairman of the Board and Mrs. Julie Roy, Executive Vice President, Les Services Ménagers Roy Itée.

## Human Resources

### SMB

### > Vézina, Dufault inc. - Montreal

Vézina, Dufault Inc., a brokerage specializing in risk management and damage insurance, gives top priority to personnel development.



**From left to right:** Mr. Benjamin J. Kembal, President and Chief Executive Officer, Imperial Tobacco Canada Limitée and Mrs. Diane Quimper, Human Resources Director, Vézina Dufault inc.

## LARGE BUSINESS

### > PACCAR of Canada Ltd. - Sainte-Thérèse plant - Sainte-Thérèse

Thanks to the efficiency of its human resources development strategy, PACCAR of Canada Ltd. - Sainte-Thérèse Plant has seen continuous growth in its market share and production capacity.



**From left to right:** Mr. Benjamin J. Kembal, President and Chief Executive Officer, Imperial Tobacco Canada Limitée and Mr. Alain Boissonneault, Human Resources Manager and Organizational Development, PACCAR of Canada Ltd - Sainte-Thérèse Plant.

## Financial, Real Estate and Professional Services

### SMB

### > AXDEV Groupe Inc. - Brossard

AXDEV Groupe Inc. specializes in analyzing needs and developing solutions to optimize processes and organizational systems. The company has experienced more than 80% growth over the last three years.



**From left to right:** Mr. Patrice Simard, Associate Director, Samson Bélair Deloitte & Touche & Chairman of the Board, FCCQ and Mrs. Suzanne Murray, President, AXDEV Groupe Inc.

## LARGE BUSINESS

### > GFI Solutions Inc. - Montreal

GFI Solutions Inc. ranks among Quebec's top five information technology consulting firms.



**From left to right:** Mr. Patrice Simard, Associate Director, Samson Bélair Deloitte & Touche & Chairman of the Board, FCCQ and Mr. Gilles Létourneau, President, GFI Solutions inc.

## Jury's Selection

### > La Maison amérindienne - Mont St. Hilaire

La Maison amérindienne seeks to offer a better understanding of the continent's first inhabitants. Welcoming over 30,000 visitors each year, it has developed original programming and a personalized commercial strategy without recurring government assistance.



From left to right: Mr. Michel Pigeon, Rector, Université Laval and Jury Chairman of Mercuriades 2007, Mrs. Chantal Millette, Business Development and Mr. André Michel, Director, La Maison amérindienne.

## A special thank you to the businesses that contribute, year after year, to the success of the Mercuriades Gala

Abitibi-Consolidated  
Accenture  
Alcoa Canada  
Banque Nationale du Canada  
Bell Nordiq  
Caisse de dépôt et placement du Québec  
CN  
Fédération des Caisses Desjardins du Québec  
Gaz Métropolitain inc.  
GENIVAR Société en commandite  
Hydro-Québec  
KPMG  
METRO Inc.  
Ogilvy Renault  
Postes Canada  
Power Corporation du Canada  
Rona  
Samson Belair / Deloitte & Touche  
Saputo  
Secor  
Via Rail Canada Inc.

Alcoa wishes to congratulate the winners for their  
**perseverance, audacity and ingenuity,**  
 three qualities that prompted them to climb the success ladder.



➤ **Members of the Jury of the 2007 Mercuriades Competition**

Again this year, the firm Raymond Chabot Grant Thornton was asked to evaluate all candidates' files. The FCCQ then assigned the selection of business finalists and winners to an independent jury chaired by Université Laval Rector Michel Pigeon and made up of respected figures from the business, academic and journalistic communities. Jury members of the 2007 Mercuriades Competition were especially interested in businesses whose exceptional success was a direct result of the quality of the actions and strategies they took to remain highly competitive, at the regional level as well as at the national and international levels.

**First row, from left to right:** Mrs. Joanne Couture, CMA, Senior Director, Business, Export and Development Canada; Mrs. Marjolaine Loiselle, President, Secrétariat de la Commission des partenaires du marché du travail; Mr. Michel Pigeon, Jury President of the 2007 Mercuriades Competition and Rector of Université Laval; Mrs. Dominique Savoie, Assistant Deputy Minister, Emploi Québec; Mr. Georges Archambault, President and Executive Director, Centre de recherche industrielle du Québec (CRIQ).

**Second row, from left to right:** Mr. Régis Labeaume, President & Executive Director, Fondation de l'entrepreneuriat; Mr. Paul-Arthur Huot, President & Executive Director, Pôle Québec Chaudière-Appalaches; Mrs. Geneviève Tanguay, Assistant Deputy Minister, General Directorate, Department of Economic Development, Innovation and Export Trade; Mr. Jean-Paul Gagné, Publisher emeritus, Journal Les Affaires; Mrs. Gisèle Desrochers, Senior Vice President, Human Resources and Operations, National Bank of Canada; Mr. Claude Martel, President & Executive Director, Inno-centre Québec; Mr. Claude Demers, President & Executive Director, Association de la recherche industrielle du Québec (ADRIQ)



**Congratulations!**

Imperial Tobacco Canada, established in Québec for nearly 100 years, is proud to be associated with the Fédération des chambres de commerce du Québec in the presentation of the 2007 Mercuriades competition.

Congratulations to all participants and especially the award winners in all categories.

*We believe  
 in adding value to the communities  
 in which we operate.*



Legal deposit  
 Bibliothèque et Archives nationales du Québec, 2007  
 Library and Archives Canada, 2007

ISSN 1195-6313

**The Fédération des chambres de commerce du Québec thanks its valued and loyal 2007 Mercuriades partners.**

**HONORARY SPONSORS:**

**PROUD SUPPORTERS:**

**IN COLLABORATION WITH:**

**MEDIAS PARTNERS:**