

ABOUT THE MERCURIADES AWARDS

The Mercuriades is the most prestigious competition aimed at honouring the capabilities of Quebec businesses. Now in its 29th year, the Mercuriades is made possible thanks to the participation of Hydro-Québec, Raymond Chabot Grant Thornton, RBC Royal Bank, Rio Tinto Alcan, the Québec government's Youth Entrepreneurship Challenge, Investissement Québec, the Ministry of Economic Development, Innovation and Export, Les Affaires, RDI, 98,5 FM and The Q 92.

ABOUT THE FCCQ

Thanks to its network of 161 chambers of commerce, the Federation of Quebec Chambers of Commerce represents more than 40,000 companies and 100,000 businesspeople working in all of the province's economic sectors. The FCCQ energetically looks out for member interests in terms of public policy, advocating a business environment that is both innovative and competitive.

L'Exclusif, the FCCQ member newsletter, is published five times a year by the Federation of Quebec Chambers of Commerce communications division. Please contact info@fccq.ca for any questions or comments.

L'Exclusif is always available at the Federation's website:

<http://fccq.ca/publications/bulletins-lexclusif.html>

MANY THANKS TO OUR PARTNERS

The FCCQ would like to thank its key partners, who have been with us throughout the year to ensure the competition's continued success.

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MEDIA PARTNERS



SPECIAL THANKS GO TO THOSE COMPANIES THAT HAVE CONTRIBUTED YEAR AFTER YEAR TO THE MERCURIADES SUCCESSFUL GALAS.

Alcoa Canada
Artopex
Bell Aliant
BMO Bank of Montreal
Fédération des Caisses Desjardins du Québec
HSBC Bank
Imperial Tobacco

Osisko Mining Corporation
Pacini Restaurants
Power Corporation of Canada
Samson Bélair/Deloitte & Touche
SECOR
Semafo
The Solidarity Fund QFL



CELEBRATING EXCELLENCE



L'EXCLUSIF

Volume 23 no 2 June 2009

5 OF QUEBEC'S TOP BUSINESSES

On May 21, 2009 five businesses were honoured in the presence of Quebec Premier Jean Charest and more than 650 Quebec businesspeople at the prestigious 2009 Federation of Quebec Chambers of Commerce (FCCQ) Mercuriades Awards. The winners were announced during a gala night at the Palais des congrès de Montréal. The evening was hosted by Lise Le Bel and chaired by André Boulanger, President of Hydro-Québec Distribution. The Mercuriades Competition was chaired by Pierre-Luc Desgagné, Hydro-Québec Senior Director of Strategic Planning and Government Relations.

2009 ENTREPRENEURIAL PROMOTION AWARD

Entrepreneurship remains the lifeblood of our future and its ideals need to be shared wholeheartedly with succeeding generations. That's why the Federation of Quebec Chambers of Commerce and the province's Youth Secretariat sponsor this award to recognize exceptional contributions by an individual whose career epitomizes the promotion of entrepreneurial culture among the young.

This year, the FCCQ and the Quebec government presented the Entrepreneurship Promotion Award to Suzie Harvey, Founder of the Quebec Entrepreneurship Contest.

Trained in management, social services and entrepreneurship, Suzie Harvey's career has four notable themes: development of social, educational and entrepreneurial projects; administrative management and coordination of high-level teamwork; design and execution of multiple research studies; and, finally, organization of conferences, large-scale events and international missions.

Well-known for her motivational skills, she has exercised progressive leadership in several major projects. Whether it involves entrepreneurship, international cooperation, education or social service, Harvey's work has been characterized by creativity, boldness and enthusiasm. In 1998, she launched and headed up the Quebec Entrepreneurship Contest, which has grown into a dramatic success.



From left to right
Quebec Premier Jean Charest
Suzie Harvey, Quebec Entrepreneurship Contest Founder and Recipient of the 2009 Entrepreneurial Promotion Award
Françoise Bertrand, Chief Executive Officer, Federation of Quebec Chambers of Commerce

100 years of entrepreneurship



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Stan Samole, President
Fidelity Electronics

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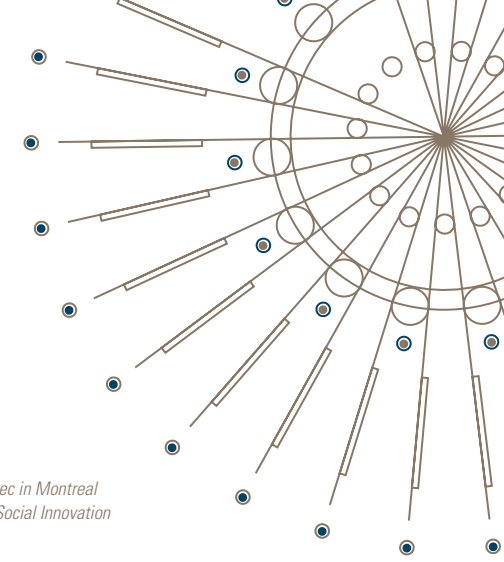
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BUSINESSES OF THE YEAR

By tradition, the jury selects two companies among the winners to be designated Businesses of the Year – one from the ranks of small and medium-sized businesses and the other from large business. Joining the prestigious Club de l'excellence this year, thanks to outstanding performance and an ability to stay ranked among the best, are **Bleu Lavande (SMB) and Artopex (LB).**



THE JURY

Claude Corbo, Rector of the Université du Québec in Montreal, led the jury responsible for choosing finalists and winners. Among the jurors were representatives from business, education and the media.

The Federation of Quebec Chambers of Commerce is especially grateful to all for taking part in the 29th Mercuriades and is pleased to present them here.

From left to right

First row

Claude Martel, President and CEO, Inno-centre Québec
 Jean Rodrigue, Partner, BCF
 Francine La Haye, Senior Vice-President, National Public Relations
 Claude Corbo, 2009 Mercuriades Jury Chairman and Rector, Université du Québec in Montreal
 Geneviève Tanguay, Ph.D., Assistant Deputy Minister, Research, Scientific and Social Innovation Management, Ministry of Economic Development, Innovation and Export
 Pierre-Luc Desgagné, Mercuriades 2009 Chairman and Senior Director, Strategic Planning and Government Relations, Hydro-Québec
 Claude Beauregard, Editor-in-Chief, Les Affaires
 Jean-Luc Trahan, Chairman, Commission des partenaires du marché du travail

Second row

Pierre Moisan, Vice-President of Corporate Strategy, Frima Studio
 Robert Mercier, President, DTZ Barnicke

BLEU LAVANDE

From left to right

Front row

Roch Dubé, Chairman, Federation of Quebec Chambers of Commerce
 Françoise Bertrand, Chief Executive Officer, Federation of Quebec Chambers of Commerce
 André Boulanger, Honorary Chairman of the 2009 Mercuriades Gala Evening and President, Hydro-Québec Distribution
 Christine Deschesnes, Vice-President, Bleu Lavande
 Pierre Pellerin, President, Bleu Lavande
 Luce Julien, Senior Director, RDI

Second row

Pierre-Luc Desgagné, Mercuriades 2009 Chairman and Senior Director, Strategic Planning and Government Relations, Hydro-Québec
 Yves Bombardier, General Manager, 98.5 FM
 Pierre Marcoux, Vice-President, Transcontinental Business Publications and Books
 Alexis Ségal, North American Director of Communications and External Relations, Rio Tinto Alcan

ARTOPEX

From left to right

First row

Roch Dubé, Chairman, Federation of Quebec Chambers of Commerce
 Françoise Bertrand, Chief Executive Officer, Federation of Quebec Chambers of Commerce
 André Boulanger, Honorary Chairman of the 2009 Mercuriades Gala Evening and President, Hydro-Québec Distribution
 Daniel Pelletier, President and Founder, Artopex
 Maurice Pelletier, Executive Vice-President, Artopex
 Luce Julien, Senior Director, RDI

Second row

Alexis Ségal, North American Director of Communications and External Relations, Rio Tinto Alcan
 Yves Bombardier, General Manager, 98.5 FM
 Pierre Marcoux, Vice-President, Transcontinental Business Publications and Books
 Pierre-Luc Desgagné, Mercuriades 2009 Chairman and Senior Director, Strategic Planning and Government Relations, Hydro-Québec

CONGRATULATIONS TO THE WINNERS

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PRODUCTIVITY
IMPROVEMENT



MARKET
DEVELOPMENT

Presented by



PROACTIVE WORKFORCE
MANAGEMENT

Presented by



SMB

LARGE BUSINESS

SMB

LARGE BUSINESS

SMB

LARGE BUSINESS



Villeneuve, Laboratoire Orthopédique

Villeneuve has become the orthopedic specialist thanks to its implants, services and adjustable footwear. The company makes the most of leading-edge technology to digitally manufacture orthotic inserts. By maximizing IT resources, the company achieves significant savings, improving time and project management while generating improved employee performance.

From left to right

Louis Villeneuve, President, Villeneuve, Laboratoire Orthopédique
 Pierre Arcand, International Relations Minister and Minister Responsible for Francophonie

Artopex

Solidly established in Quebec as a leading office furniture manufacturer for the past 25 years, Artopex has extended its business throughout North America. The company invested huge amounts in structural improvements, especially in its manufacturing processes. The result: motivated workers, innovative products and a highly competitive position thanks to its world-class productivity.

From left to right

Daniel Pelletier, Founder and President, Artopex
 Pierre Arcand, International Relations Minister and Minister Responsible for Francophonie



Bleu Lavande

The first, and still the only, Canadian producer of lavender-based goods, this business turns its essential oil into some 60 products, operates three boutiques and enjoys widespread distribution. Inspired by the vision of a lavender universe, Bleu Lavande welcomed 200,000 visitors to its fields in 2008, calling upon bold strategies to develop a commercial agro-tourism venture that is one of the country's best.

From left to right

Pierre Pellerin, President, Bleu Lavande
 Christine Deschesnes, Vice-President, Bleu Lavande
 Jacques Daoust, President and CEO, Investissement Québec



Artopex

To increase market share, this office furniture manufacturer totally reorganized its distribution network. With the benefit of pinpoint strategic planning and a massive investment, Artopex increased its sales throughout North America. Its competitive position is also a measure of its singular vision, investment strategies and ability to anticipate market changes.

From left to right

Daniel Pelletier, Founder and President, Artopex
 Jacques Daoust, President and CEO, Investissement Québec
 Maurice Pelletier, Executive Vice-President, Artopex



Parc Safari

As a key regional employer, this zoo made staff training a major component in its sustainable development policy. By bringing diverse strategies into play, it was able to raise the specialization level of employees from 40% to 65%. Investments in training young workers and the company's solid commitment make Parc Safari the employer of choice.

From left to right

Marc Ethier, Employee Training Manager, Parc Safari
 Geneviève Brault, Human Resources Manager, Parc Safari
 Tony Loffreda, Regional Vice-President of Commercial Financial Services, RBC Royal Bank
 Jean-Pierre Ranger, President, Parc Safari



Ubisoft Montréal

This world leader in game software developed an integrated strategy for managing human resources. The approach of innovative recruiting, training programs adapted to the industry's changing technology and goal-attainment evaluation of results, has helped Ubisoft develop true creative and technological know-how in Quebec.

From left to right

Francis Baillet, Vice-President of Human Resources, Ubisoft Montreal
 Tony Loffreda, Regional Vice-President of Commercial Financial Services, RBC Royal Bank