



Economic Development in the Greater Montréal Area

OVERVIEW OF MONTRÉAL INTERNATIONAL

Coordinating Economic Development in the Toronto Region:
Challenges and Opportunities

June 19, 2012

GREATER MONTRÉAL AT A GLANCE

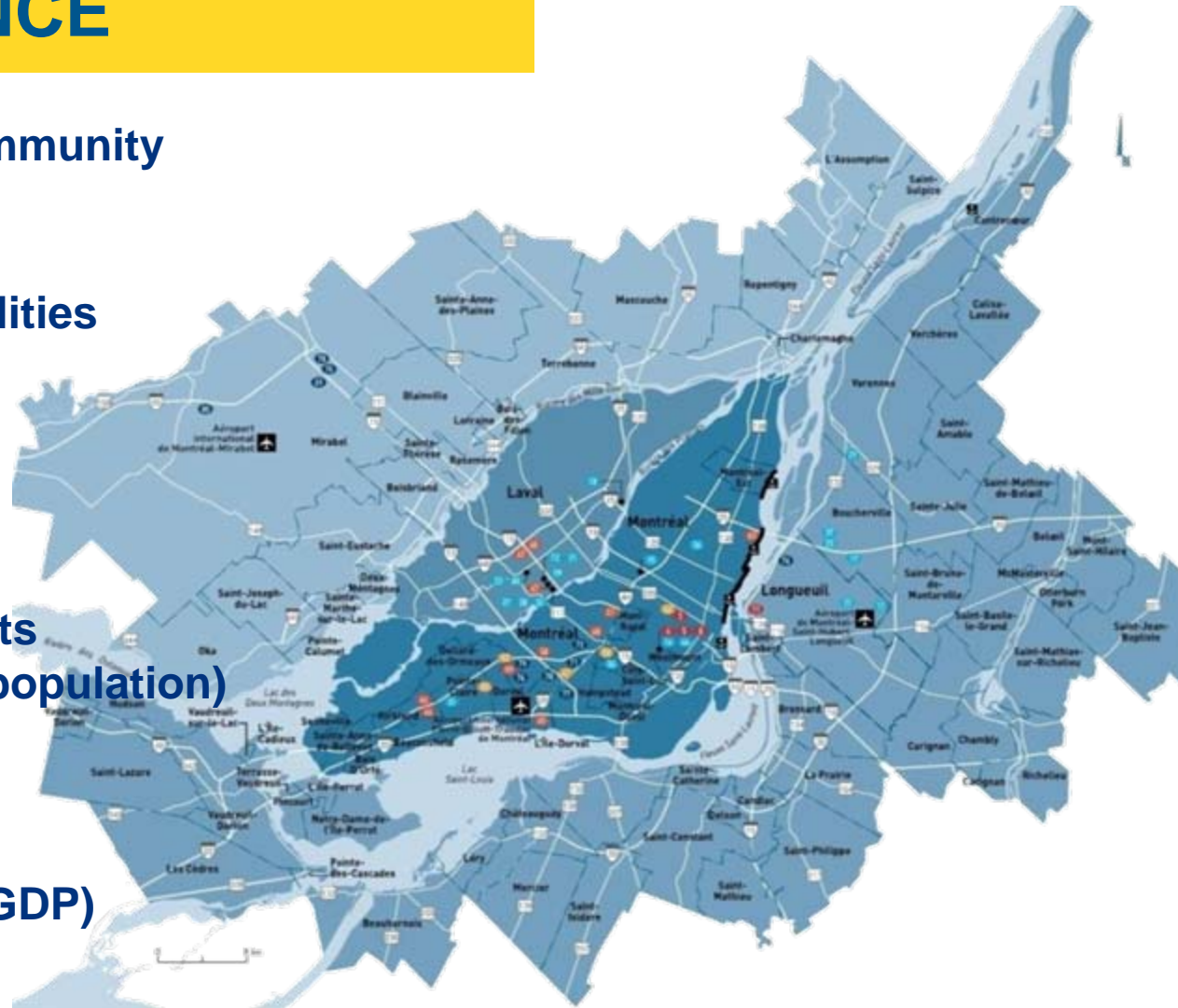
1 Metropolitan community

82 Local municipalities

4,360 km²

**3.9 million residents
(half of Québec's population)**

**\$130 billion GDP
(half of Québec's GDP)**



The logo for Montreal International, featuring the word "Montreal" in blue and "International" in red, with a blue and red arc above the text.

MontrealInternational

MONTRÉAL METROPOLITAN COMMUNITY



MONTRÉAL METROPOLITAN COMMUNITY (MMC)



Communauté métropolitaine
de Montréal

- Created in 2001 by the province of Québec, the Montréal Metropolitan Community (MMC) is a planning, coordinating and funding body serving 82 municipalities
- The MMC has jurisdiction in these following fields:
 - ✓ **economic development**
 - ✓ land planning
 - ✓ arts and culture promotion
 - ✓ social and affordable housing
 - ✓ facilities, infrastructure, services and activities of metropolitan importance
 - ✓ public transit and metropolitan arterial road network
 - ✓ waste management planning
 - ✓ air quality
 - ✓ wastewater
- The MMC has the jurisdiction to draft and adopt a metropolitan plan to address major economic development issues

MMC ECONOMIC DEVELOPMENT STAKEHOLDERS



Communauté métropolitaine
de Montréal

- 32 local development corporations covering 82 cities
- Montréal International signed agreements with most of them to visit foreign affiliates



METROPOLITAN ECONOMIC GOVERNANCE

Montréal Metropolitan Community



Communauté métropolitaine
de Montréal

Inbound Development

Local Development

MontrealInternational



FDI ATTRACTION CLUSTER STRATEGIES



Life Sciences and
Health Technologies



Information and Communication
Technologies



Aerospace



Clean Technologies



MONTRÉAL INTERNATIONAL AND CLUSTER FINANCING

Business plan

- Growth objectives
- 3-year action plan
- Value-added projects
- Financial needs
- Performance indicators
- Governance
- Consensus

Multi-party financing formula

- 3 government levels and private sector

THE ACT OF THE MMC



Communauté métropolitaine
de Montréal

ECONOMIC DEVELOPMENT

*150. The Community **must have a general economic development plan** for its territory.*

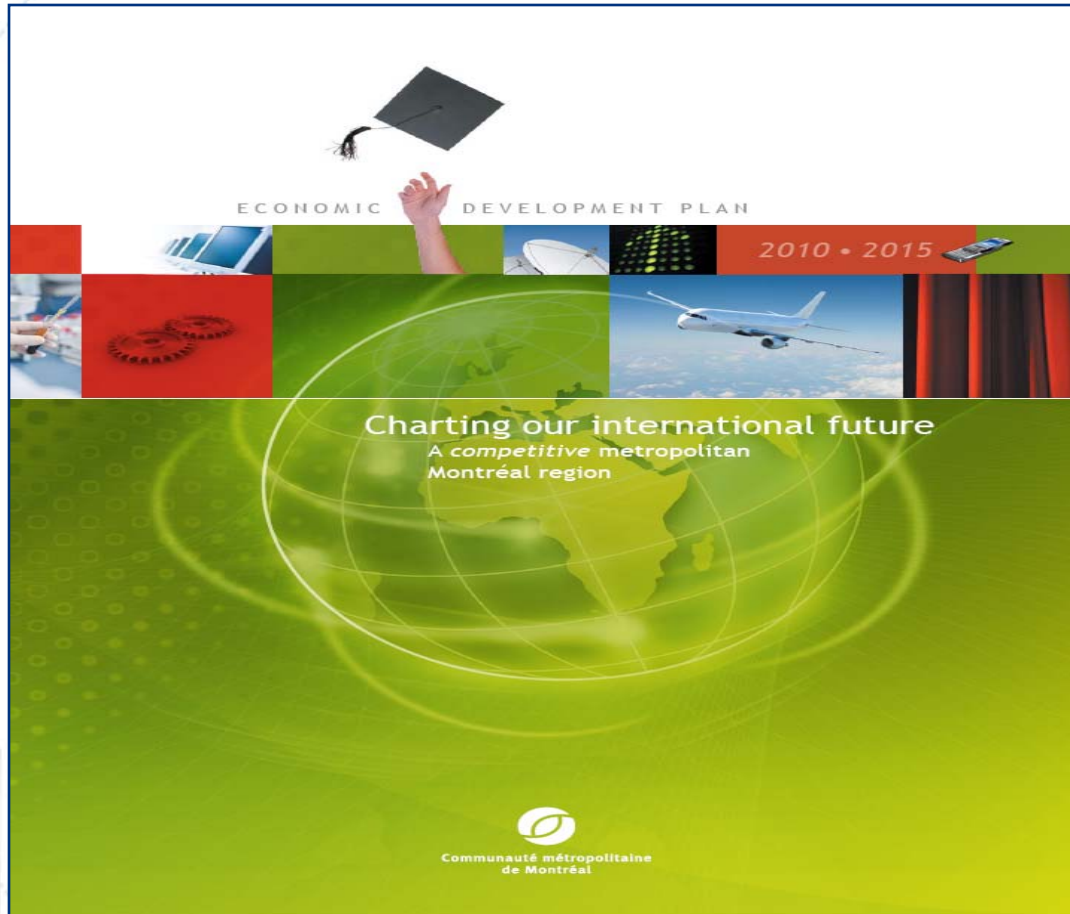
*151. The Community **has exclusive jurisdiction to promote its territory internationally** so as to stimulate and attract economic growth and diversification.*

.....

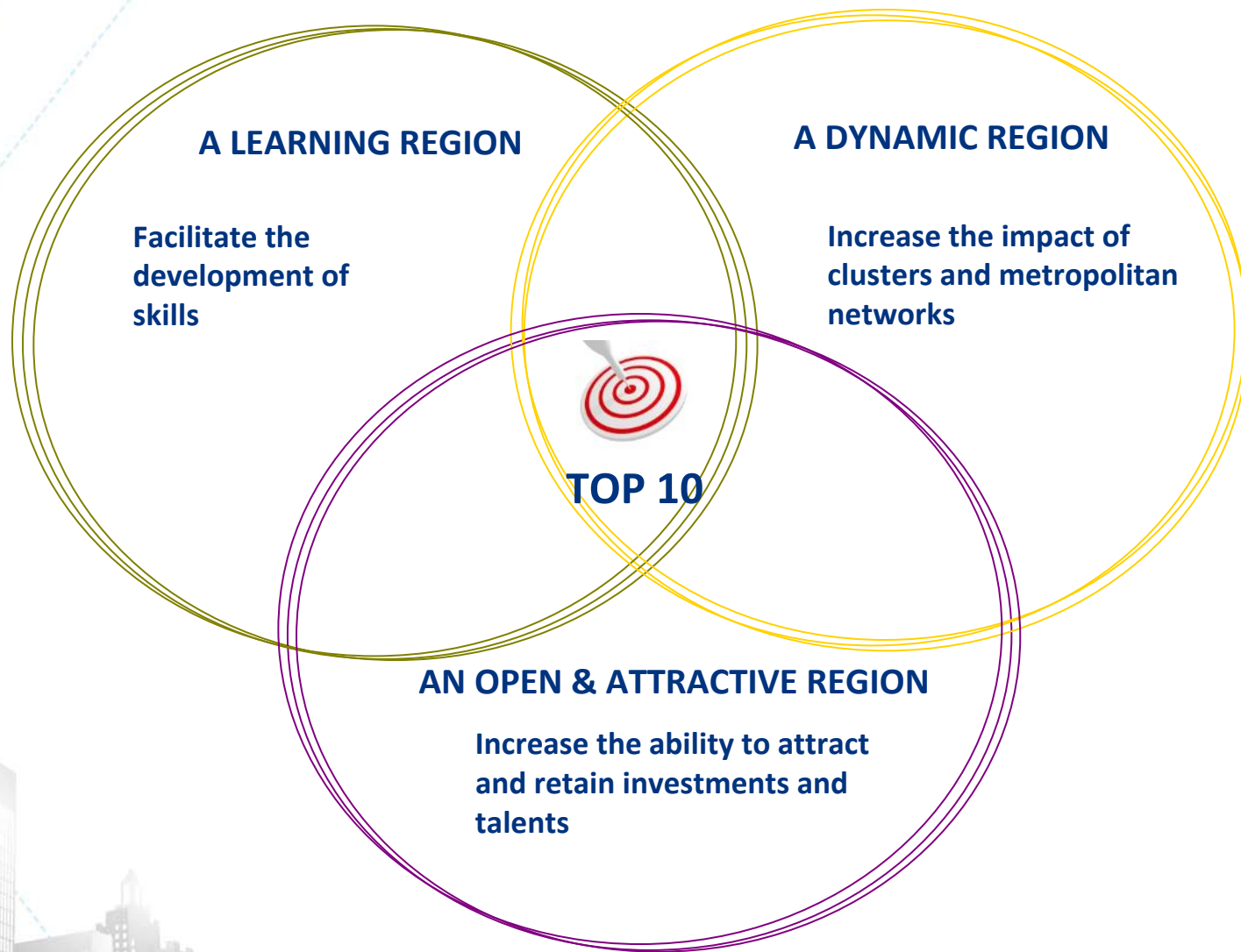
The Community may, on the conditions it determines, **entrust to an existing body** or to a body it sets up for that purpose the exercise of all or part of the jurisdiction assigned to it by this section. The Community shall, on the condition it determines, grant the agency the sums required to exercise that jurisdiction.

Local municipalities whose territory is situated within the territory of the Community lose their jurisdiction to promote their territory internationally as soon as the Community exercises the jurisdiction provided for in this section.

GREATER MONTRÉAL 2010-2015 ECONOMIC DEVELOPMENT STRATEGY



GREATER MONTRÉAL 2010-2015 ECONOMIC DEVELOPMENT STRATEGY



GREATER MONTRÉAL 2010-2015 ECONOMIC DEVELOPMENT STRATEGY

A LEARNING REGION



A DYNAMIC REGION



Québec Film and
Television Council
MONTRÉAL

AN OPEN & ATTRACTIVE REGION



A NEW WEB SITE FOR GREATER MONTRÉAL CLUSTERS



**MONTREAL
CLUSTERS**
Gateway to innovation

Français

Search



Home

Metropolitan
Clusters

Cluster
Development

Participation
Opportunities

Information Centre

Contact Us

first Metropolitan Clusters Day

May 1st, 2012



AÉRO
MONTREAL

Clusters

inVIVO

Québec Film and
Television Council
MONTREAL

techno
MONTREAL

FINANCE
MONTREAL

écotech
Québec

News

07.06.2012
Polytechnique lance un certificat en cybersécurité

07.06.2012
La 4ième édition du forum sur les partenariats innovants du CQDM et de Montréal InVivo a connu un très vif succès

06.06.2012
Modernisation technologique au Palais des congrès de Montréal

[More news >>](#)

Events

9 JUL Farnborough International Airshow 2012

2 OCT Québec - Europe Rendez-Vous 2012

22 OCT World Conference on International Telecommunications 2012

[More events >>](#)

Newsletter

First name

Last name

Company

Email*



Communauté métropolitaine
de Montréal

© 2012 Communauté métropolitaine de Montréal. All rights reserved



GREATER MONTRÉAL FDI AND TALENT ATTRACTION PLANS

FDI Plan



Raymond Chabot
Grant Thornton



Communauté métropolitaine
de Montréal

Plan directeur de l'investissement direct étranger du Grand Montréal 2011-2015

Communauté
métropolitaine de
Montréal

Le 2 juin 2011

TROUVER
l'équilibre
GAGNER en
performance



Talent Attraction Plan



Raymond Chabot
Grant Thornton



Communauté métropolitaine
de Montréal

Plan directeur de l'attraction et de l'accueil des talents stratégiques du Grand Montréal 2011-2015

Communauté
métropolitaine de
Montréal

Le 28 octobre 2011

TROUVER
l'équilibre
GAGNER en
performance



A background network diagram consisting of light blue dashed lines connecting circular nodes of varying sizes, creating a web-like structure across the top and right portions of the page.

MontrealInternational

MONTRÉAL INTERNATIONAL



OUR MANDATES

ATTRACT, RETAIN AND EXPAND FDI

- AREAS:** United States and Europe
- APPROACHES:** Sector and geography
- NETWORKS:** Business, financial and government
- PARTNERSHIPS:** Municipalities, economic development corporations

ATTRACT, RETAIN AND EXPAND FDI

Priority sectors



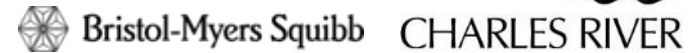
Priority territories



**For all the other sectors and territories:
reactive/ opportunistic**

LIFE SCIENCES AND HEALTH TECHNOLOGIES

- 43,000 jobs in 620 organizations, including 150 public and university research organizations
- Close to 140 foreign subsidiaries offices
- Greater Montréal is one of the only places in the world where the drug development process can be carried out from start to finish



INFORMATION AND COMMUNICATIONS TECHNOLOGIES (ICT)

- 120,000 jobs in 5,000 companies
- 70% of all ICT jobs in Québec
- A global platform for developing video games, applications, and content for the Web and the next generation of mobile devices
- Globally recognized leadership and expertise in animation and digital special effects software, as well as digital games



Autodesk

Bell



ERICSSON

Google



AEROSPACE

- 55% of all Canadian aerospace production and 50% of the Canadian aerospace workforce
- 70% of all Canadian aerospace R&D spending
- 98% of Québec's aerospace activity
- 42,000 jobs and 235 companies
- \$12 billion in sales



BOMBARDIER



LIEBHERR



CLEAN TECHNOLOGIES

- Over 400 innovative companies in Québec in :
 - energy (34%)
 - water (16%)
 - waste (16%)
 - air (13%)
 - land (13%) and
 - other technologies (10%)
- 200 research organizations and university chairs

écotech
Québec

batHium

SÜD-CHEMIE
CREATING PERFORMANCE TECHNOLOGY



Phostech Lithium

REpower
Systems Inc.

 **ENERCON**
Excellence—Every project. Every day.

2011 RESULTS

ATTRACTION OF FOREIGN INVESTMENTS

\$668 M

of foreign direct
investments

28

projects

2,351

jobs created
or maintained





Square Enix Group

opens a new studio and creates 250 jobs

“ Very few cities have such highly developed support structures to help companies like ours to develop and recruit strategic talent. ”

- Stéphane D'Astous, General Manager, Eidos Montréal





Google

doubles its staff and triples its office space

“ MI developed for us an extremely elaborate strategy to enable us to achieve our objectives as quickly as possible. ”

- Shibl Mourad, Montréal Site Director





LATecis

chooses Laval to establish in North America

“ MI strives to get the most out of our networking by sharing with us its extensive knowledge of the many actors in the aerospace cluster of Greater Montréal. ”

- **Éric Giguère**, General Manager, LATecis Montréal





Assystem

is planning to triple its staff

“ MI immediately helped us with strategic and operational matters from the beginning. One other major value added is its knowledge of the industry. ”

- Michel Ohayon, Country Manager, Assystem Canada



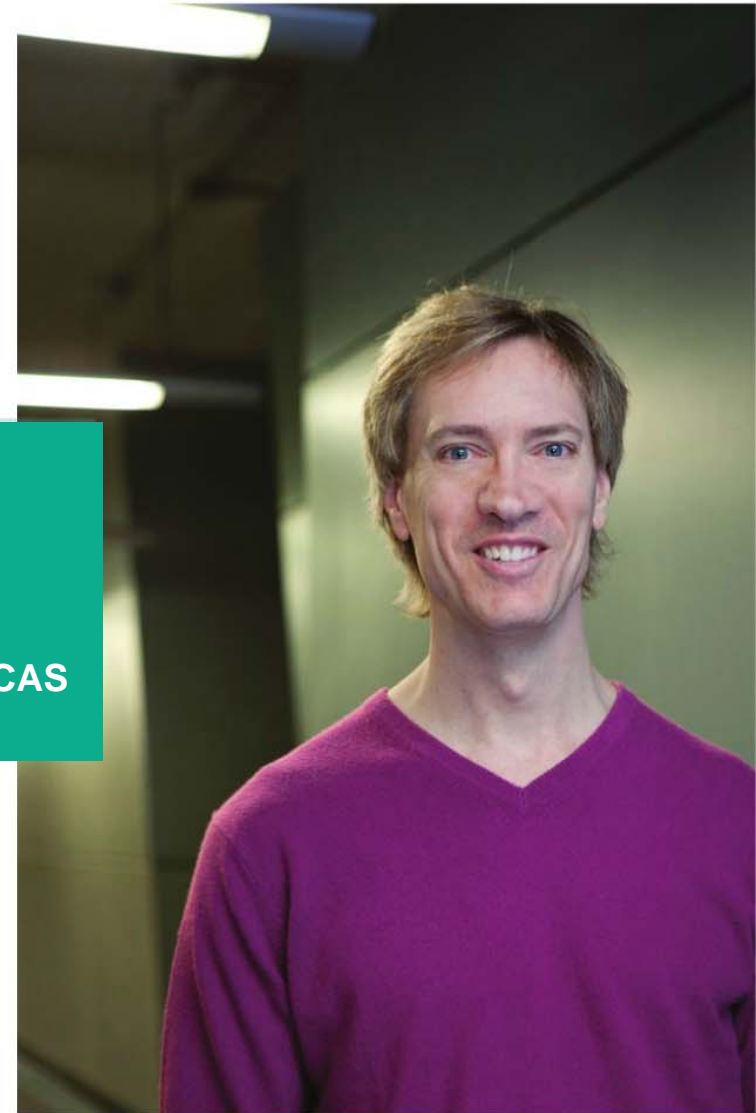


Zimmer CAS

creates some forty jobs

“ I was impressed with how quickly the parties concerned took action. ”

- Dr Louis-Philippe Amiot, Vice President and CEO, Zimmer CAS





Technidata Canada

to serve the Americas from Greater Montréal

“ I am certain that we will be calling on MI again to help us meet our staffing needs. ”

- Jacquelin Paré, Executive Vice President and General Manager,
Technidata Canada



Développement
économique Canada

Canada Economic
Development

Canada

Ministère
du Développement
économique,
de l'Innovation
et de l'Exportation

Québec



IQ Investissement
Québec

FACILITER · FINANCER · PROPULSER

batHium

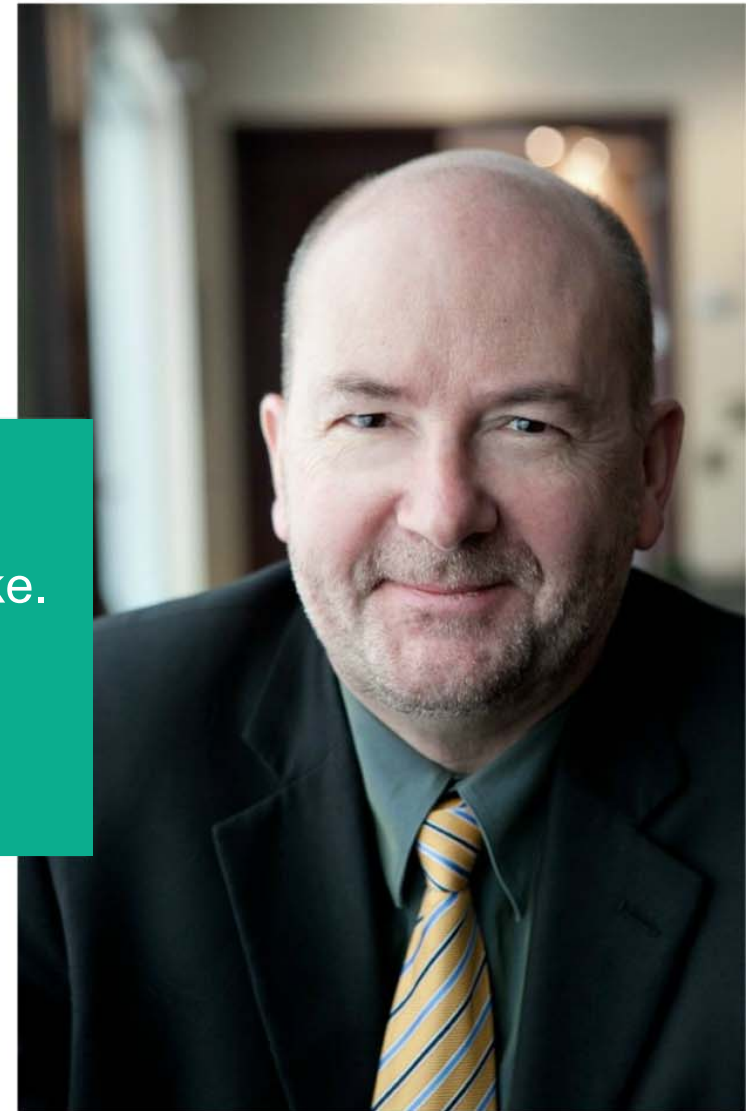


BatHium Canada

invests \$176 M in Boucherville

“ I can say that MI’s assistance was invaluable.
They guided us through all the steps we had to take.
They were remarkably effective. ”

- Jean-Luc Montfort, General Manager, BatHium



FACILITER · FINANCIER · PROPULSER



OUR MANDATES

ATTRACT, WELCOME AND RETAIN FOREIGN TALENT

- Assistance in recruiting foreign talent
- Hiring advice
- Help in obtaining official documents
- Support for spouses
- Promotion of permanent residency

TEMPORARY PERMITS

743 applications

229 companies helped

Total wage bill of

\$44 M



Franck Dervault
Section Chief,
Structure Computations
Bombardier Aerospace



Paulo Magalhaes
Private banker
RBC Wealth Management



PERMANENT RESIDENCY

1 144 applications

567 companies helped



Saurabh Dawra
Manager, Technical Solutions
Ericsson



May Choueib
Researcher
Université de Montréal

Total wage bill of

\$65 M



2010-2011 RESULTS

TALENT ATTRACTION

4 RECRUITING MISSIONS

- 2,700 interviewed candidates
- 600 selected for a second interview
- 50 specialized workers hired to date



PARTICIPATING COMPANIES



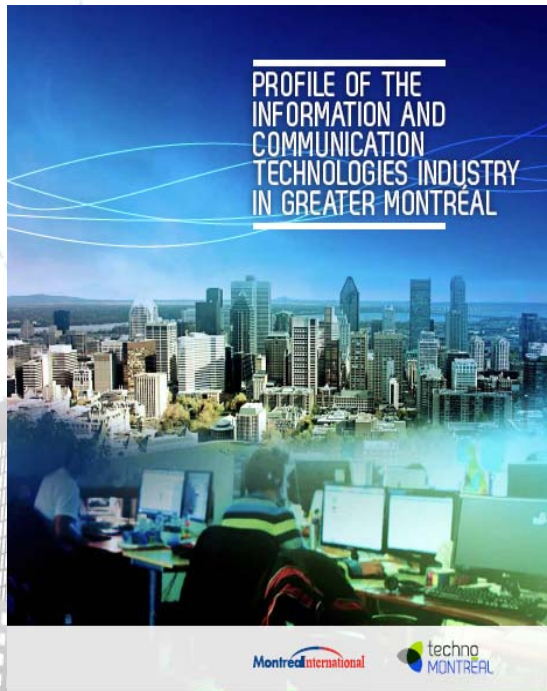
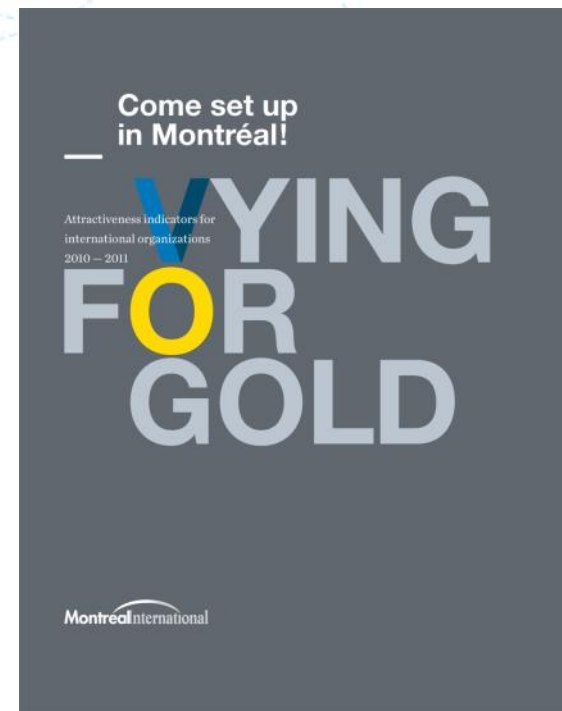
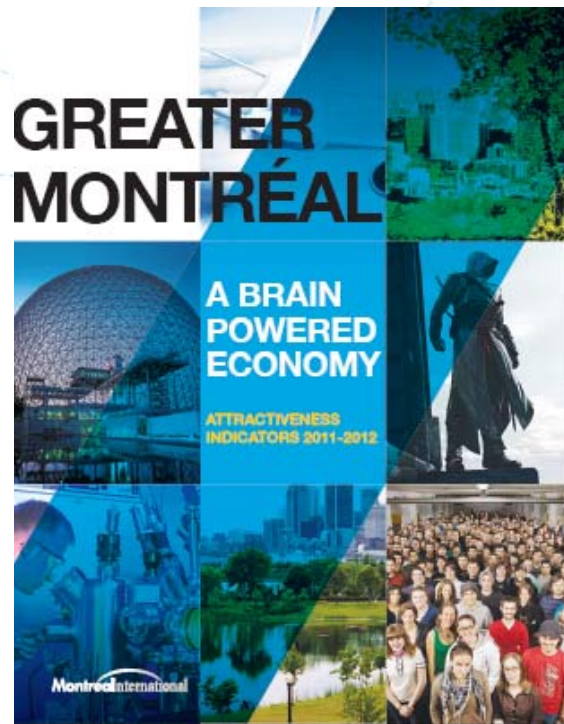
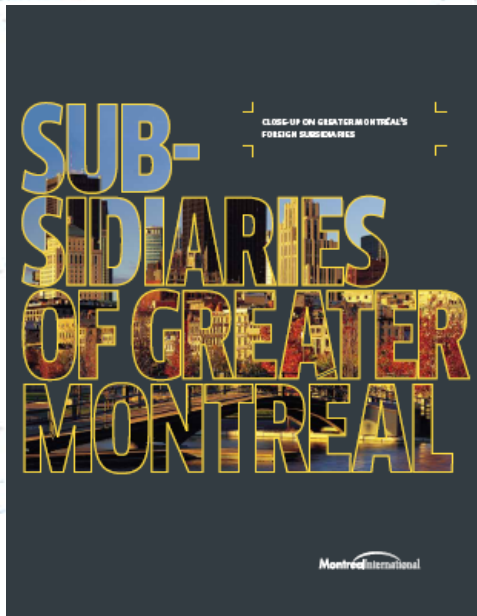
BOMBARDIER



OUR MANDATES

PROMOTE AND REINFORCE GREATER MONTRÉAL'S ECONOMIC ATTRACTIVENESS AND INTERNATIONAL STATUS

- Raise international awareness of Greater Montréal as a business place
- Organize international promotional campaigns
- Welcome foreign delegations
- Detailed information on the economic attractiveness and competitiveness of Greater Montréal



OUR MEMBERS AND PARTNERS

PUBLIC-PRIVATE PARTNERSHIP

- 100 member companies and institutions
- Government of Canada
- Government of Québec
- Montréal Metropolitan Community (82 municipalities)
- City of Montréal

Canada 

Québec 


Communauté métropolitaine
de Montréal

Montréal 

THANKS TO OUR MEMBERS



Bell

TOURISME
Montréal

 Desjardins

 Hydro
Québec

RioTintoAlcan



 BDC

AÉROPORTS DE
MONTRÉAL

AAA Canada – Adacel - Advantys Solutions - AECOM Tecsuit - Aéro Montréal - Aéroports de Montréal (ADM) - AKKA Group North America - AkzoNobel Canada - Alliance numérique - ALSTEF Canada - Alta Precision Inc. - Amesys Canada - Assystem Canada - AXA Assistance Canada - BDO Canada LLP - Bell Canada - BNP PARIBAS (Canada) – Bombardier – BPR - Business Development Bank of Canada (BDC) - Caisse de dépôt et placement du Québec - Canadian Wireless Telecommunications Association - CEFRIO - Cellfish Media Canada - Centre de recherche informatique de Montréal (CRIM) - CGI Group - Chambre de commerce de l'Est de Montréal - Cognifistech Inc. - Concordia University - Dassault Systèmes - Degrémont Technologies – Dessau – Devencore - Dexia Crédit Local - Digital Shape Technologies - DMR - Fujitsu Canada - DynaVision RS&DE - École de technologie supérieure - École Polytechnique de Montréal - EIDOS Montréal - Electronic Arts Montréal - Envac Canada Systems - EPSILON RTO Inc. - Esterline CMC Electronics - Fasken Martineau - Fédération des caisses Desjardins du Québec - Fonds de solidarité FTQ - Funcom Canada – Gameloft - GFI Solutions Group Inc. - Groupe Dynamite - Groupe Elecnor - Groupe Hébert Crispo CA - HEC Montréal - Héroux-Devtek - Hydro-Québec - International Air Transport Association - International Medias Data Services IMDS Software - Kenniff & Racine - Kiva Design - Laboratoire Renophase Inc. - LATecis Canada - Liebherr-Aerospace Canada - Maples Finance - MapleWorks Technology - McCarthy Tétraut - McGill University – MDA - Melenny Productions Inc. - Merial Canada - Messier-Dowty - Miller Thomson Pouliot - Montréal InVivo - Montreal Port Authority (MPA) - Morpho Canada - MOTOR // flame artists - PCO Innovation Canada - Power Corporation of Canada - Premiere Executive Suites - PricewaterhouseCoopers Canada - Quebec Film and Television Council - Raymond Chabot Grant Thornton - RBC Royal Bank of Canada - Regroupement des collèges du Montréal métropolitain - REpower Systems Inc. - Rheinmetall Canada - Rio Tinto Alcan - Rope Partner Canada - Samson Bélair/ Deloitte & Touche - SAP Labs Canada, a division of SAP Canada - SAVA Transmedia - Siemens Canada - Silicomp Canada (a subsidiary of Orange Business Services) - SITQ (Sous-Traitance Industrielle Québec) - S.M. International Group Inc. - SNC-Lavalin - Société Générale - Syselog Canada – TechnoMontréal - Technoparc Montréal – Telesystem - Tourisme Montréal - Turbomeca Canada – Ubisoft - Université de Montréal - Université du Québec à Montréal - Warner Bros. Games Montreal Inc.

Université 
de Montréal

 UNIVERSITÉ
Concordia
UNIVERSITY

UQÀM

 McGill

HEC MONTRÉAL



ÉCOLE
POLYTECHNIQUE
MONTRÉAL



Le génie pour l'industrie

The image features a teal-tinted photograph of the Montreal skyline, including several prominent skyscrapers and a bridge over a body of water. The skyline is reflected in the water below. A network of white dashed lines connects several yellow circular nodes scattered across the image, creating a digital or global connectivity theme. The text 'Montreal International' is centered in the upper portion of the image, with a white arc above the word 'International'.

Montreal International