



Regional Review

ECONOMIC DEVELOPMENT AND TOURISM DEPARTMENT

Purdue expands and creates jobs with provincial investment

Thanks to a \$4.9-million investment from the Province of Ontario's Biopharmaceutical Investment Program, Purdue Pharma Canada will create 53 high-skilled jobs and expand its Pickering facility beginning in January.

As Pickering's fourth-largest private-sector employer, Purdue currently has 200 employees in Ontario. Upon completion of the \$32-million expansion in 2011, Purdue's research and development capacity in Ontario will be doubled.

The construction phase will create more than 100 jobs for skilled tradespeople. College graduates will be hired for many of the new advanced manufacturing positions. Other positions, particularly those in research and development, will require staff with advanced university degrees.

"This is an excellent example of how government programs can help companies grow significantly," said Patrick Olive, Commissioner of Economic Development and Tourism for Durham Region. "Companies in Durham Region are important to and contribute greatly to the well-being



Ontario Premier Dalton McGuinty and John Stewart, President of Purdue Pharma Canada at the funding announcement on Nov. 27, 2008. (Photo: City of Pickering)

of our local economy. As Purdue's success shows, support programs offered by the government are accessible and can really make a difference."

The Biopharmaceutical Investment Program is part of the provincial

government's Next Generation of Jobs Fund, a five-year \$1.15-billion strategy designed to stimulate economic growth and prosperity in Ontario, while helping create the next generation of jobs and improve environmental sustainability. The

Biopharmaceutical Investment Program aims to increase the level of biopharmaceutical research and development as well as advanced manufacturing in Ontario. The program also helps to create high-quality jobs for skilled graduates in Ontario.

Purdue is one of the many companies in Durham Region that are committed to developing innovative products, improving production efficiency and hiring locally. "We are pleased to see the government reward companies that are doing the right things by giving them a financial boost," said Olive. "The Economic Development and Tourism Department of Durham Region will continue to work with provincial partners to ensure funding is getting into the hands of Durham's industries."

Ontario is home to one of the world's leading pharmaceutical industries. The sector employs more than 20,000 Ontarians in high-value jobs, including researchers and scientists. Purdue is the Biopharmaceutical Investment Program's second funding recipient.

MAKING BUSINESS HAPPEN

Programs for SMEs encourage innovation

According to the Ontario Ministry of Small Business and Consumer Services, 99 per cent of companies in Ontario are small- to medium-sized enterprises (SMEs). For many, innovation is the key to success. Three programs can help SMEs innovate and remain competitive in both local and global markets.

CME SMART Program

Delivered by the Canadian Manufacturers and Exporters (CME), the SMART Program helps small- and medium-sized manufacturers improve their productivity and maintain their competitive edge.

CME welcomes applications from companies that are ready for productivity improvement projects such as lean design and lean manufacturing, quality improvement, energy efficiency, IT best practices and environmental impact reduction. With funding from the Province of Ontario, CME will fund 50 per cent (up to \$50,000) of the best projects.

For more information, visit www.cme-smart.ca.

Yves Landry Foundation AIME Program

In partnership with the provincial government, the Yves Landry Foundation's Achieving Innovation and Manufacturing Excellence (AIME) Program supports manufacturers that invest in employee training.

Companies with 15 to 1,500 employees and facilities in Ontario may be eligible for a grant of up to \$50,000. Employee training should involve the adaptation of new technology, processes or procedures aimed to support innovation, or development of Highly Skilled Personnel.

For more information, visit www.yveslandryfoundation.com.

Export Market Access

Launched by the Ontario Chamber of Commerce and funded by the Province of Ontario, Export Market Access: A Global Expansion Program (EMA) helps organizations access and expand in markets beyond the United States.

Ontario's SMEs may qualify for a grant covering up to 50 per cent of eligible costs incurred to develop export sales. Assistance is available in four areas, including direct contacts, marketing tools, market research and foreign bidding projects.

For more information, visit www.exportaccess.ca.

Community involvement leads to corporate success

Business opportunities may seem to be quickly vanishing in the current economic environment. But with their creative thinking, many Durham-based companies continue to flourish.

Holburn Biomedical Corporation, a company in Bowmanville that conducts research and development for pharmaceutical, biotechnology and diagnostic industries, is translating community involvement to corporate success.

Dr. Ronald Stead, co-founder and President, is also Chair of the Board of the Oshawa Durham Symphony Orchestra (ODSO). Now in its 52nd concert season, the ODSO is one of the most respected professional orchestras in Ontario and Canada.

Having been a member of the ODSO Board for three years, Stead realized the benefits of community involvement right from the start.

"For any growing business, being able to attract the best employees at all levels is critical to success," he said. "Potential employees look at cultural



Music Director Marco Parisotto and the ODSO. (Photo: ODSO)

factors such as events, restaurants and so on before making the decision to relocate. With the continued growth of Durham College, tremendous new opportunities from the University of Ontario Institute of Technology

(UOIT) and growing knowledge-based industries, I think the increased demand for arts and culture is inevitable. A business's contribution to local arts and culture will facilitate recruitment and retention of the highest

quality workforce."

"Sponsorships are also a great image-building opportunity for businesses that become benefactors to the community in which they prosper," added award-winning Music Director Marco Parisotto, who heads up the group of approximately 70 professional musicians.

The ODSO's success is clear evidence for the value of support from more than 30 corporate sponsors and partners. "Financial support of businesses and individuals helps the ODSO grow in many ways, such as expanding the full-time staff to support marketing," said Stead. "Grants and donations are extremely valuable for professional orchestras, since ticket sales usually represent only about 25 per cent or less of the operating budget."

Corporate sponsorship is a two-way street where both benefactors and beneficiaries move ahead in competitive markets. Consider how you can grow your business while "giving back" to the community today.



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