

2022 ACTIVITY REPORT

Supporting Greater Montréal's transition to a green economy

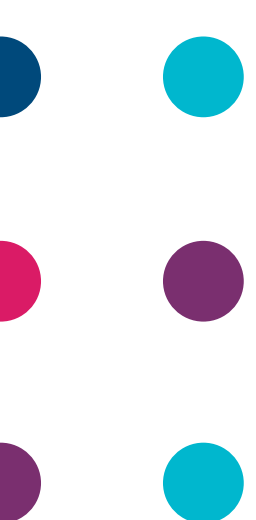




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Building a greener economy, one project at a time

Jean Laurin
Stéphane Paquet

In 2022, the Montréal International team pursued various global opportunities to develop a greener, more sustainable economy here at home.

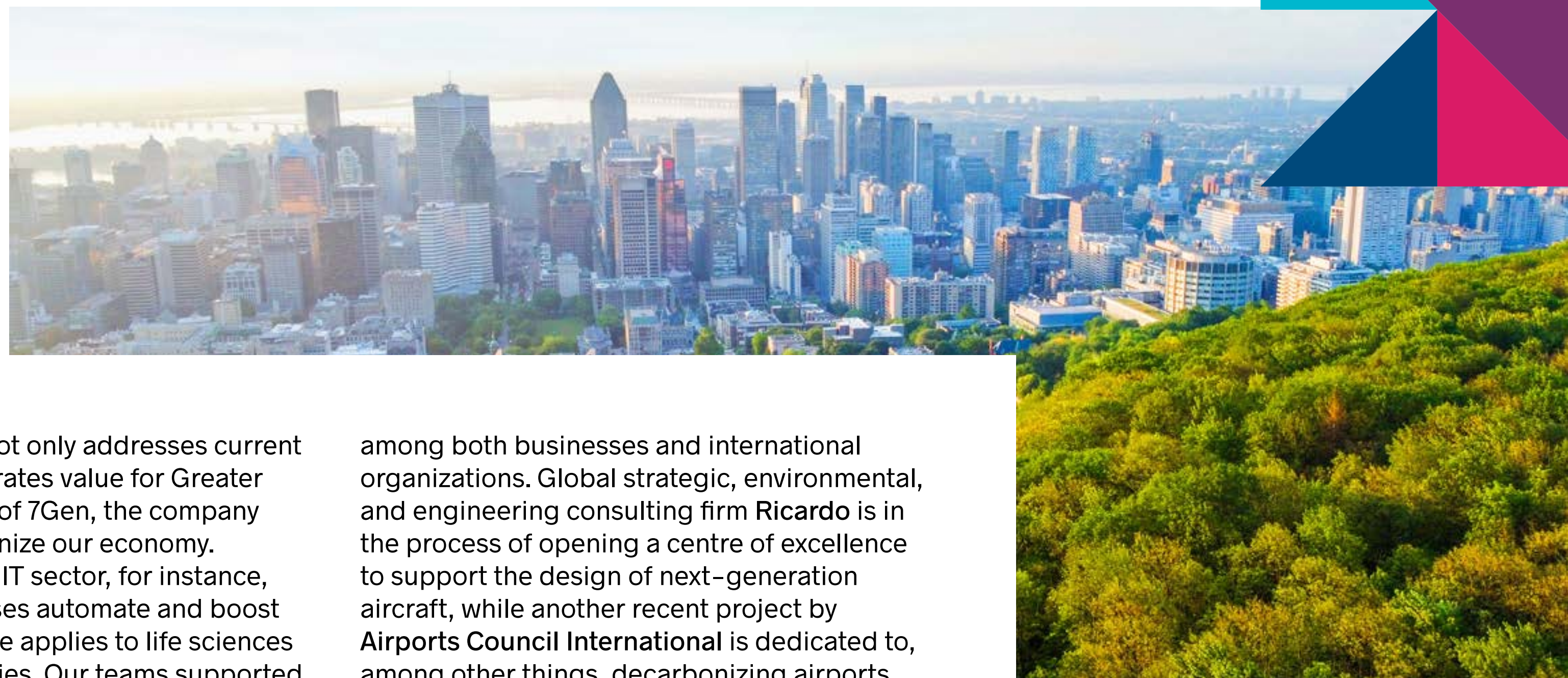
Let's take one of the 102 foreign investment projects we supported in 2022 as a concrete example. Montréal-based Courant Plus needed electric vehicles to be able to make "zero emission" deliveries. They called 7Gen, a company newly established in Montréal that leases electric trucks, chargers and software. 7Gen provided Courant Plus with their first eTransit electric cargo vans. They also work with larger retailers such as Staples and IKEA – now using zero emission vehicles.

This type of project not only addresses current issues, but also generates value for Greater Montréal. In the case of 7Gen, the company is helping to decarbonize our economy. Other projects, in the IT sector, for instance, helped local businesses automate and boost productivity. The same applies to life sciences and health technologies. Our teams supported 12 projects in this highly strategic sector in 2022. One project was with Insilico, a company that uses AI to develop drugs to fight diseases such as cancer. Another was with Xybion, which develops software to accelerate the approval processes for vaccines, including for COVID-19.

Last year, we also noticed a shift toward decarbonizing the aviation industry

among both businesses and international organizations. Global strategic, environmental, and engineering consulting firm Ricardo is in the process of opening a centre of excellence to support the design of next-generation aircraft, while another recent project by Airports Council International is dedicated to, among other things, decarbonizing airports.

In all, the companies we supported in 2022 announced investments totalling \$3.6 billion. These investments support a more sustainable economy and have had a significant impact on Québec's GDP—notably by contributing to the development of SMEs through purchases from local suppliers.





The international contribution to our economy is also reflected in the attraction of foreign talent. In 2022, our recruitment initiatives enabled 183 private companies, school service centres, integrated university health & social services centres and other local organizations hire international talent to fill labour needs. We also welcomed four international organization projects that have further strengthened our solid reputation abroad, particularly in sustainable development, as seen at COP15.

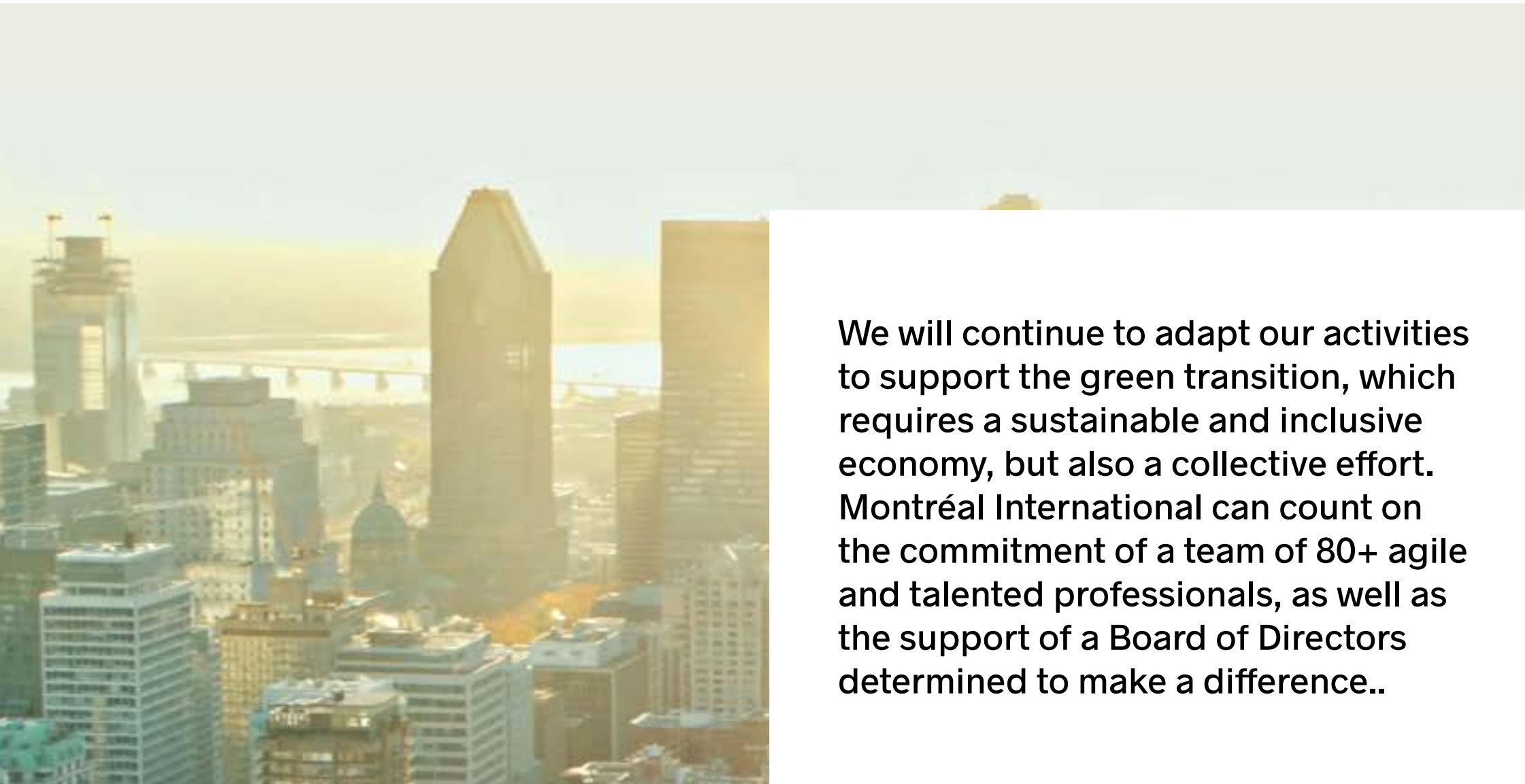
Leveraging international investments and interest

While the economy thrived in 2022, Montréal expertise in key sectors continued to drive local innovation. This includes tech companies, which play a crucial role in bridging Québec's productivity gaps across all industries, as evidenced by the emergence of sub-sectors such as real estate technology (proptech), financial technology (fintech) and agricultural technology (agtech).

It is difficult to ignore the impact of the local video game sector, which includes many subsidiaries of foreign companies, and which has allowed Montréal to become one of the world's top gaming hubs. This sector takes advantage of new technologies such as AI. It is also a major source of applications for other sectors including health care with its surgery simulators, aerospace with its virtual dashboards, and even education with its interactive learning tools.

International markets offer golden opportunities that can't be missed. The 2022 results show just how much Greater Montréal, with its highly qualified talent pool and leading-edge ecosystems, remains a highly attractive destination.



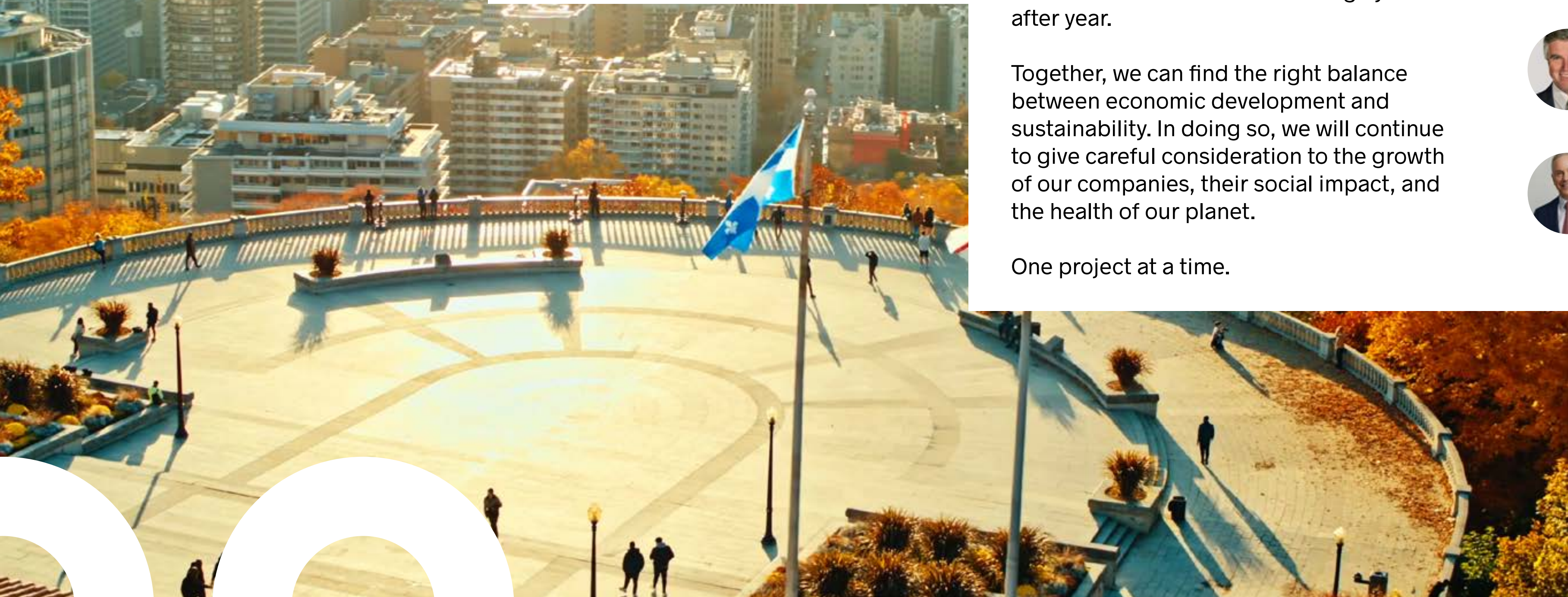


We will continue to adapt our activities to support the green transition, which requires a sustainable and inclusive economy, but also a collective effort. Montréal International can count on the commitment of a team of 80+ agile and talented professionals, as well as the support of a Board of Directors determined to make a difference..

Most importantly, the agency can leverage the strength of its network—an MI community made up of private companies, government and economic development partners, educational institutions, and research centres. A tight knit community committed to its mission to serve the public interest. Thank you to our partners, who continue to support our promotional and business development activities on the international stage year after year.

Together, we can find the right balance between economic development and sustainability. In doing so, we will continue to give careful consideration to the growth of our companies, their social impact, and the health of our planet.

One project at a time.



Jean Laurin
Chairman of the Board of Directors



Stéphane Paquet
President and Chief Executive Officer

Speaking with a united voice on the world stage

“We have foreign direct investment that exceed the pre-pandemic level. That’s great news! It shows that despite a difficult period, the metropolis can rise again.”

Valérie Plante

Mayor of the City of Montréal and President of the *Communauté métropolitaine de Montréal*



“As a partner of CED since its inception 25 years ago, Montréal International has once again demonstrated the extent of its expertise and its relevance to the economic development of the city.”

The Honourable Pascale St-Onge

Minister responsible for the Economic Development Agency of Canada for the Regions of Québec and Minister of Sport



“By focusing on projects in our strategic sectors, Montréal International will be able to continue attracting initiatives that create wealth for the city and for all of Québec.”

Pierre Fitzgibbon

Minister of the Economy, Innovation and Energy, Minister responsible for Regional Economic Development, and Minister responsible for the Metropolis and the Montréal Region



“Despite the global situation, the cooperation and concerted efforts of Greater Montréal’s players allow us to remain a unique economic hub.”

Stéphane Boyer

Mayor of the City of Laval



“When everyone works together, it usually produces good results. Montréal International is a great example of that.”

The Honourable Pablo Rodriguez

Minister of Canadian Heritage and Québec Lieutenant



“I would like to thank Montréal International for its contribution, attracting a record number of projects registered outside of Montréal in several cutting-edge sectors, including aerospace, artificial intelligence and data analysis.”

Catherine Fournier

Mayor of the City of Longueuil



Expertise driven by an agile team

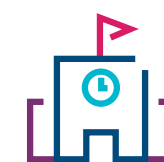
OUR MISSION: Drive Greater Montréal's economy by attracting talent and sustainable wealth from abroad while accelerating the success of our partners and clients.

OUR VISION: Serve, and be recognized, as an essential catalyst for sustainable prosperity and influence in Greater Montréal—a green, human, dynamic and world-class metropolitan area.

More than 80 qualified and diversified specialists



95%
are bilingual
(40% trilingual)



90%
have a university degree
(53% a master's degree)



60%
are women



47%
are under the age of 35



44%
were born outside of Canada



2022 highlights

\$3,581B

in foreign direct investment supported

▶ **102**
projects



▶ **8,287**
jobs created

▶ **\$88,043**
in average annual salary

▶ **21**
projects outside
of Montréal



▶ **183**
organizations
used our international
recruitment services



▶ **629**
international qualified
workers recruited

▶ **444**
international qualified
workers supported through
our immigration services

▶ **78**
international students
recruited

▶ **4**
international organization
projects

▶ **2.2 M**
visitors on our website

▶ **282,000**
followers on social media





\$3.581B

in foreign direct investment supported



Belvédère
Kondiaronk,
Montréal

Foreign direct investment: Projects that meet today's challenges

Like many metropolitan regions around the globe, Greater Montréal has been impacted by several major issues in recent years— from labour shortages in a wide range of sectors to the environmental and energy crises. And all in an unstable geopolitical climate.

In this unique context, Montréal International is focusing its efforts on investment projects that, beyond the revenue they generate, respond to real issues. These projects include digitization, the application of artificial intelligence to develop therapeutic solutions, and the electrification of vehicles.

\$3.581B

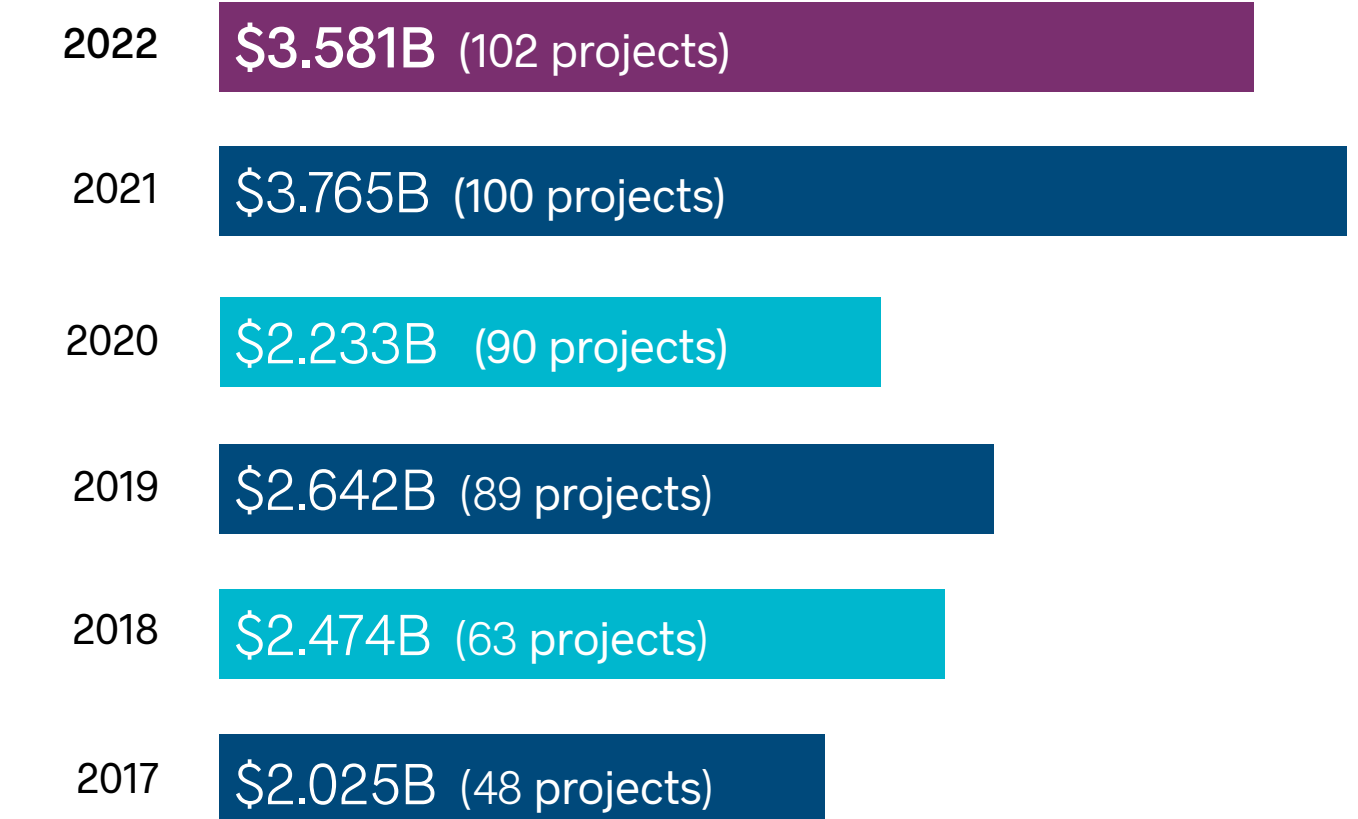
in foreign direct investment facilitated by MI

102 projects including 52 new subsidiaries

8,287 jobs created

\$88,043 average annual salary

Greater Montréal remains attractive to foreign investors



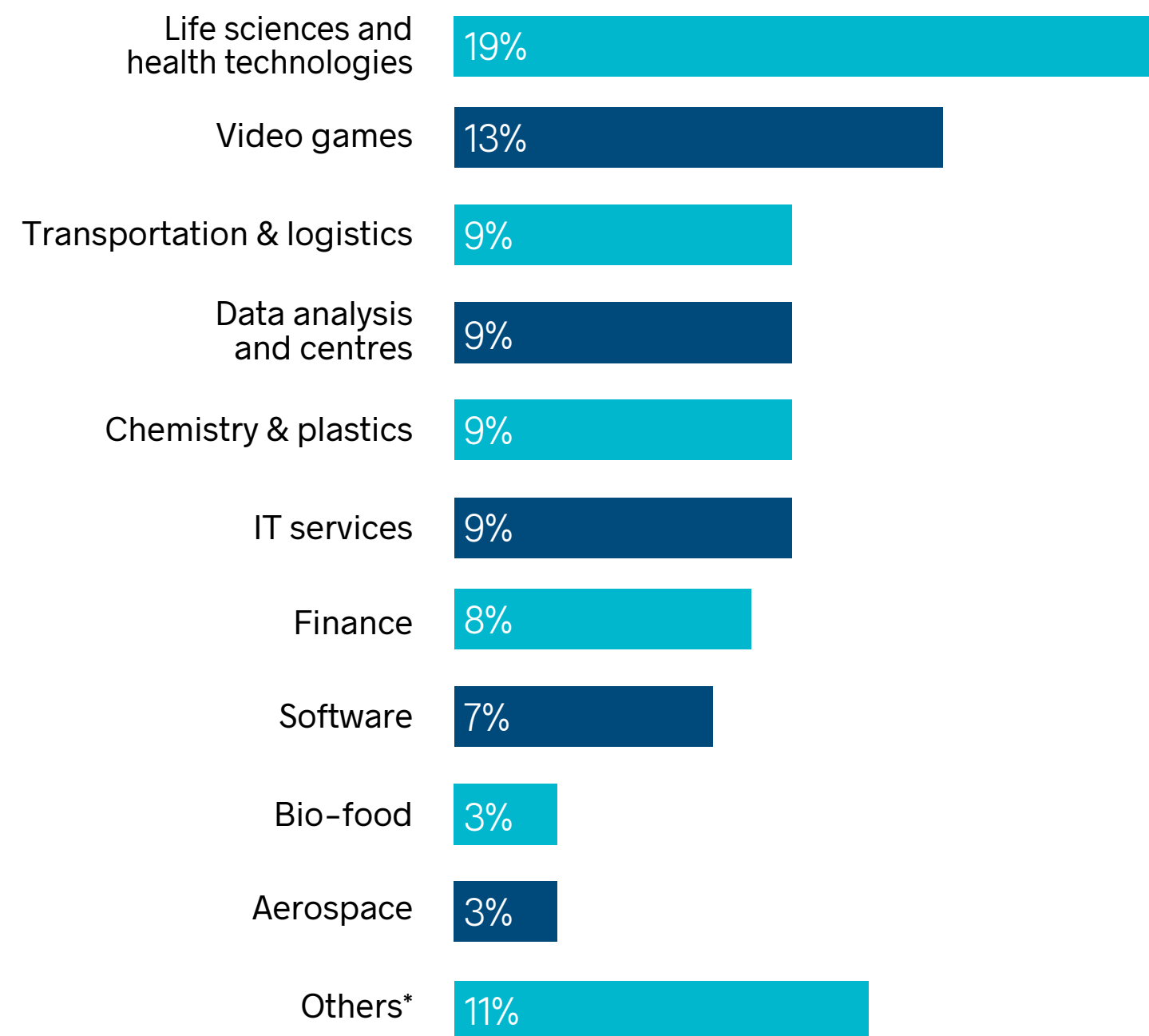
Note: these numbers have been audited by RCGT

Investments to address pressing issues



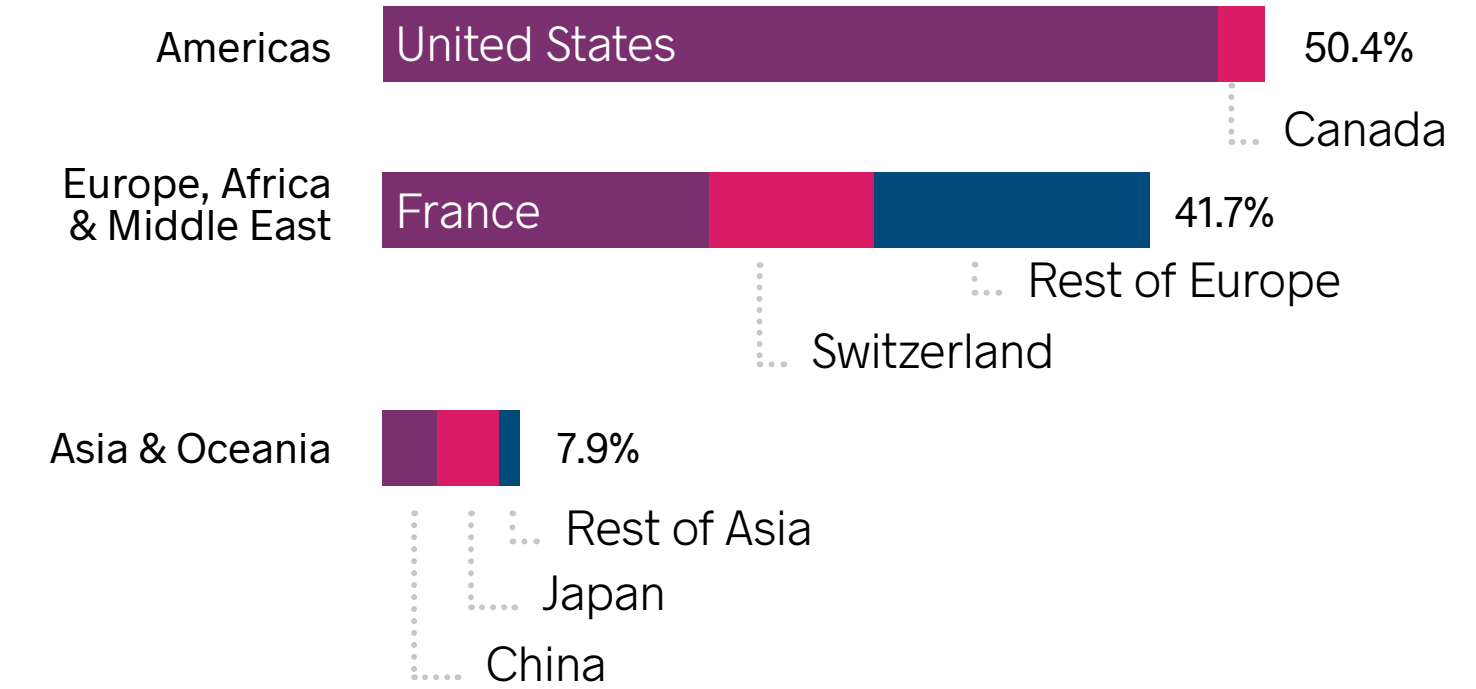
The year 2022 saw an unprecedented surge in investment in the strategic sector of life sciences and health technologies. Other investments in sectors like clean technology and IT were also made to meet the most pressing challenges of local businesses and organizations— from digitization to the implementation of artificial intelligence.

A diverse range of sectors



*Electric vehicles, renewable energies, microelectronics, business services, visual effects and animation, advanced materials, capital goods, insurance, construction and engineering, forest products and more.

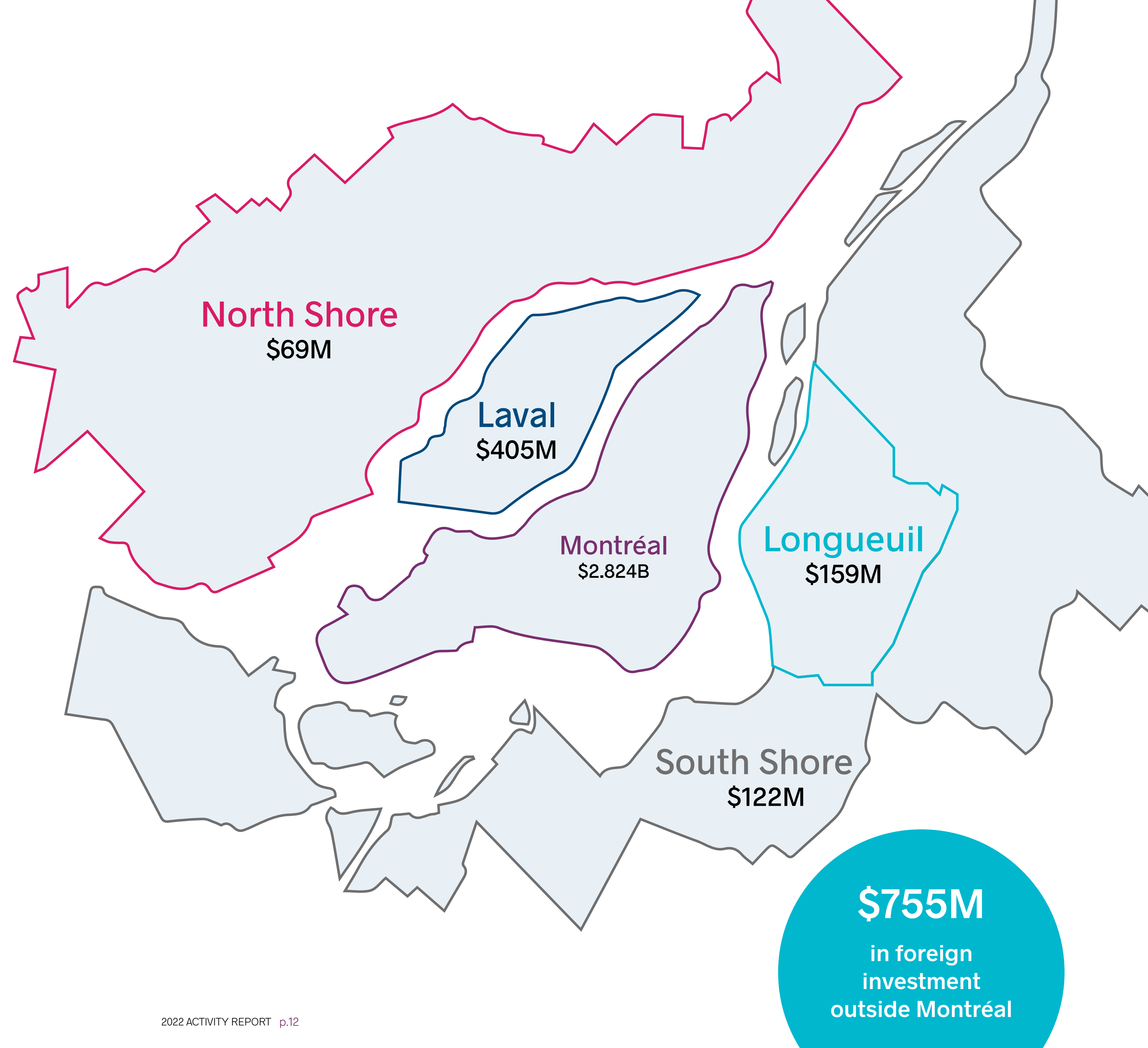
Investments from 22 countries



A record high: 21 foreign investment projects in communities outside the agglomeration of Montréal

Over the past 10 years, Montréal International has attracted \$5.5B in foreign investments for municipalities in the Greater Montréal area, outside the island of Montréal. Some well-established economic sectors, such as aerospace, were hit hard by the pandemic.

But 2022 saw these industries bouncing back, leading to a record number of foreign investment projects in the North Shore, South Shore and the cities of Laval and Longueuil.



Structuring projects for Greater Montréal's economy



Owens-Illinois (United States - Clean technologies)

With a \$70M investment over the next four years in its Pointe-Saint-Charles facility in Montréal, Owens-Illinois is positioning itself as a major glass recycler in Québec. This is a great example of a project that is in line with our goals to develop a green and sustainable local economy.



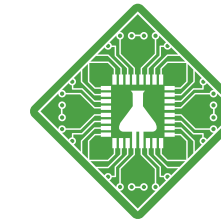
Moderna (United States - Life sciences and health technologies)

One of the world's largest biotech companies is setting up shop in Greater Montréal—more specifically in the Laval Biotech City, which will be the site of Moderna's first messenger RNA vaccine biomanufacturing plant outside the United States. Moderna's presence brings more autonomy when it comes to vaccine supply and creates synergies that will foster medical innovation. The facility is expected to be up and running in 2024.



Ricardo (United Kingdom - Aerospace)

Ricardo, a strategic, environmental and engineering consulting firm, is opening an aerospace centre of excellence in Montréal. Some 15 engineers and experts (and the hiring continues) work on decarbonizing air transport by helping clients such as Pratt & Whitney Canada develop hybrid electric propulsion technologies for next-generation aircraft.



Insilico Medicine

Insilico (Hong Kong - Life sciences and health technologies)

Founded by a Canadian pioneer in artificial intelligence research applied to life sciences, Insilico has chosen Montréal to expand its operations in North America. The company develops software that uses machine learning techniques to accelerate the design and development of drugs for cancer, as well as for the central nervous system, immune system, infectious, autoimmune and other diseases.



**7Gen (Canada
- Clean technologies)**

7Gen's mission is to simplify the electrification of medium and heavy commercial vehicle fleets at an affordable cost. Established in Montréal in 2022, the company helps local businesses accelerate the decarbonization of their transportation operations by providing turnkey electric vehicle leasing, installation, charging and maintenance services.



H55 (Switzerland - Aerospace)

Flying electric is in our near future! H55, a developer of electric propulsion solutions for small aircrafts, will open a battery pack plant in Montréal's South Shore. Its battery systems will be integrated into the hybrid electric engine developed by Pratt & Whitney Canada and the electric conversion kit that CAE and Piper are developing for the U.S. aircraft manufacturer's Archer model.



**Samsung (South Korea
- Artificial intelligence)**

Based in Montréal since 2018, Samsung's AI Centre has expanded in the past year. After moving to a larger facility, the company doubled the size of its team, leveraging artificial intelligence to improve the performance of wireless communication networks and to develop sensors that will optimize the efficiency of robotic systems for commercial or personal use.



Silicom (France - Cybersecurity)

Silicom is a key player in cybersecurity in France. Just two years after setting up its North American headquarters in Montréal, the company is expanding in the city with the development of its flagship training solution, Seela, which provides training to increase the skill level of IT professionals. Silicom plans to strengthen its local teams by bringing in more than 60 experts by the end of 2024.



Parc de la Cité de Longueuil

A significant impact for governments, cities... and the entire community

- ▶ **\$288M** in tax revenue for Québec

- ▶ **\$206M** in tax revenue for Canada

- ▶ **\$81M** in property tax collected by the *Communauté métropolitaine de Montréal (CMM)*

Note: Government impacts tend to be underestimated since the method used to calculate them doesn't take corporate taxes into account. Source: Economic impact studies conducted by the *Institut de la statistique du Québec* and Montréal International analysis, 2023.

Without the support
of Montréal International,

82%

of foreign direct investment (FDI)
projects would not have happened,
would have been smaller, or would have
incurred delays or higher costs



Place du Canada,
Montréal



\$1.4B

That is the amount that subsidiaries assisted by Montréal International invested in local businesses in 2022



\$211M
in manufacturing



\$211M
in professional, scientific
and technical services
(computer systems, accounting,
legal and other)



\$160M
in financial, real estate
and insurance services



\$136M
in transportation
and logistics



\$132M
in construction



\$109M
in administrative
services

And much more!

Source: Economic impact studies conducted by the *Institut de la statistique du Québec* and Montréal International analysis, 2023.

Meet the team (1/3)



Alexandre Lagarde
Vice President,
Foreign Investment



Maryse Sagala
Assistant,
Foreign Investment



Finnley MacKillop
Data Management
Technician

Americas, Asia and Entrepreneurship



Mark Maclean
Senior Director,
Americas, Asia and
Entrepreneurship



**Maxime
Bélanger-Quesnel**
Project Manager,
Americas



Geoffrey Vande Weerd
Director, Business
Development, Americas



**Marie-Ève
Blanchet-Desloges**
Project Manager,
Americas



Samuel Berthiaume
Project Director, Asia



François St-Hilaire
Project Manager,
Americas



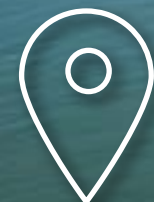
Émilie Bombardier
Project Director,
Americas



Olivier Hachez-Rivas
Director, Business
Development,
Entrepreneurship



Yun Li
Project Director, Asia



Longueuil



Meet the team (2/3)

Europe & Life Sciences and Health Technologies



Stéphanie Doyle
Senior Director,
Europe & Life
Sciences and Health
Technologies



Philippe Valentine
Director, Business
Development,
Europe and Middle
East



Anna Soller
Project Director,
German Europe



Cyrille Marcant
Director, Business
Development,
France



Charles Bolduc
Project Director,
France



Stefanie Vieten
Project Director,
German Europe



Gwenaelle Thibaut
Director, Business
Development,
France



Gabriel Desbiens
Project Director,
Europe and Middle
East



Hamza Ghernati
Project Manager,
Life Sciences and
Health Technologies



Nicole Jauvin
Director, Business
Development,
German Europe

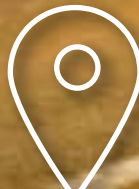


Justine Larre
Project Director,
Northern Europe



Julian Lehmann
Project Manager,
Northern Europe



 Jacques-Cartier
Bridge

Meet the team (3/3)




Aerospace

 **Charbel Bachaalani**
Director, Business Development, Aerospace

 **Mahdi Tika**
Project Director, Aerospace

Clean Technologies

 **Teodora Toteva**
Director, Business Development, Clean Technologies

 **Élisabeth Lamarche**
Project Director, Clean Technologies

East of Montréal

 **Philippe Lafrance**
Director, Business Development, East of Montréal

 **Jeannine Burkhard**
Consultant

 **Raffi Khachkhechyan**
Consultant

 **Ana Losada**
Consultant



1,340

international talent supported, including:

▶ **629**

qualified workers recruited, along with 189 partners (for a total of 818)

▶ **444**

qualified workers supported in their temporary immigration process

▶ **78**

international students recruited



Rosemont-La Petite-Patrie



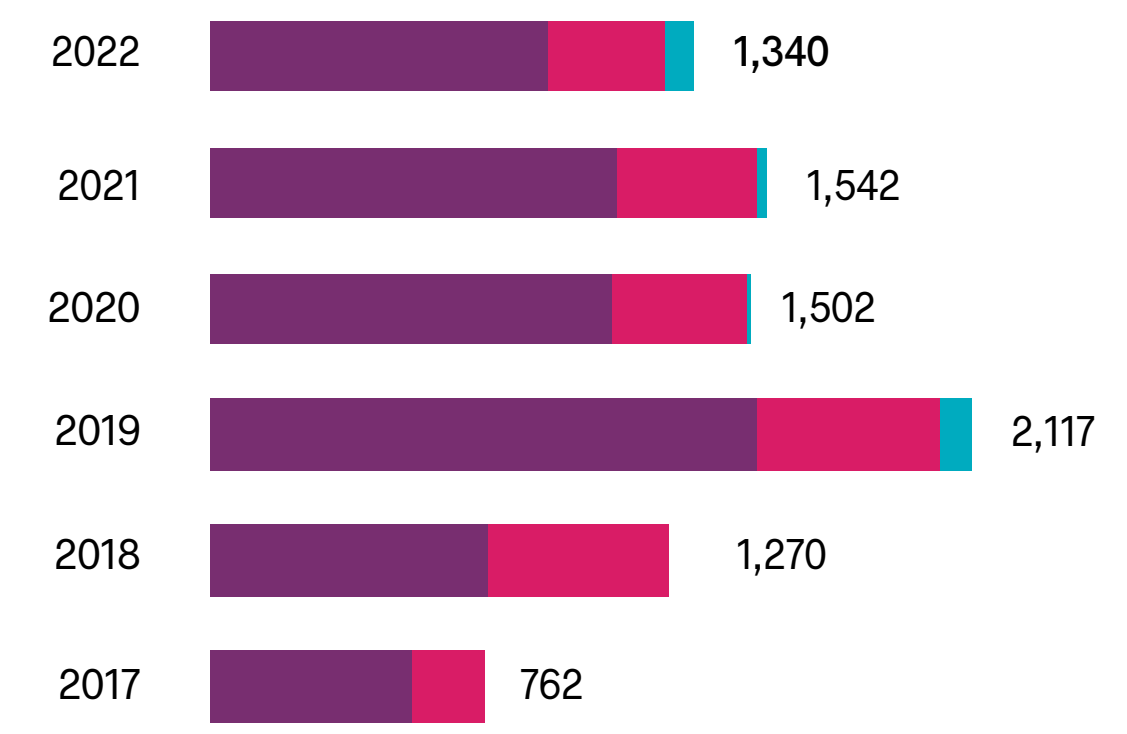
International talent: Leveraging a large pool of qualified French-speaking talent

Workers in the health, social services, education and information technology sectors are in high demand in Greater Montréal. In 2022, 88% of qualified workers recruited through our services were in these fields.

After two years marked by an accelerated digital shift, the MI team resumed its in-person activities with its first on-site recruitment mission in December with *Les Journées Québec France* in Paris. The long line-ups confirmed that the pandemic didn't deter foreign talent from wanting to work in the metropolis. In fact, quite the opposite.

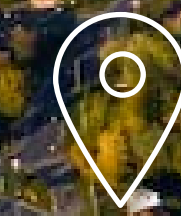
Yet, the effects of the global economic slowdown were felt in the second half of the year, most notably, in the IT sector.

Unprecedented participation



- International qualified workers
- Partners
- International students

Note: these numbers have been audited by RCGT



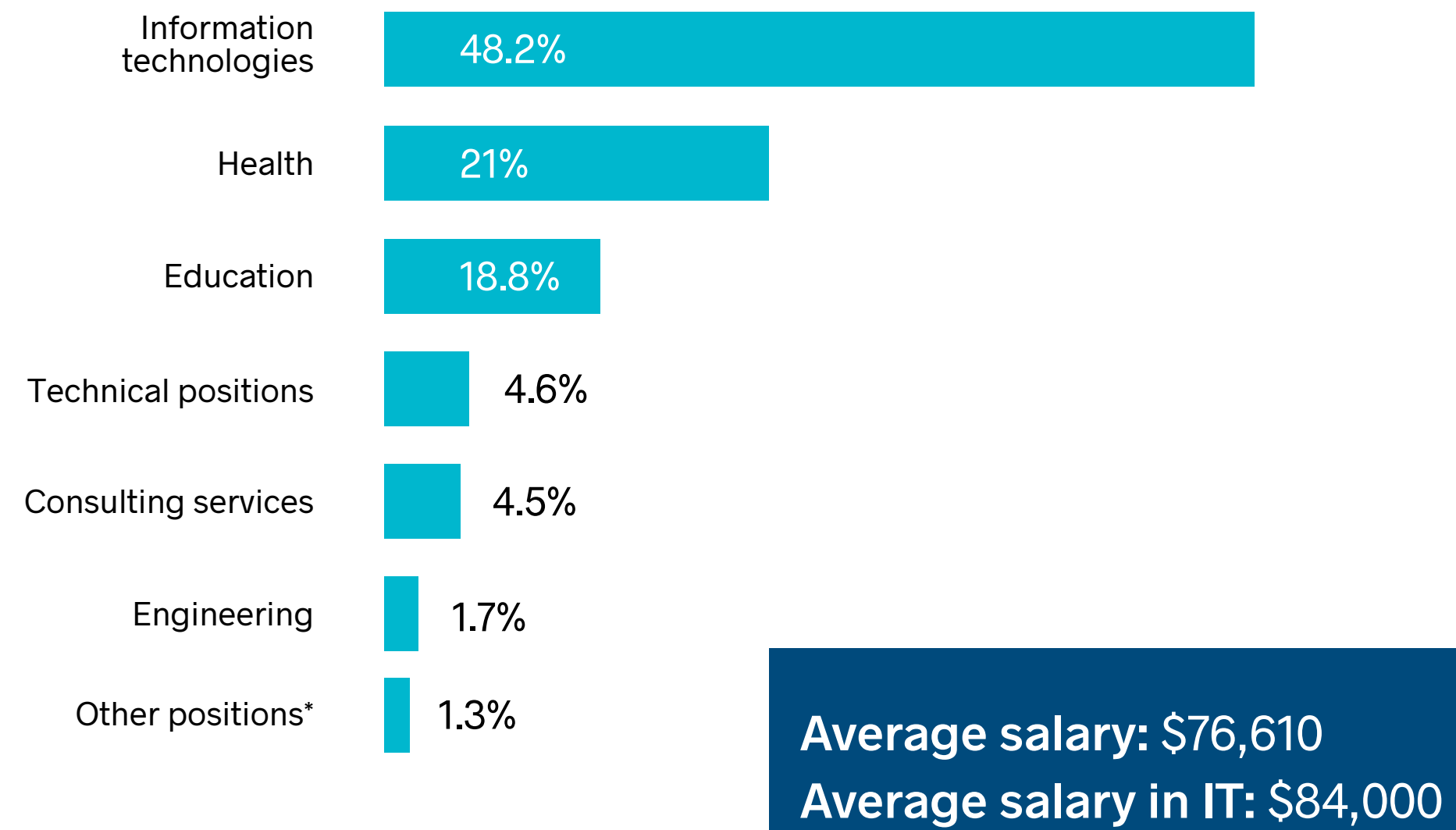
Vaudreuil-Dorion
© Christian Gonzalez



Journées Québec France : a first “in-person” mission abroad since the global pandemic

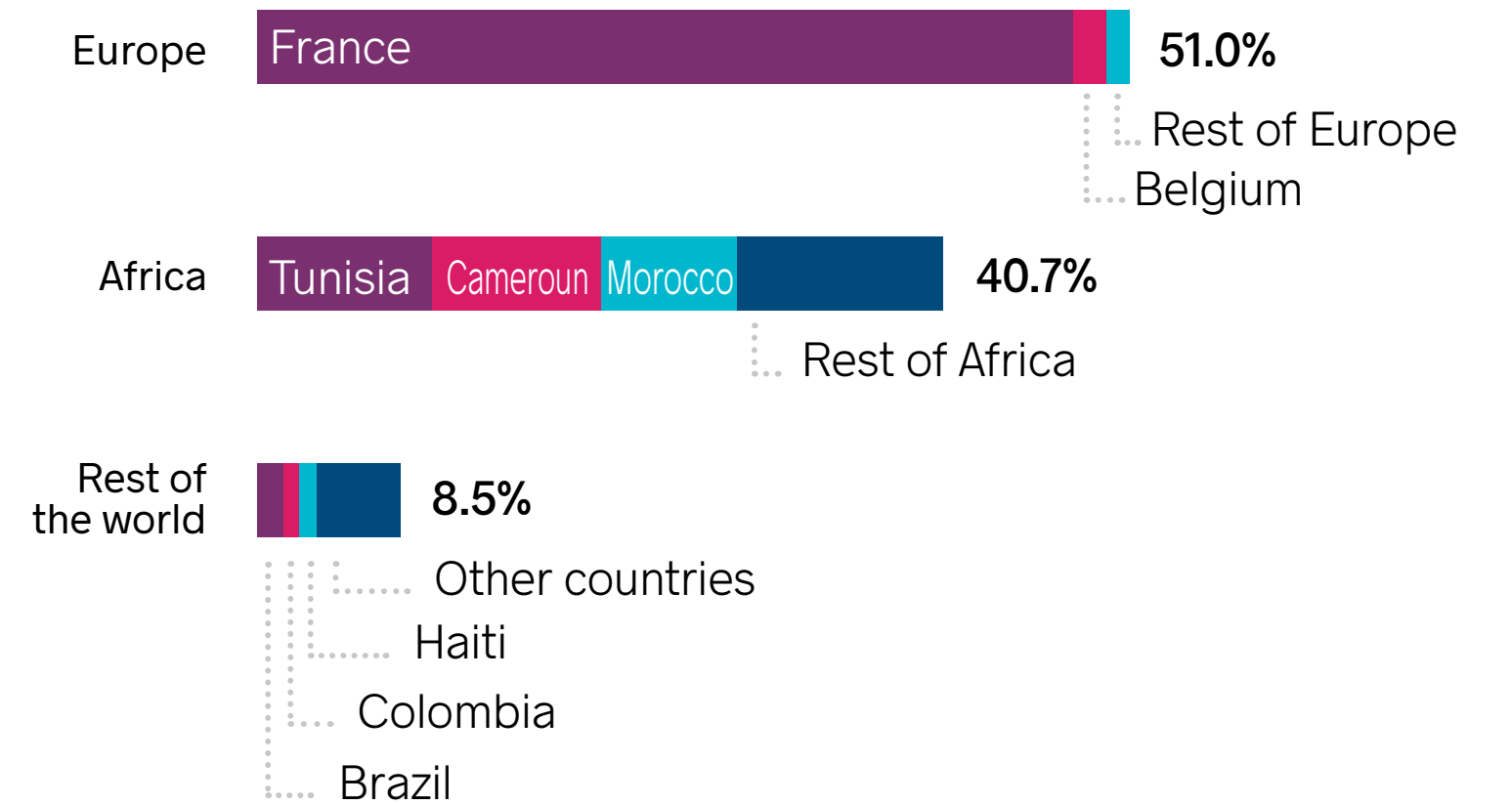


Workers with key skills in a range of sectors



Parc de Spalding
 © Arrondissement d'Anjou

Opening the door to more diversity



Source: Montréal International analysis (N = 514 hires)



Source: Montréal International analysis (N = 629 hires)

*Positions related to transportation, visual arts, logistics and general administration

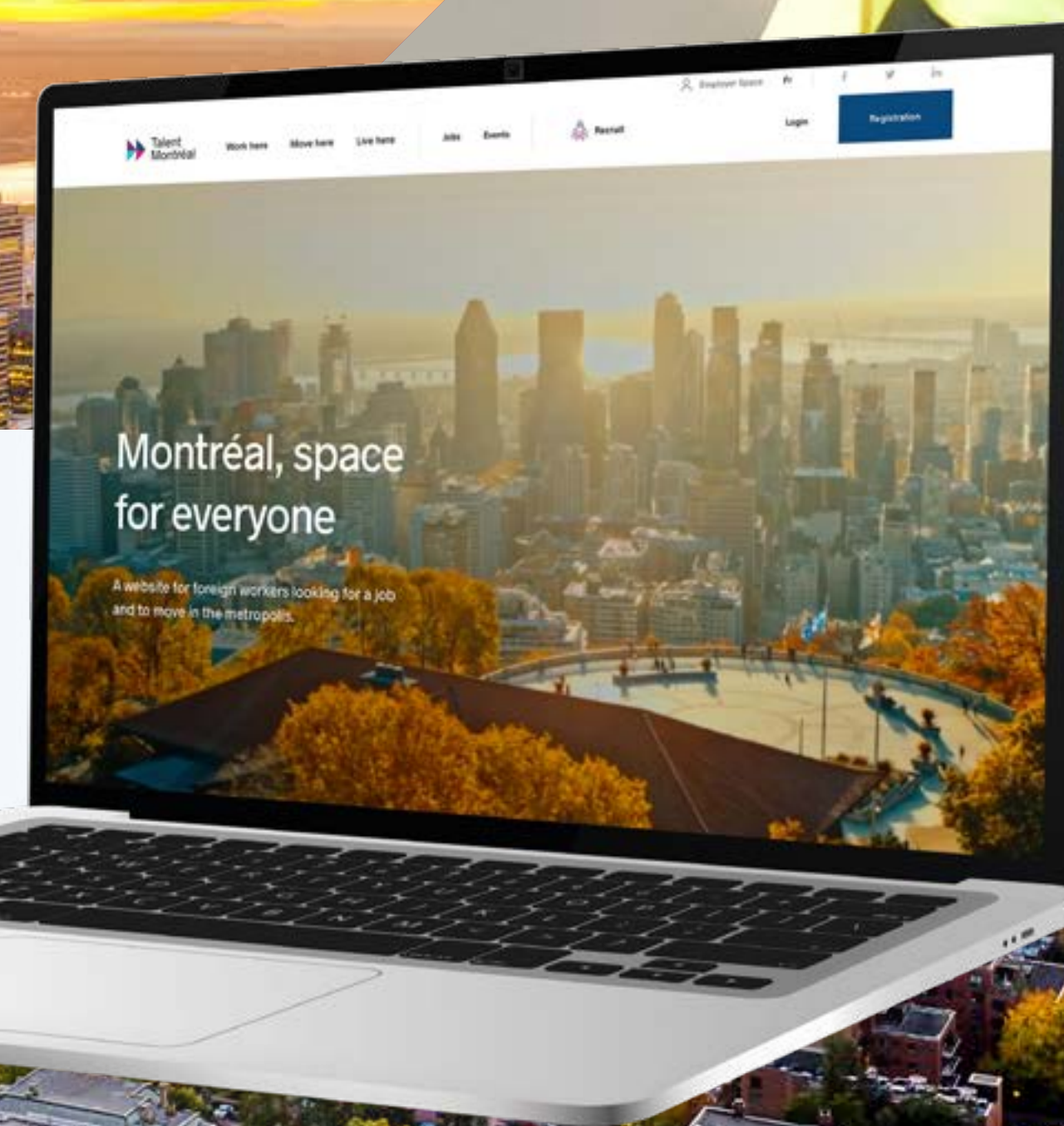
145,000

145,000

international candidates registered
on the TalentMontreal.com portal
(+85,000 in 2022)

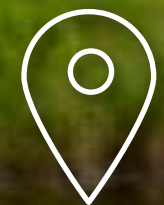


Many local businesses and organizations
use [TalentMontreal.com](https://www.talentmontreal.com) to recruit their
future employees abroad.



International mobility: Supporting employers in the immigration process when hiring foreign talent

Every step of the way, Montréal International helps companies in the Greater Montréal area hire international talent by providing valuable advice on immigration processes and securing temporary work permits. The team also produces documents to inform employers and their staff and offer training sessions on the steps to obtain the permanent resident status.



Vieux-Port,
Montréal

TEMPORARY RESIDENCE

▶ **444**

workers
supported

(543 people including
family members)

▶ **359**

employers educated
on the various work
permit processes

PERMANENT RESIDENCE

▶ **344**

workers supported

International students: Tapping into promising and accessible potential

Greater Montréal has a reputation for attracting world-class talent. Among them are more than 50,000 international students, particularly in the fields of science, technology, engineering, mathematics and administration. Having trained and graduated in Québec, these candidates are already familiar with the city and provide access to an international network.

In 2022, Montréal International stepped up its activities to not only promote the prospect of studying in Greater Montréal, but also to facilitate international students' entry into the job market. MI offers a diverse range of free recruitment services to employers in the region looking to hire international students and graduates.

ATTRACTION ACTIVITIES: Promoting a student experience recognized around the world

▶ **+ 7,100**
profiles of potential
international students referred
to educational institutions
through the Study Connect tool

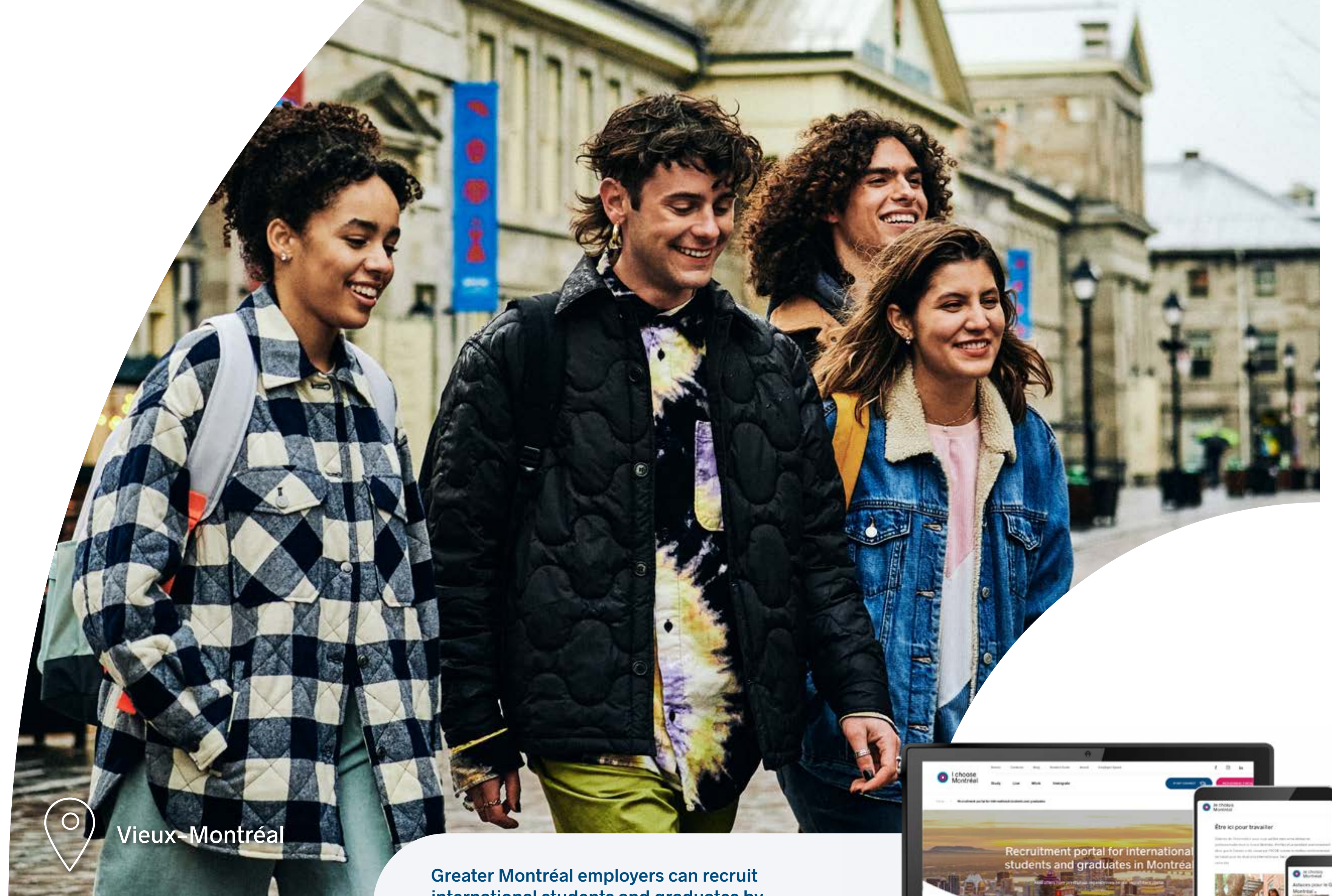
▶ **+ 555,000**
visits on IchooseMontreal.com



RETENTION ACTIVITIES:
Various activities to facilitate international students' integration

▶ **78**
international student hires
(some via a new web portal)

▶ **2,800**
participants in activities
hosted online and in person
in Greater Montréal



Vieux-Montréal

Greater Montréal employers can recruit international students and graduates by posting their job and internship offers on [IChooseMontreal.com](https://www.ichoosemontreal.com)

Meet the team (1/2)



Christian Bernard
Vice President,
International Talent,
Marketing and
Communication



Isabelle Desrosiers
Assistant to the
Vice President



Mathieu Lefort
Senior Director,
International Talent



Nicolas Perroton
Director, Partnerships
and Operations



Geneviève Proulx
Advisor, Operations

International workers

Business Services



Béatrice Perier-Agostini
Director



**Gabrielle
Mercier-Richard**
Advisor



Seynabou Sène
Advisor



Noémie Lawson
Project Manager

Business Development



Sarra Mamlouk
Director



Maxime Paradiso
Advisor



Centre de
la nature,
Laval

Meet the team (2/2)

International Students



Charlotte Fulchiron
Director



Miguel Angel Codes Alberola
Advisor, Student Attraction



Yusra Maazouzi
Advisor, Student Attraction



Miguel Arbuola-Bouret
Project Manager, Student Retention

International Mobility



Rima El-Helou
Director



Charlotte Kadowaki
Advisor



Marie Létourneau
Advisor



Emeline Nozières
Advisor



Marjolaine Petitot
Advisor



4

new international organization projects



Place Ville Marie,
Montréal

© @jfsavaria - Tourisme Montréal

International organizations: Decarbonizing the planet and supporting sustainable development



Montréal International remains one of the few economic promotion agencies mandated to attract and retain international organizations (IOs). To date, close to 70 international organizations, including five UN offices, make Montréal shine on the international stage.

In recent years, the number of IOs specializing in sustainability has multiplied in the city. Furthermore, Montréal's civil aviation sector has been particularly active in helping the industry achieve its goal of net-zero carbon emissions by 2050.

At the United Nations Biodiversity (COP15) conference held in December 2022, our team seized the opportunity to shine a light on the work and impact of international organizations working in Montréal among the thousands of delegates gathered for the event.





1 attraction project to support international climate research efforts

Coordinating Office of the Regional Information for Society (RIfS) project of the World Climate Research Programme (WCRP), in collaboration with Ouranos



1 expansion project to support the social and environmental responsibility goals of airports and the global aviation industry, including carbon neutrality by 2050

Airports Council International (ACI)



1 retention project to consolidate the operations of the largest airline association in Montréal and to support 250 high quality jobs in the city

International Air Transport Association (IATA)



1 renewal project to support the production of reliable and internationally comparable data for the Sustainable Development Goals

UNESCO Institute for Statistics (UIS)



Support for the entire ecosystem

- ▶ **53** Montréal-based international organizations supported

- ▶ **236** interventions (events, connections, workshops, strategic support, etc.) with Montréal-based IOs

A few Montréal-based projects that benefit... the whole planet!



Commission for Environmental Cooperation: Avoiding food waste

Approximately 168 million tons of food are lost or wasted in North America every year. Uneaten food represents social, environmental and economic costs, but also a large opportunity if harnessed properly. The Commission for Environmental Cooperation is committed through research, tools and training to support North American efforts to reduce food loss and waste.

International Secretariat for Water: Documenting our relationship with nature

The links between humans, water and nature are fragile. Under the hospice of the Convention on Biological Diversity, the International Secretariat for Water supported the production of “Interactions, When Cinema Looks at Nature”, in which twelve international filmmakers create connections between humans and animals, through biodiversity, climate change, environment and water risks.

Rights and Resources Initiative: Shining a light on the transformative role of community-led conservation

Indigenous and local communities in Africa hold viable and scientifically proven solutions to the dual climate and biodiversity crises. In collaboration with the Indigenous Ogiek of Mt. Elgon’s local community-based organization, the Chepkitale indigenous Peoples’ Development Project (CIPDP), the Rights and Resources Initiative organized a site visit to shine light on the transformative role of community-led conservation.

GEO BON: Having the right data to observe biodiversity

The Group on Earth Observations Biodiversity Observation Network (GEO BON), a growing network of over 2,300 members across 134 countries worldwide, provides open data and knowledge to support research and conservation action for biodiversity. The BON in a Box 2.0 project, funded by Microsoft, aims to produce an online platform to support various biodiversity observation networks in their effort to assess where, why and how fast biodiversity is changing across the globe.

Future Earth: Accelerating climate action through digital tools

Digital technologies can accelerate climate action. However, they can also amplify inequalities and increase our carbon footprint. Sustainability in the Digital Age and Future Earth, in collaboration with ClimateWorks Foundation, initiated the Re-Imagining Climate Governance in the Digital Age project, which looks at the challenges and opportunities presented by digital tools.



Global Sustainable Electricity Partnership: Using wind resources to conserve habitats

Diesel consumption and oil spills are a threat to the fragile ecosystem of the Galápagos Islands. The Global Sustainable Electricity Partnership's Wind Park on the Galápagos San Cristóbal Island is Ecuador's longest-operating wind facility and a national pioneer in the use of wind resources. The project includes an extensive environmental management plan with a conservation program for the Galápagos petrel, an endangered local bird.

AIESEC International: Mobilizing youth to reduce the impact of climate change

The Global Volunteer Program of AIESEC aims to give young people an opportunity to volunteer in three projects running in 15+ nations: Project Green Leaders focuses on educating communities about climate change and building action plans to reduce its impacts, Project Rooted focuses on building up communities' capacities to respond and act upon the impacts on diversity, while Project Aquatica focuses on marine and coastal areas.

Meet the team



France Brosseau
Vice President,
International Organizations
and Corporate Affairs



Isabelle Desrosiers
Assistant to the
Vice President



Arnaud Dion
Senior Director



Maï Murray
Director, Business Development



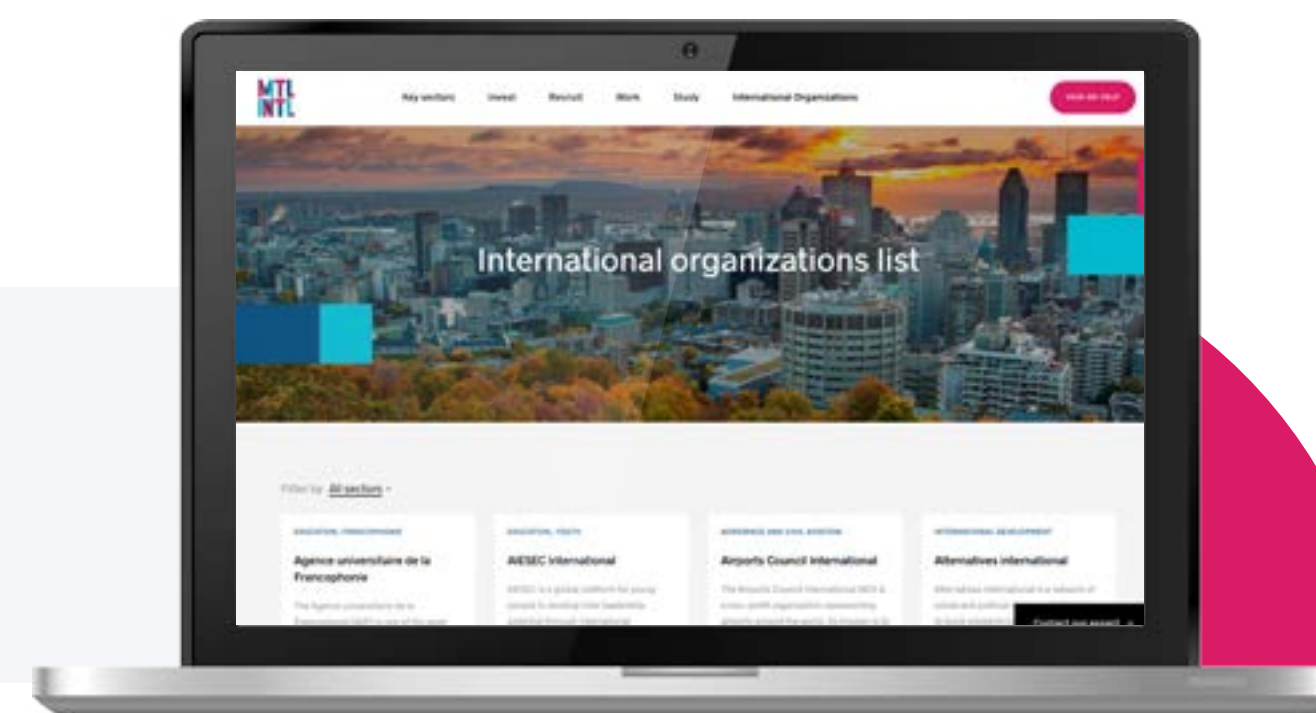
Siloé Yassa-Roy
Advisor, Support to the International
Organization Community



Myriam Lévesque
Advisor, Corporate Affairs and
International Organizations



Montréal's international organizations ecosystem is unique.
www.montrealinternational.com/en/international-organizations/





Some of the most creative promotional initiatives

2 million views

The video we produced on artificial intelligence (AI) in Montréal to support the attraction of foreign investment and international talent has generated nearly **2 million completed views worldwide**.

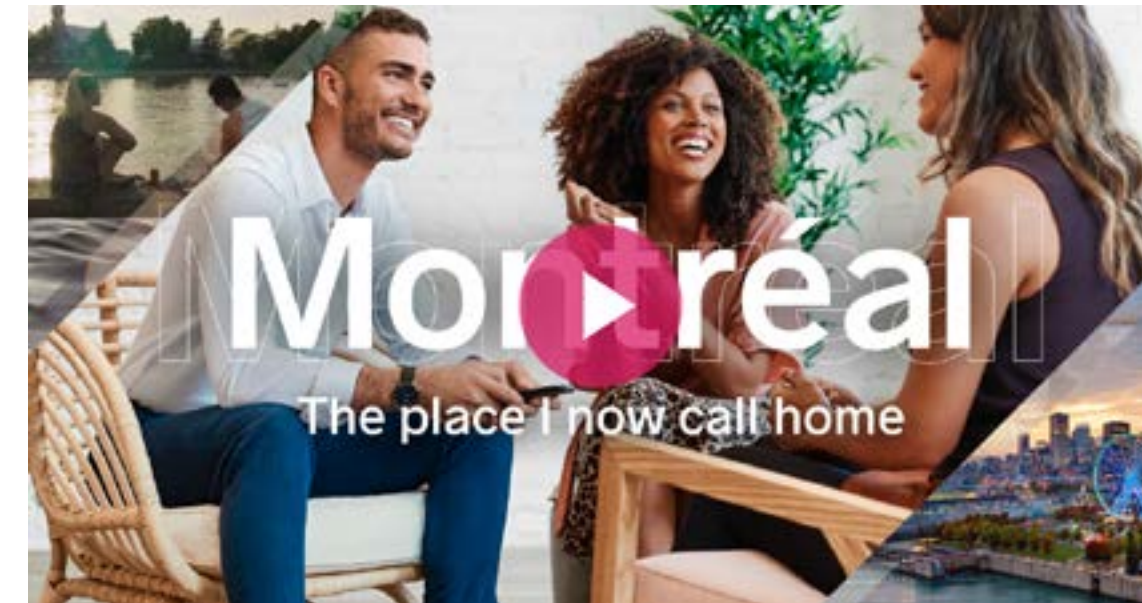
This bold video showcases several positive applications of AI—from saving bees to saving lives and the planet as a whole—highlighting Montréal's crucial role in promoting the importance of using AI for good.

Economic promotion: Standing out from the competition worldwide

Montréal International is known for its powerful promotional content and tools, which help solidify our position as one of the world's leading economic promotion agencies.

Our Marketing & Communications team combines passion, commitment and creativity to promote Greater Montréal's economic attractiveness among foreign investors, global talent and international organizations, whether through studies, sector profiles, digital campaigns or media relations.

3 awards of excellence from the International Economic Development Council



Montréal - The Place I Now Call Home

Gold

Multimedia/video category

An exceptional video to attract international talents by showcasing Greater Montréal's exceptional quality of life.



Tax credit calculator

Gold

Interactive tools category

A tool to facilitate foreign investors' decision-making process.



Montréal, my futur

Silver

Poster campaign category

A poster campaign to support international students in Greater Montréal.

3 key websites

▶ **2.2 millions**
visitors

75%
increase
(vs 2021)

1.9 million
from outside Québec



A fast-growing social media following

▶ **282,000**
subscribers

62%
increase (vs 2021)

▶ **4.2 million views**
on MI's YouTube channel

▶ **29 digital campaigns**

promoting an investment, study or career project in Greater Montréal (38 million people reached on Facebook and Instagram)

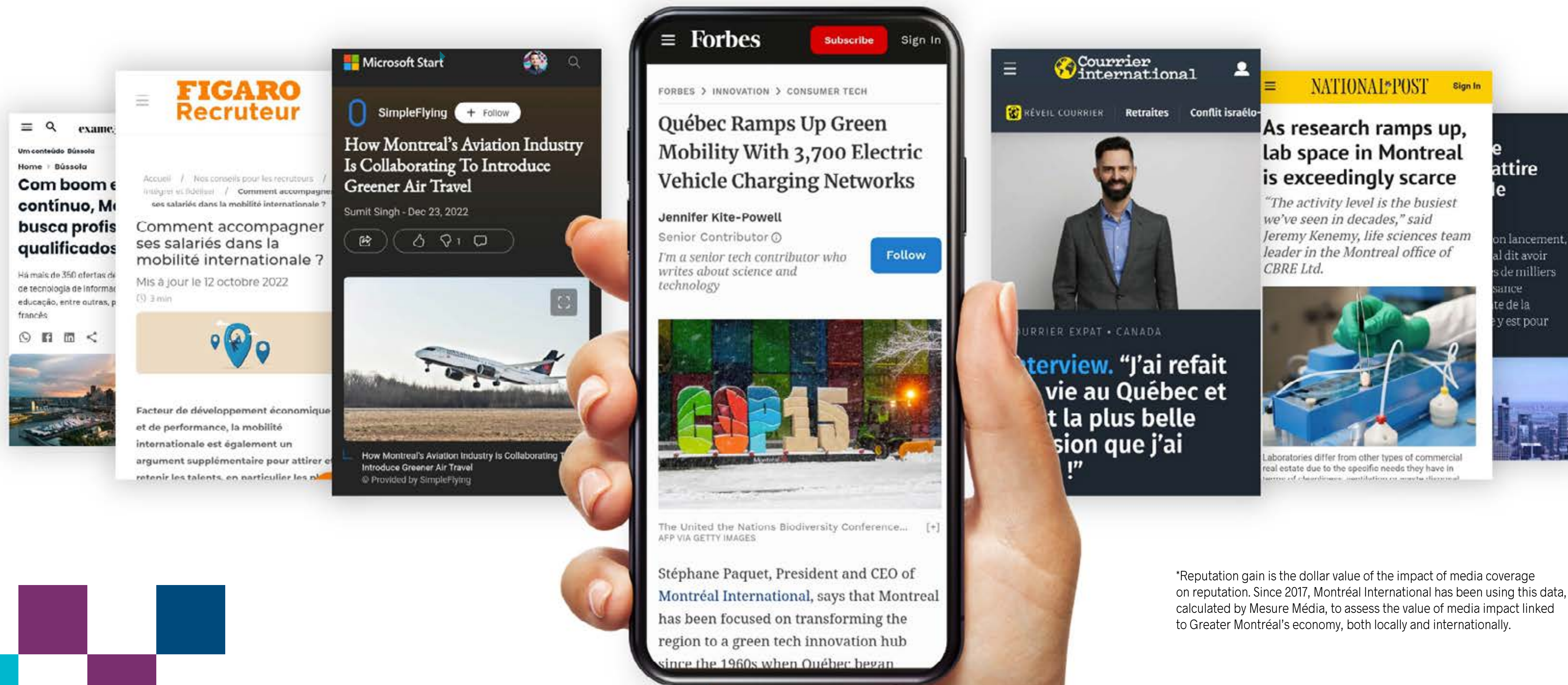


Targeted press coverage to increase awareness of Greater Montréal

\$7M
in reputation gain worth*
\$3.2M
from outside Québec

▶ 50
interviews

▶ 50
press releases,
articles and blogs



*Reputation gain is the dollar value of the impact of media coverage on reputation. Since 2017, Montréal International has been using this data, calculated by Mesure Média, to assess the value of media impact linked to Greater Montréal's economy, both locally and internationally.

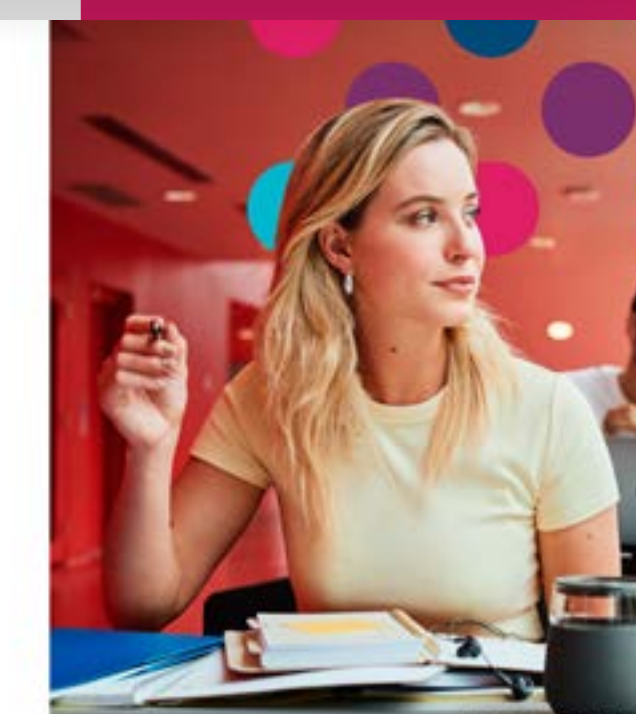
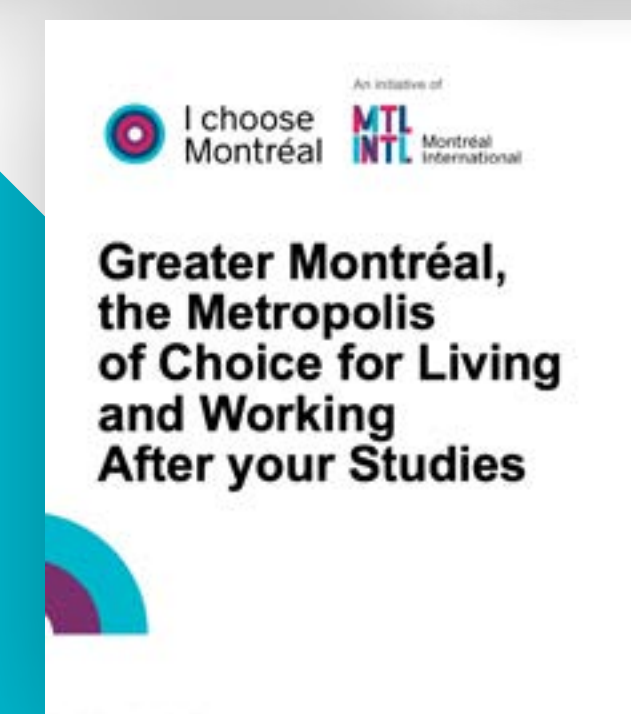
Business intelligence focused on Greater Montréal's economic attractiveness

+ 35 promotional documents to guide business decision making

Sector profile examples:

- Artificial intelligence
- Clean technologies
- Life sciences
- Smart transportation
- Visual effects and animation
- Video games

Additionally, we produced a dozen strategic documents including briefs, surveys and analyses, along with a series of sector profiles as part of the business intelligence services provided to Investissement Québec International.



Meet the team



Christian Bernard
Vice President,
International Talent,
Marketing and
Communication



Isabelle Desrosiers
Assistant to the
Vice President

Marketing & Communication



Céline Clément
Senior Director,
Marketing &
Communication

Public relations and Content



Eve Caron
Director, Public
Relations and Content



Jean-François Grenier
Advisor, Content
Marketing



Sarah Lauer L'Espérance
Advisor, Event Marketing

Digital communications



Marina Keomanivong
Director, Digital
Communications



Guillaume Courchamp
Advisor, Digital
Communications



Sarah Archambault
Project Manager,
Digital Communications



Chloé Warren-Garneau
Community Manager

Branding



Yohann Rabusseau
Director, Branding

Business intelligence



**Joëlle Chatel-
DeRepentigny**
Senior Director, Strategy
and Business intelligence



Julie Dellion
Analyst, Marketing
and Content



Aude Hermenier
Analyst, Business
intelligence



Strategic plan 2022–2024: Guiding our decisions and actions

Four paths to achieve our vision and position MI
as a key player in the sustainable prosperity of Greater Montréal

1 Deliver an exceptional
employee experience

3 Innovate our services offer
and processes to maximize
our impact

2 Solidify and diversify our
financing and partnerships

4 Apply our corporate social
responsibility (CSR) to every
aspect of what we do

Our 4 core values



A few achievements

- Set up an ambassador committee
- Established a CSR committee
- Developed a new employee handbook
- Improved our salary structure
- Took on new mandates from Canada Economic Development for Quebec Regions to develop the clean technology sector and Montréal's east end
- Strengthened our cybersecurity practices

Thank you to the entire MI community

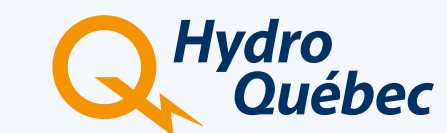
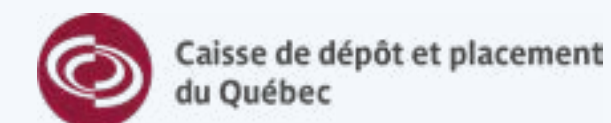
Thanks to the invaluable support and commitment of our partners, Montréal International has been contributing to the economic development of Greater Montréal for 25 years now. A big thank you to the Government of Canada, the Government of Québec, the *Communauté métropolitaine de Montréal*, the City of Montréal and around 100 private partners. We couldn't do what we do without them.



Public-sector



Major partners



Private-sector partners (2022)

Aéroports de Montréal	CBRE Limited	Exeo	Jones Lang Lasalle	RCGT
AGA Benefit Solutions	CDPQ	Exponentiel Conseil	Corporation People	Réseau Environnement
Amazon	Chambre de commerce de l'Est de Montréal (CCEM)	EY	Langlois Lawyers	Siemens
Amazon Web Services	The Chamber of Commerce of Metropolitan Montreal (CCMM)	Fabrik8	Lavery	Sismik
Anywr	Chambre de commerce et d'industrie de la Rive-Sud (CCIRS)	Fasken	The Port of Montréal	Sourcinc
Quebec Technology Association (QTA)	Chambre de commerce et d'industrie de Laval (CCIL)	Fondation CSN	Lette	Spear Street Capital
Aviseo	Citizen Relations	Fonds de solidarité FTQ	Lex Internationalis	Supply Chain Solutions
Avison Young	Claridge	Frare & Gallant	Lib.Space	TACT
Baker Tilly Canada	Saint-James Club of Montreal	Google	LJT Lawyers	TD Canada Trust
National Bank of Canada	Colliers International	Gowling WLG	Lok Amérique du Nord	TechBonjour
BDO	Comptinc	Alfid Group	Mazars	TendersPages
Beanfield Metroconnect	Conexa	Magellan Group	Miller Thomson	Tourisme Montréal
Bédard Human Ressources	Deloitte	Groupe Petra	Mitacs	Transcript
Blakes	Desjardins	GuruLink	MONTONI	Trans-Pro Logistics
BLG	Deslauriers	HEC Montréal	Montréal Cowork	Tremblay-Michaud
BMO	DHR Global	Hub6	MSDL Architectes	Ubisoft
BNP Paribas Canada	EBC	Hydrogène Québec	NATIONAL	Concordia University
Broccolini	Eidos	Hydro-Québec	PAA Advisory	Université du Québec à Montréal (UQAM)
Quebec Film and Television Council (QFTC)	Ericsson	Hypertec	R&D Partners	McGill University
Cain Lamarre		Immetis	Pender & Howe	Warner Bros Games
Canderel		Innoprofits	PWC	WSP
		Intellipro	Randstad	Yulex
		Ivanhoé Cambridge	RBC	

Meet the team



Stéphane Paquet
President and CEO



Mélanie Hébert
Assistant, President
and CEO

Business intelligence



**Joëlle Chatel-
DeRepentigny**
Senior Director,
Strategy and Business
intelligence



Julie Dellion
Analyst, Marketing
and Content



Aude Hermenier
Analyst, Business
intelligence

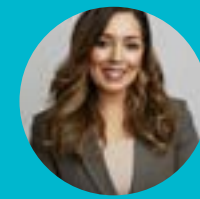


Mélissa Denis
Vice President and Chief
Operating Officer

Private partnerships



Stella Fleury
Director, Private Partnerships



Dalila Khettou
Director, Private Partnerships

Human Resources



Olivier Savoie Deschênes
Director, Human Resources



Éliane Bujold
Advisor, Human Resources



Johanne Lapointe
Administrative technician
and Receptionist

Information technology



Patricio Araya
Director, Information Technology



Laurence Bruneau
CRM Integrator Analyst



Alexandre Gaudet
Data Management
& Performance Specialist



Roberto Villanueva
Computer Technician

Finance



Anne-Catherine Vernet
Director, Finance



Jacob Sonkoua
Accountant



Marilia Amaral
Senior Accounting Technician



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CREDITS

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Canada

Québec



Montréal

