



FOR IMMEDIATE RELEASE

Government of Canada invests in growth of innovative SMEs in Outaouais

Gatineau, Quebec, September 9, 2009 – Acting on behalf of the Honourable Denis Lebel, Minister of State for Canada Economic Development, the Honourable Lawrence Cannon, Minister of Foreign Affairs, Minister responsible for the Outaouais region and Member of Parliament for Pontiac, today announced the awarding of \$529,775 in total repayable funding to three small and medium-sized enterprises (SMEs) from the region for the implementation of commercialization strategies.

This funding includes contributions of \$123,283 to ASDE Survey Sampler for the U.S. commercialization of its telephone survey sampling software, \$239,500 to MapleWorks Technology for the U.S and European market introduction of new telecommunications systems and \$166,992 to AB Biotech for the pre-commercialization of an innovative process for preselecting animal sex in artificial insemination in the bovine and porcine industries. This latter process allows for the better management of herd renewal and its associated costs, as well as for ensuring the added value of females on the dairy and meat markets.

“The Government of Canada is investing considerable energy in helping SMEs increase their innovative capabilities. Here are three concrete examples of Outaouais entrepreneurs who are making every effort to make the transition from research to commercialization with the help of high-performance tools. We salute the remarkable dynamism of our entrepreneurs whose undertakings are playing an important part in diversifying the region’s economy,” commented Minister Cannon.

The three Outaouais SMEs plan to increase their staff forces and devote additional energy to expanding their respective client bases. More specifically, ASDE Survey Sampler intends to hire a market development specialist, take part in trade shows and produce various promotional materials. MapleWorks Technology, for its part, plans to maintain its existing jobs

while recruiting another 60 or so employees by the year 2011 in the areas of technical upgrading, marketing, sales and administration. Lastly, AB Biotech intends to focus its hiring efforts on resources skilled in the areas of technical upgrading, marketing and prospecting.

“Our government adopted *Canada’s Economic Action Plan* in January of this year to tackle the economic crisis that has hit our country and the rest of the world. This large-scale measure is aimed not only at bringing about our rapid recovery, but also at laying the foundations for solid long-term economic growth and job creation. This Plan will lead to the investment of nearly \$62 billion in our economy over the next two years,” Minister Cannon concluded.

For more on *Canada’s Economic Action Plan*, visit www.actionplan.gc.ca.

– 30 –

Sources:

François Bélisle
Communications
Canada Economic Development
Tel.: 819-825-5260, ext. 235
Cell.: 819-856-3520
E-mail: francois.belisle@dec-ced.gc.ca

Simon Bachand
Press Secretary
Office of the Honourable Denis Lebel
Canada Economic Development
Cell.: 613-996-6236
E-mail: simon.bachand@dec-ced.gc.ca

Natalie Sarafian
Press Secretary
Office of the Honourable Lawrence Cannon
Minister of Foreign Affairs
Tel.: 613-995-1851
E-mail: natalie.sarafian@international.gc.ca

Canada Economic Development is online at www.dec-ced.gc.ca. Subscribe to the Agency’s press releases at <http://www.dec-ced.gc.ca/eng/media-room/mailling-list/list.html> to keep up with the latest news.