

# Annual Report

# 2023



**PME** —  
— **MTL**  
CENTRE-OUEST





✎ PME MTL Centre-Ouest offices,  
Ahuntsic-Cartierville

✓ One of the world's largest rooftop  
greenhouses in the world,  
Fermes Lufa, Saint-Laurent

**Coordination and writing**

Ludivine Félix

**Graphic design**

Valérie Andraos  
Simon Fortin

**Photographs**

Myriam Baril-Tessier  
Thierry Lacasse  
Catrine Daoust  
SDC District Central  
Adriana Castillo (Montloup)  
1<sup>er</sup> mai

©PME MTL Centre-Ouest, March 2024

Legal deposit: Bibliothèque et Archives  
nationales du Québec, 2024  
Legal deposit: Bibliothèque et Archives  
Canada, 2024





# 2023 Annual Report

## Table of contents

A word from the Chairman of the Board and the Executive Director	4
Profile of PME MTL Centre-Ouest	8
Services for businesses	10
2023 Results	14
Financing breakdown	15
Financed businesses	20
Local development	24
Network Services	26
Events	30
Job Placement Service	31
PME MTL Centre-Ouest – Our people	34
Team	34
Board of Directors	36
Partners	38



**Jean-François Harel**  
Chairman of the Board



**Marc-André Perron**  
Executive director



↑ Former site of the National Film Board of Canada (NFB), Saint-Laurent

# A word from the Chairman of the Board and the Executive Director

We are proud to present our 2023 annual report. The Centre-Ouest territory has witnessed the birth and growth of many great projects over the past year, despite an uncertain economic climate, reflecting the exceptional resilience and adaptability of our entrepreneurs. They remain the driving force behind the economy and our communities, paving the way for a promising future of opportunities.

Over the past year, our financing tools and support services have actively supported the social and economic development of our region. More than 800 businesses have benefited from our team's support and guidance, and a total of \$5.43 million in loans and grants has been granted.

For almost ten years, PME MTL Centre-Ouest has been supporting and financing private and social economy businesses, and our team is committed to supporting the ambitions of entrepreneurs by promoting the creation of structuring, innovative and sustainable projects. The year 2023 was marked by the concrete and local implementation of PME MTL's renewed mission: to anticipate and support the socio-economic development of our communities in an integrated, concerted and sustainable manner.

In this context specifically, PME MTL Centre-Ouest realigned some of its priorities to integrate the socio-ecological transition into its activities, an example being the "zero waste" pilot project on the Fleury artery. We have also strengthened our presence in promising industries for our territory, such as commercial urban agriculture, biofood and e-commerce logistics, through our dedicated support services.

Together, we are looking ahead with optimism and confidence, convinced that our strengthened collaboration and shared commitment will help build a bright and sustainable future for all. Thank you to every entrepreneur, member of our team, directors, investment committee members and partners for your dedication and contribution to the economic vitality of our region.

---

Our entrepreneurs are the driving force behind the economy and our communities, paving the way for a promising future of opportunities.

---

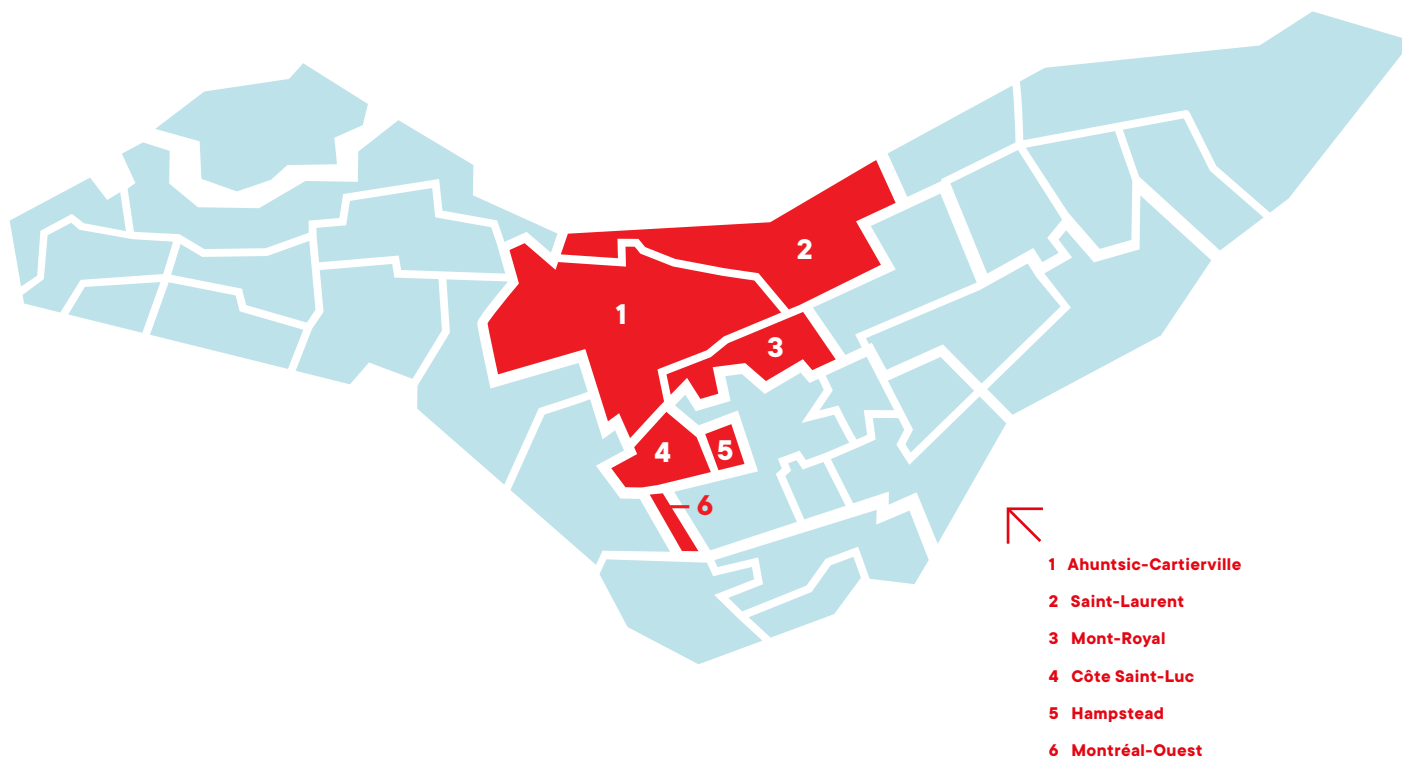
Dedicated  
to supporting  
Montréal  
entrepreneurs →

---

Anticipating and supporting the socio-economic development of our communities in an integrated, concerted and sustainable manner.



# Profile of PME MTL Centre-Ouest



## Mission

PME MTL Centre-Ouest is one of the six service hubs of PME MTL, the Ville de Montréal's business support network whose mission is to offer a range of professional services accessible to private and social economy entrepreneurs on the island of Montréal. Leading players in supporting the start-up and growth of SMEs, PME MTL's experts assist entrepreneurs with management advice and financing.

Through its support to local businesses and its involvement in socio-economic development initiatives, PME MTL Centre-Ouest promotes job creation, stimulates innovation and enhances the competitiveness of local businesses. This approach stimulates the entrepreneurial ecosystem and strengthens the economic vitality of local communities.

## Objective

Anticipating and supporting the socio-economic development of our communities in an integrated, concerted and sustainable manner.

## Strategically located

In addition to its economic vitality, the territory offers a pleasant quality of urban life conducive to the development of all types of business projects. PME MTL Centre-Ouest serves entrepreneurs in the boroughs of Ahuntsic-Cartierville and Saint-Laurent and the towns of Côte Saint-Luc, Hampstead, Montreal West and Mont-Royal.

- 11,590 businesses
- 32% of Montréal's manufacturing jobs
- 36% of Montréal's wholesaling jobs
- 2<sup>nd</sup> largest concentration of jobs on the island of Montréal
- Development of e-commerce
- Growing hub for urban agriculture businesses







# Services for businesses

## Support

PME MTL Centre-Ouest is dedicated to the success of each for-profit or social economy business project. Our experts offer entrepreneurs support that helps propel their entrepreneurial projects.

- Information and guidance
- Consultancy services
- Human resources management support
- References to partners or specialized organizations
- Workshops and webinars



---

## Dedicated funds to drive business growth

---

- 1 – Technoparc Montréal,  
Saint-Laurent
- 2 – Fermes Lufa, rue Chabanel Ouest,  
Ahuntsic-Cartierville
- 3 – Esplanade Louvain,  
Ahuntsic-Cartierville
- 4 – Connaught Park  
Mont-Royal

## Financing

PME MTL Centre-Ouest has different funds tailored to the needs of Montréal entrepreneurs. These funds serve as levers to support the financing of start-ups and growing companies, while fostering the creation and maintenance of jobs in Montréal.

### Fonds PME MTL

Loan of up to **\$300,000** to support Montréal businesses.

### Fonds locaux de solidarité

Loan of up to **\$100,000** to support Montréal businesses.

### Fonds de développement de l'économie sociale

Subsidy of up to **\$50,000** to support social economy initiatives.

### Fonds de souscription d'obligations communautaires

Contribution to community bond issue campaigns to support social economy initiatives. Matching funds of up to **\$50,000**.

### Subvention Jeunes Entreprises

Subsidy of up to **\$15,000** for new entrepreneurial initiatives.

### CRÉAVENIR

Line of credit and subsidy of up to **\$20,000** to support young entrepreneurs.

### Fonds Jeunes entreprises collectives

Up to **\$23,000** in subsidies and loans for collective enterprises.

### Fonds INNOGEC

Subsidy of up to **\$15,000** to cover the professional fees of social economy businesses.

### Fonds YUL / 375 idées

A loan of **\$7,500** at a preferential rate to support young Montréal entrepreneurs.

### Fonds Entrepreneuriat commercial

Subsidy of up to **\$25,000** to support the set-up and growth of retail businesses and support e-commerce projects.

### Fond d'Investissement innovation

Loan of up to **\$150,000** and subsidy of up to **\$25,000** to help businesses carry out different phases of their commercialization project.

### Fonds Développement industriel et durable

Subsidy of up to **\$50,000** to stimulate or accelerate innovation and the implementation of sustainable development practices in companies in the manufacturing sector.



4



---

“Thanks to PME MTL Centre-Ouest, we were able to acquire new equipment, technology and a much larger workspace to help us realize our business vision. We are and always will be grateful for the opportunity to receive this boost from PME MTL Centre-Ouest.”

**Cédric Gautreau**  
Agora Distribution

---

**90%** of entrepreneurs surveyed say they are satisfied with the support and financing offered by PME MTL Centre-Ouest, according to the 2023 satisfaction survey.



---

← Inauguration of the RÉCO centre  
by Architecture Sans Frontières Québec

→ Centennial Lane, Hampstead







# 2023 Results

---

# 802

businesses supported

---

25% of funds disbursed  
in subsidies

---

75% of funds in loans

---

1,598 Jobs created  
and maintained

---

➤ 1<sup>er</sup> mai

→ Plastidécouverte





\$3,568,000

Fonds PME MTL et Fonds locaux de solidarité Montréal

\$425,000

Fonds Commercialisation des innovations

\$80,000

Fonds Jeunes entreprises

\$398,842

Fonds de développement de l'économie sociale

\$678,000

Fonds Développement industriel et durable

\$285,000

Fonds Entrepreneuriat commercial



---

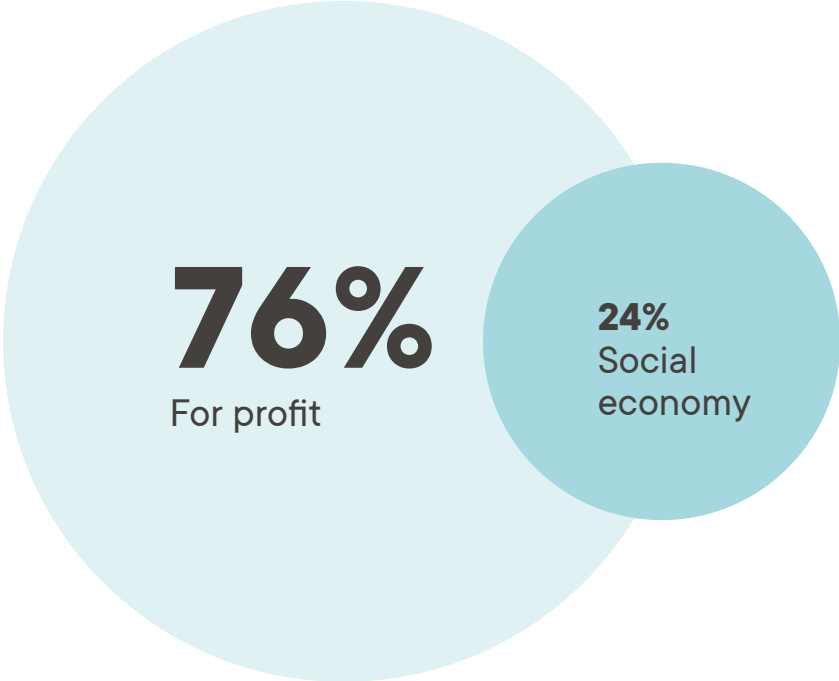
\$5.43M

in loans and subsidies authorized in 2023

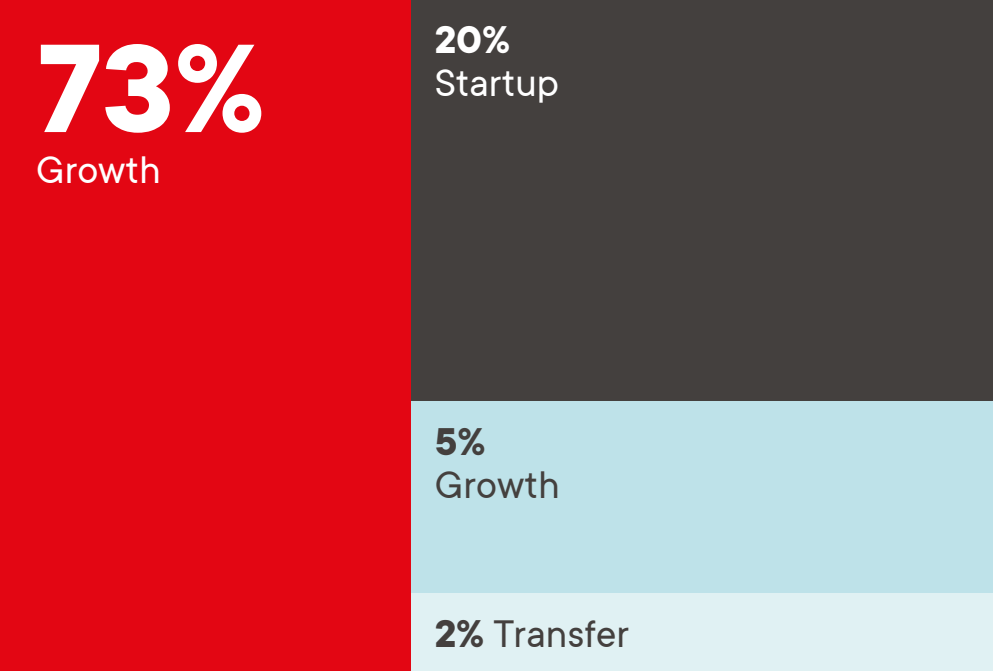
## Financing breakdown

In 2023, PME MTL Centre-Ouest authorized **\$5,434,842** for **59 businesses** and disbursed **\$4,041,766** to **49 businesses**.

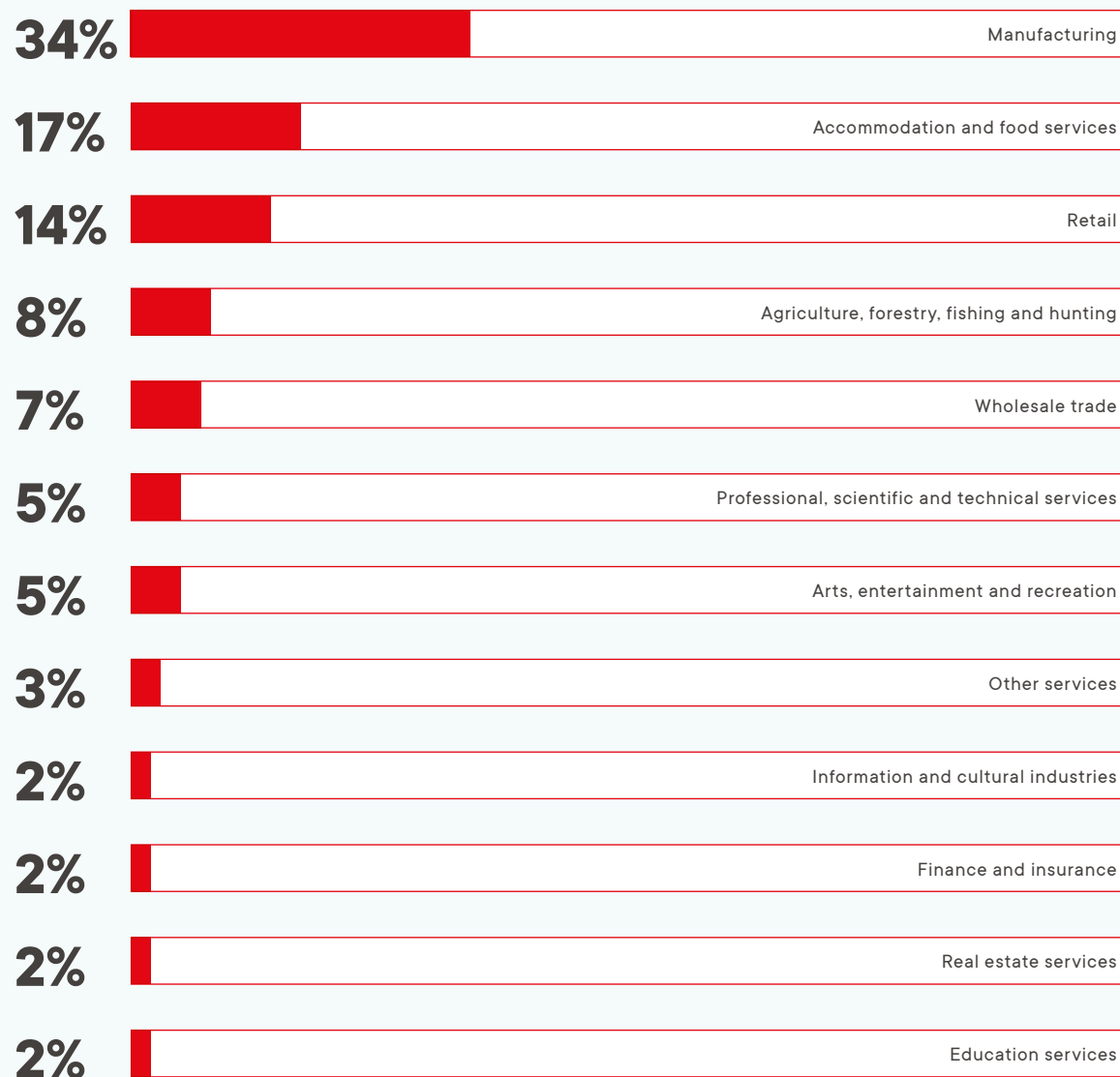
Status of financed businesses



Stages of development of financed businesses



## Sectors of activity of financed businesses





# Priority sectors identified by the Ville de Montréal

The Ville de Montréal's economic development strategy aims to promote growth in all sectors of the Montréal economy. Identified industries, however, will enable the city to be more innovative and competitive.

## The priority sectors identified are

- Biofood
- Creative and cultural industries
- Digital industries
- Life sciences and health technologies
- Clean technologies
- Transport and mobility

---

56% of the funds authorized by PME MTL Centre-Ouest are allocated to businesses that are in the priority sectors identified by the Ville de Montréal.



---

↑ La Centrale agricole



---

↑ Avironex



# Financed businesses

## 1<sup>er</sup> mai

www.atelier1ermai.com

(DID)

## Architecture Sans Frontières Québec

www.asf-quebec.org

(FDES)

## Atelier HotelMotel inc.

www.atelierhotelmotel.com

(FLS) (PME) (DID)

## Avironex inc.

www.avironex.com

(FLS) (PME) (DID)

## Baguette & Brochette Ahuntsic

baguettebrochette.com

(FLS) (PME) (FEC)

## Barres Goodie

fr.goodiebars.com

(FLS) (PME) (JE)

## Bienvenu Bar Salon

www.facebook.com/p/Bienvenu-Bar-Salon-100063749822225

(FEC)

## Bois Urbain

www.boisurbain.org

(FDES)

## Café Parka

www.instagram.com/cafeparka

(FLS) (PME) (FEC)

## La Central Agricole: Coopérative de Solidarité de Producteurs urbains

centrale.coop

(FDES)

## CHE boutique d'empanadas inc.

www.cheboutiquedempanadas.ca

(FLS) (PME) (DID)

## Cold Pressed Montreal

www.coldpressedmtl.com/home

(FLS) (PME) (DID)

## Coopérative de solidarité les Serres du dos blanc

serresdudosblanc.com

(FDES)

## Coq lala

www.facebook.com/p/Restaurant-Le-coq-lala-100054396706444/

(FEC)

## Création Fervido

fervidojewels.com/fr

(FEC)

## Cycles Tulipp inc.

www.cyclestulipp.ca

(FLS) (PME) (JE)

## Distribution Agora

www.agoradistribution.com

(FLS) (PME) (JE) (DID)

## Élona maternité

elonamaternite.com

(FLS) (PME) (JE)

## Emballages Spectrum inc.

spectrumpharma.ca/fr

(FLS) (PME) (DID)

## Etal Mixte

www.facebook.com/etalmixte

(PME) (FLS) (FEC)

## Éther Innovations inc.

ufrost.com/en

(FLS) (PME)

## Fabrique Caramel inc.

www.fabriquecaramel.com

(FEC)

## Ferme de rue Montréal

lafermederuemontreal.org

(FDES)

## Groupe carreaux Céragrès inc.

www.ceragres.ca

(FLS) (PME) (DID)

## Imprimerie Jonarts

www.jonarts.com

(FLS) (PME) (DID)

## Indyeva/Indygena/ Apropoz distribution

indyeva.com/fr

(FLS) (PME) (DID)

## INGENIO Aéronautique inc.

www.ingenioaerospace.com

(FLS) (PME) (CI) (DID)

## Journaldesvoisins.com

journaldesvoisins.com

(FDES)



“Building a medical device is a very complex, time-consuming and costly project. PME MTL is helping us by facilitating access to the various stakeholders in hospitals, both for clinical trials and to plan the marketing of our products once they have been approved.”

**Azadeh Dastmalchi**  
VitalTracer



**CI**Fonds  
Commercialisation  
des innovations**FDES**Fonds de  
développement de  
l'économie sociale**FEC**Fonds  
Entrepreneuriat  
commercial**FLS**Fonds locaux de  
solidarité Montréal**JE**Fonds  
Jeunes Entreprises**PME**Fonds  
PME MTL**DID**Fonds innovation,  
productivité  
et développement  
durable**Kokoro Sushi et Tapas**www.facebook.com/  
kokorosushitapaslounge**FEC****LA SERRE arts vivants**

laserre.ca

**FDES****Maison Custom**

maisoncustom.com

**FLS** **PME** **DID****Mercuri Cuisine inc.**

mercuricuisine.com/fr

**FLS** **PME** **DID****Miss Cream Roll**

misscreamroll.com

**FEC****MontLoup**

www.montloup.com

**FLS** **PME** **JE****Novagrow**

novagrow.io/fr

**FLS** **PME** **JE** **DID****Opercule**

www.opercule.ca

**CI****Pâtisserie Samadi et fils**

patisseriesamadi.ca/fr

**FEC****Pizza No.900 Rockland**no900.com/pages/rockland-no-900-  
pizzeria-napolitaine**FEC****Produits de pâtisserie orientale**

www.myphyllo.com/fr

**FLS** **PME** **DID****Quatre-Chemins  
(La Maison des Champions)**

www.quatre-chemins.org

**FDES****Restaurant Gi-mo**www.promenadefleury.com/  
commercants/casse-croute-gi-mo**FEC****RK Assurance inc.**

rkassurance.ca/fr

**FLS** **PME****Service de Coupe 3P inc.****FLS** **PME** **DID****Sports Montréal**

www.sportsmontreal.com

**FDES****Studio Solution Acoustique inc.**

www.studiosolution.ca

**FLS** **PME** **DID****Systèmes ARB inc.****FLS** **PME****Ferme Tulsi inc.**

www.tulsi.farm

**FLS** **PME** **DID****Version beauté**

www.versionbeaute.com

**FEC****Vertité**

www.gush.farm/fr

**CI**



1



2



3

---

1 – Ufrost (Éther Innovations)

2 – Montloup

3 – Ferme Gush / Vertité



# Local development

As part of its local economic development action plan, PME MTL Centre-Ouest launched two projects in 2023.

## Pilot project: zero-waste commercial artery

In line with PME MTL Centre-Ouest's new mission, the goal of this pilot project was to test the interest and mobilization of Fleury Street businesses in reducing their collective ecological footprint and optimizing their activities. In collaboration with the Conseil québécois du commerce de détail and the PME en mouvement programme, six retail businesses were supported in developing a sustainable development plan.

Based on the initiative's success, a project focusing on sustainable development in shops will be rolled out in the boroughs of Ahunatic-Cartierville and Saint-Laurent in 2024.

## Call for projects Ton Commerce à Youville

In June 2023, PME MTL Centre-Ouest launched a call for projects in collaboration with the borough of Ahuntsic-Cartierville and the Association Commerciale et Citoyenne de Youville. The objective of this call for projects was to revitalize the commercial artery of rue Lajeunesse by attracting local businesses that meet the needs of Youville residents.

\$40,000 was distributed in the form of subsidies to the two businesses that set up shop in the area.



1



2

---

1 — Miss Cream Roll

2 — Création Fervido







# Network Services



## E-commerce logistics in Quebec

The eLog team supports e-commerce businesses in all aspects of logistics. Since 2022, eLog has been made available to all Quebec businesses thanks to the support of the Ministère de l'Économie, de l'Innovation et de l'Énergie.

### Here are the highlights for 2023:

- 86 companies supported
- 707 companies made aware of eLog
- 16 events organized
- Presentation of the eLog service at five partner events

### 10 videos to boost your e-commerce business

eLog has launched a series of video clips to explain e-commerce logistics. Produced with industry experts from Pélican International, GCL Group, Intelcom, Canada Post, 3DM Group and Mode Choc, the aim of these videos is to provide startups and young companies embarking on e-commerce with a better understanding of logistics, while helping more established companies to become more efficient.

---

“Before being supported by eLog, we thought that the 3PL option would be far too expensive and that this type of service was only accessible to the major players. In the end, we realized that we were already the right size for the 3PLs we were targeting. It was also a financial choice for us, since we were saving on transport, labour and warehousing costs,”

**Pascal Chandonnet**  
Co-founder of MINT'N DRY.

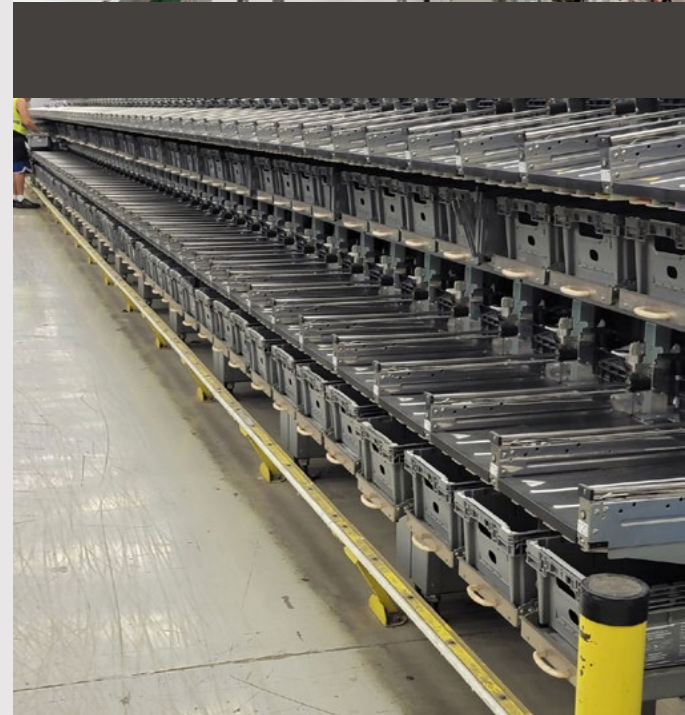
---

↗ [Logistics tours, Browns & Postes Canada](#)

← [\[Previous page\] Musée des métiers d'art du Québec, Saint-Laurent](#)

## Logistics Tour

The Logistics Tour, organized by eLog, the Conseil québécois du commerce de détail (CQCD) and ASCM Montréal, attracted more than 265 participants during 11 company visits in its first year. The purpose of this initiative is to raise awareness among e-commerce businesses of the best practices in logistics and the cutting-edge technologies used in this constantly evolving industry.





## Rendez-Vous Innovation Logistique

The second edition of PME MTL's Rendez-Vous Innovation on May 2 focused on the theme of logistics. Organized by eLog, Innovation Canada and Deloitte, the event brought together more than 60 companies at The Smart Factory by Deloitte @ Montreal to discuss supply chain automation, the use of artificial intelligence and relocation. The Smart Factory, which opened in January 2023 in the borough of Saint-Laurent, is the first technological showcase representing a smart warehouse. Scale AI, Investissement Québec and the BDC were partners in the event.





# Development of markets outside Quebec

Our team of experts supports private and not-for-profit companies in their market development projects outside Quebec, whether they are consolidating or opening up new markets.

214 businesses supported

## Events

### International marketing workshop

In collaboration with a marketing agency and in response to numerous requests from companies, the team organized a practical workshop on developing an international marketing strategy.



1 workshop 22 participants

### Salon HOP

In October 2023, the Market Development outside Quebec team worked with the eLog team to develop a conference at the Salon HOP on a joint theme: from internal operations to exports, being successful on all levels.

1 conference 72 participants



1 – Workshop on international marketing

2 – Salon HOP

# Biofood

Our experts support private and not-for-profit companies in commercializing their biofood projects.

---

91 companies supported

---

Over 60% are growing businesses

---

Over 20% of companies have sales in excess of \$1 million



---

“In the biofood industry, our reach has never been stronger and more widespread”

**Ada Panduro**  
Innovation Marketing Director, Biofood



## Representation

The biofood team took part in 19 industry events in 2023 and developed numerous partnerships, particularly in the context of the biofood innovation cluster, a future one-stop shop for the sector.

The team also stepped up its work in commercial urban agriculture, a fast-growing sector, particularly in the PME MTL Centre-Ouest territory.

Here are some of the key commitments:

- Member of the Analysis Committee for the Ville de Montréal's Open Innovation Grant program
- 3 presentations of the service offering to partner organisations
- 2 training sessions on the following topic: How to choose and manage a food broker or distributor.



# Events

## Webinars and workshops

### **The ABCs of content strategy**

→ 1 workshop, 23 participants

### **A better understanding of Bill 25**

→ 1 workshop, 21 participants.

### **Adapting to Bill 25: the keys to an effective marketing strategy**

→ 1 webinar, 29 participants

## **Midi-Affaires**

The Midi-Affaires, launched in October 2023, aim to advise and equip companies in the development of their business. Every first Wednesday of the month, a session is held in a hybrid format on a specific topic. The two topics covered in November and December were effective recruitment and employer branding.

→ 2 events, 44 participants.



## Information sessions

### **Starting up a business: from idea to launch**

→ 4 information sessions in French, 30 participants, led by Kurt Houghton.

### **The ABCs of business creation**

→ 5 information sessions in English, 35 participants, led by Kurt Houghton in collaboration with ProMontreal Entrepreneurs.

### **Find the best financing for your customers**

Information session for accountants with clients on the island of Montréal, hosted by Sébastien Boirié.

→ 1 session, 4 participants.

### **Information session on financing**

Annie Perrault hosted an information session on financing at the adMare BioInnovations research centre and incubator in the Technoparc Montréal, in the borough of Saint-Laurent.

→ 1 session, 7 participants.

## Representation

The PME MTL Centre-Ouest team reached out to Montréal entrepreneurs in a variety of contexts to maintain close ties with them, as well as with partners and the support ecosystem. We participated in contests, challenges, conferences and events to strengthen these ties. Here are a few examples:

- Défi OSEntreprendre
- Inauguration of The Smart Factory by Deloitte @ Montreal
- Collégial en affaires
- Parcours Novaré
- Inauguration of RÉCO, the building materials recycling centre
- Salon HOP
- Several events organized by the Chambre de commerce de Saint-Laurent et Mont-Royal, including the Alpha Gala, the annual Golf Tournament and the conference entitled *Réussir la transition énergétique par la collaboration.*

# Job Placement Service

In partnership with Emploi-Québec, PME MTL Centre-Ouest offers a free coaching service for job seekers and puts them in touch with companies looking for new talent. To fulfil this mandate, we support companies in their recruitment efforts, free of charge, by finding and introducing them to the best talent available.

## Job seeker service

- Individual meetings and personalized follow-up for candidates
- Skills analysis and résumé and LinkedIn profile optimization
- Coaching for interviews
- Identification of job opportunities matching your skills and professional interests
- Drawing up an action plan with the business and talent consultant
- Connecting you with employers in our network

## Recruitment support for companies

Through various professional services and by providing advice, our advisors ensure that we meet our companies' labour recruitment challenges.

- Sharing best practices in human resources
- Dissemination of job offers to a pool of potential candidates
- Information on employment subsidy programs

## Participation and activities

The advisors promote the service through their presence at various activities. Here are a few examples:

- Participation in employability round tables in the boroughs of Saint-Laurent and Ahuntsic-v
- Meeting with Services Québec partners in Saint-Laurent
- Participation in the Salon de l'emploi with employers in the SDC District Central
- Meeting of the Saint-Laurent Salon Emploi committee.

---

217 job seekers supported

---

162 supported candidates found a job











# PME MTL Centre-Ouest

## Our people

### Team

#### Office of the Executive Director and Local Economic Development



**Marc-André Perron**  
Executive Director



**Alexandre Skerlj**  
Director,  
Strategic Initiatives



**Delphine Dagenais**  
Project Manager,  
Local Economic  
Development



**Jacques Drolet**  
Senior Director  
HR Consulting  
and Development

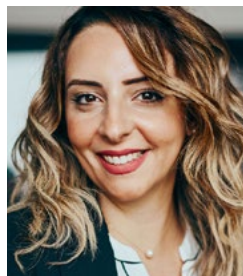


**Rishi Mangat-Loison**  
Recruitment and Talent  
Development Consultant

#### Administrative support and Communications



**Andrée Lyne Allaire**  
Administrative Support  
Director



**Nahed Ghaddar**  
Office Agent



**Marie-Odile Ninot**  
Analyst / Compliance



**Vicky Mercho**  
Communications Agent



**Ludivine Félix**  
Director of Communications  
and Business Development

#### Business Services - PME MTL network



**Anaïs Nguyen**  
Director, Market  
Development



**Emilie Noté**  
Director of Innovation -  
Biofood



**Xavier Paillon**  
Director, Market  
Development



**Ada Panduro**  
Director, Commercialization  
and Innovation - Biofood

## Équipe

### Business Services



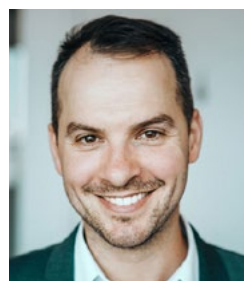
**Alexis Dionne**  
Senior Director, Consulting  
Services and Financing



**Carl Achy**  
Corporate Finance Analyst



**Stéphanie Airaud**  
Director, Advisory Services  
and Financing



**Sébastien Boirié**  
Director, Advisory Services  
and Financing



**Sandrine Cohen**  
Director, Advisory Services  
and Financing for the  
Social Economy



**Kurt Houghton**  
Director, Advisory Services  
and Financing



**Nagui Naoum**  
Director, Advisory Services  
and Financing



**Annie Perreault**  
Director, Advisory Services  
and Financing



**Guillaume Rivard-Lamy**  
Commercial Development  
Director

### Business Services – eLog



**Alexandre Caron**  
Director, Commercialization  
and Innovation -  
e-Commerce Logistics



**Souad Laidi**  
Director, Commercialization  
and Innovation -  
e-Commerce Logistics



# Acteurs de PME MTL Centre-Ouest

## Board of Directors and Investment Committees

As a non-profit organization, PME MTL Centre-Ouest is managed by a Board of Directors. Composed of representatives from the territory, the Board ensures the smooth functioning of the organization.

### Socio-economic background

**Jean-François Harel**

Chair  
Company director

**Katherine Korakakis**

Vice-President  
ProMontreal Entrepreneurs

**Richard Georges**

Director  
Executive Director, Caisse  
du Centre-nord de Montréal

**Maria Ximena Florez**

Director  
Executive Director, Comité  
des organismes sociaux de Saint-Laurent

**Kelvin Mo**

Director  
President, BCMMO

**Cloé Caron**

Director  
President, o2coaching

**Isabelle Péan**

Director  
CEO, Polytechnique Montréal  
Foundation and Alumni

**Donald Boisvert**

Director  
Executive Director,  
La Corbeille Bordeaux-Cartierville

**Daniel Luquette**

Secretary Treasurer  
Les entreprises Proden inc.

### Elected municipal officials

**Michael Goldwax**

Municipal Councillor - Hampstead

**Julie Halde**

Municipal Councillor - Mont-Royal

**Alan DeSousa**

Borough Mayor  
Saint-Laurent

**Julie Roy**

Borough Councillor  
Ahuntsic-Cartierville

### Non-voting member

**Marc-André Perron**

Executive Director, PME MTL Centre-Ouest

---

“For us, PME MTL are friends and allies. The team is always there to give us a helping hand, whether it’s by helping us find financial support or by offering us great visibility opportunities.”

**Naim Bellemare**

Avironex



## Members of Investment Committees

**Katherine Korakakis**  
ProMontreal Entrepreneurs

**Line Trépanier**  
Founder, gonégo

**Daniel Luquette**  
Les entreprises Proden inc.

**Natalie Morissette**  
VP, Marketing and Communications,  
Tenet Fintech

**Caroline Fortin**  
FSFTQ Representative

**Jean-François Hébert**  
Account Director, Desjardins Entreprises

**Jean Gauthier**  
President, Profil Crédit

## Approval Committee of the Social Economy Development Fund

**Maria Ximena Florez**  
Executive Director, Comité des organismes sociaux de Saint-Laurent

**Nicolas Charron**  
Co-owner, BlocShop

**Melanie Lallouz**  
Subsidies Advisor, Agence Ometz

**Sandra Mongénie**  
Analyst, Caisse d'économie solidaire Desjardins

**Valérie Michaud**  
Professor of social and community enterprise management, ESG-UQAM

**Marc-André Perron**  
Executive Director, PME MTL Centre-Ouest



## Partners

PME MTL Centre-Ouest is part of the PME MTL network, whose mandate is made possible by the financial contribution of the Ville de Montréal and the Gouvernement du Québec. The partners of the PME MTL network contribute to the support offered to Montréal entrepreneurs.



---

“We are eternally grateful for the financial assistance and support that PME MTL continues to provide, as well as for the flexibility that its advisors are prepared to offer to accommodate certain situations that young businesses face.”

**Julien Michalk-Allaire**  
Ufrost

 **Cinéma 3**

**Théâtre 3**







**PME MTL Centre-Ouest**  
[pmemtl.com/centre-ouest](http://pmemtl.com/centre-ouest)  
[info@pmemtlco.com](mailto:info@pmemtlco.com)

1350 rue Mazurette, bureau 400  
Montréal, QC H4N 1H2  
T 514 858-1018

Réseau de soutien aux  
entreprises de la Ville  
de Montréal

Montréal 

Québec 