



PME
MTL
CENTRE-OUEST

A decade
of making a
difference

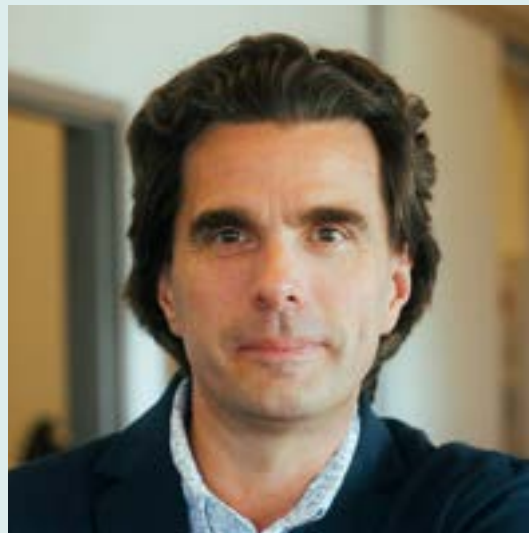
ANNUAL REPORT 2025

Developing local communities

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Introduction



Marc-André Perron
Executive Directeur



Cloé Caron
Chair of the Board
of Directors

The year 2025 unfolded against a backdrop of economic uncertainty, where rising costs, supply chain pressures, and evolving markets made business decision-making more complex. In this demanding environment, the importance of structured support rooted in on-the-ground realities became more essential than ever.

In 2025, PME MTL Centre-Ouest supported 626 businesses and financed 58 projects, for a total of \$5.93 million in authorized funding. These interventions contributed to the creation and retention of 921 jobs across the territory. The majority of financed businesses were in the growth phase, illustrating the importance of tailored support to consolidate operations, adjust strategies, and sustain medium- and long-term development, by combining advisory services, financing, and referrals to relevant resources.

The quality of the financing work carried out was recognized by the Prix Performance 2025 from the Fonds locaux de solidarité FTQ, a distinction highlighting the rigour of fund management and the impact of investments made in Centre-Ouest businesses.

Beyond financing, 2025 was also defined by several major initiatives carried out across the territory. The Je relève le défi vert contest, held for a second year, supported businesses in adopting sustainable practices. In light of the impact observed during the first edition, the initiative was also replicated by other service hubs in the PME MTL network, demonstrating its relevance and replicability.

The year was also marked by another mobilizing project. Fermes en Ville achieved visibility well beyond Centre-Ouest by showcasing Montréal's urban agriculture through programming that brought together industry businesses, restaurants, partners, and citizens.

This project is part of a broader set of actions carried out by PME MTL Centre-Ouest to support urban agriculture and the bio-food industry, notably through the innovation service, which supported 56 agri-food businesses last year in developing their projects, positioning, and accessing new market opportunities.

The year 2025 also saw the rollout of a new commercial innovation service, designed to strengthen SME resilience in the face of competition and evolving markets. This support enables businesses to adapt their business models, integrate new commercial approaches, and better position themselves in a changing economic environment.

These results reflect the work of the teams, the Board of Directors, and partners, mobilized throughout the year to support businesses and advance projects that benefit the territory. This annual report presents the main outcomes achieved.

The support from PME MTL Centre-Ouest demonstrates the importance of structured guidance for young agricultural innovation businesses in Montréal. Their concrete support provides essential momentum to the viability and growth of our project.

David Dupaul-Chicoine and Nicolas Paquin
Opercule

About PME MTL

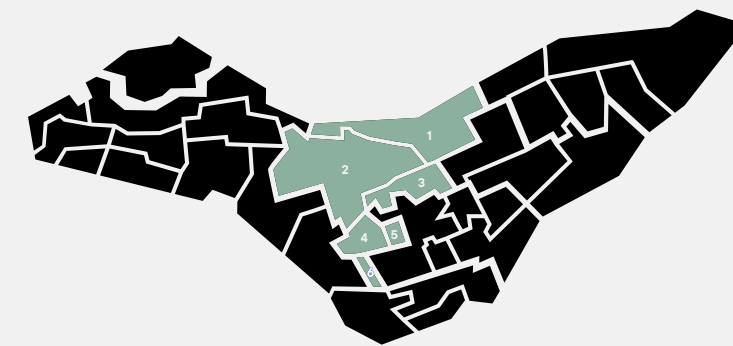


Exceptional
economic
potential



Profile of PME MTL Centre-Ouest

Profile of PME MTL Centre-Ouest



12 400
business establishments

MORE THAN 32 %
of manufacturing jobs on the island
of Montréal

- 1 Ahuntsic-Cartierville
- 2 Saint-Laurent
- 3 Mont-Royal
- 4 Côte Saint-Luc
- 5 Hampstead
- 6 Montréal-Ouest

Objective

PME MTL Centre-Ouest is a key player in business support by offering strategic advisory services and financing solutions tailored to the needs of local businesses. By working closely with a broad network of partners, the organization facilitates access to essential resources and creates an environment conducive to the emergence and growth of businesses. Whether structuring a project, consolidating an existing business, or accelerating its development, PME MTL Centre-Ouest acts as a true catalyst for opportunities, thereby contributing to the creation of wealth and sustainable jobs within its territory.

Territory

The Centre-Ouest territory stands out for its economic vitality and industrial diversity. This strategic area, which includes the boroughs of Ahuntsic-Cartierville and Saint-Laurent as well as the towns of Côte-Saint-Luc, Hampstead, Montréal-Ouest, and Mont-Royal, enjoys exceptional accessibility due to its proximity to the airport and major highways and public transit routes.

With the second-largest industrial concentration in Québec, Centre-Ouest is a driving force for development, home to manufacturing, technology, agri-food, and commercial businesses. The presence of numerous companies in aeronautics, life sciences, information technology, and clean technologies makes the area more attractive to innovative industries.

In addition to its economic weight, Centre-Ouest offers a business-friendly environment thanks to a high concentration of SMEs, affordable industrial space, and dynamic commercial life. Its vitality is also underpinned by a rich social and cultural landscape, providing a stimulating environment for local entrepreneurs and workers.

Highlights

285 000

inhabitants, a skilled and diversified labour pool

Largest

concentration of commercial urban agriculture businesses in Montreal

Largest high-tech park

in Canada (Technoparc Montréal) Montréal)

The historic epicenter

of the fashion and clothing industry

A well-established bio-food

sector including producers, processors, and distributors



Tailored support

PME MTL Centre-Ouest offers personalized service at every stage essential to the success of business projects, whether for-profit or social economy enterprises. Its experts provide entrepreneurs with support to accelerate the development of their business projects.

-
- Information and guidance
 - Advisory services for start-up, growth, or transfer
 - Innovation support
 - Referral to partners or specialized organizations
 - Commercialization support
 - Sustainable development best practices
 - Skills development for entrepreneurs
-

Services
offered to
businesses



Support for retail businesses and restaurants

Montréal retailers and restaurants are facing a period of significant challenge and transformation. Economic uncertainty, labour shortages, social and environmental pressures, rising rents, and profitability concerns are among the many issues facing the sector.

PME MTL Centre-Ouest, recognizing that merchants play a fundamental role in local vitality and quality of life, supports them in developing and financing their business projects.

- Business plan optimization

- Support for opening a new business

- Assistance in diversifying commercial offerings

- Networking with the Sociétés de développement commercial (SDC) or voluntary merchant associations

- Referral to specialized resources and strategic partners

- Funding



« With the support of PME MTL, we are showcasing our legendary hospitality. Their guidance helps us structure our growth while preserving what sets us apart: an immersive and festive experience that leverages local know-how through unique, homemade recipes. »

Martin Gauthier and Charles Viau
Auberge du Dragon Rouge

Innovation support

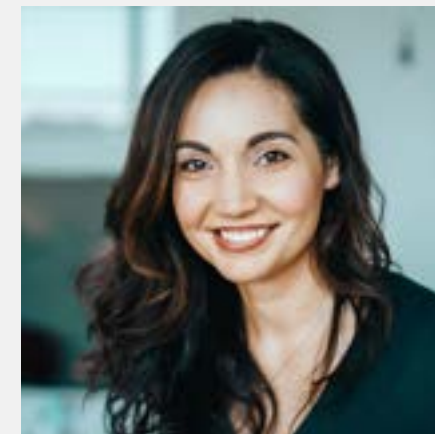
Innovation drives growth, strengthens competitiveness, and supports job creation, generating value for businesses, their stakeholders, and Montréal's broader economy. PME MTL Centre-Ouest believes innovation is essential to SME growth and sustainability, as it allows them not only to stand out from the competition but also to adapt to market changes and seize opportunities.

Whether it's product, service, or process innovation, or organizational transformation, its experts are there to accelerate initiatives.

- Guidance and recommendations

- Support in decision-making related to research and development, financing, and commercialization

- Referrals within Quebec's innovation support ecosystem, in collaboration with the Conseil de l'innovation du Québec



« We help businesses transform their innovations into concrete, viable, and marketable projects. Through a structured, industry-based, and market-oriented approach, we clarify innovation strategy, validate market potential, and align projects with financial realities and growth objectives »

Ada Panduro
Director – Innovation,
PME MTL Centre-Ouest

Targeted financing

Specialized funds to stimulate business growth.

PME MTL Centre-Ouest has several funds tailored to the needs and realities of Montréal entrepreneurs. These funds provide leverage to support the financing of businesses at the start-up and growth stages, helping ensure job creation and retention.

Fonds PME MTL	Loans of up to \$300,000 to support Montréal businesses	Fonds Jeunes Entreprises collectives	Lines of credit and grants of up to \$20,000 to support young entrepreneurs
Fonds locaux de solidarité	Loans of up to \$100,000 to support Montréal businesses	Fonds Entrepreneuriat commercial	Grants of up to \$25,000 to support the establishment and growth of brick-and-mortar businesses and to support e-commerce projects.
Fonds de développement de l'économie sociale	Grants of up to \$50,000 to support social economy initiatives	Fonds d'Investissement innovation	Loans of up to \$150,000 to support businesses with an innovative project that has an impact on the Montréal territory
Fonds de souscription d'obligations communautaires	Contribution to community bond issuance campaigns to support social economy initiatives through matching funds. Grants may reach up to \$50,000	Fonds Innovation, productivité et développement durable	Grants of up to \$50,000 to support businesses in developing innovation, increasing productivity, and implementing sustainable development
Subvention Jeunes Entreprises	Grants of up to \$15,000 to support the next generation of entrepreneurs		

2025 Results

Summary

626

businesses supported

921

jobs created or maintained

58

businesses financed

\$972 K

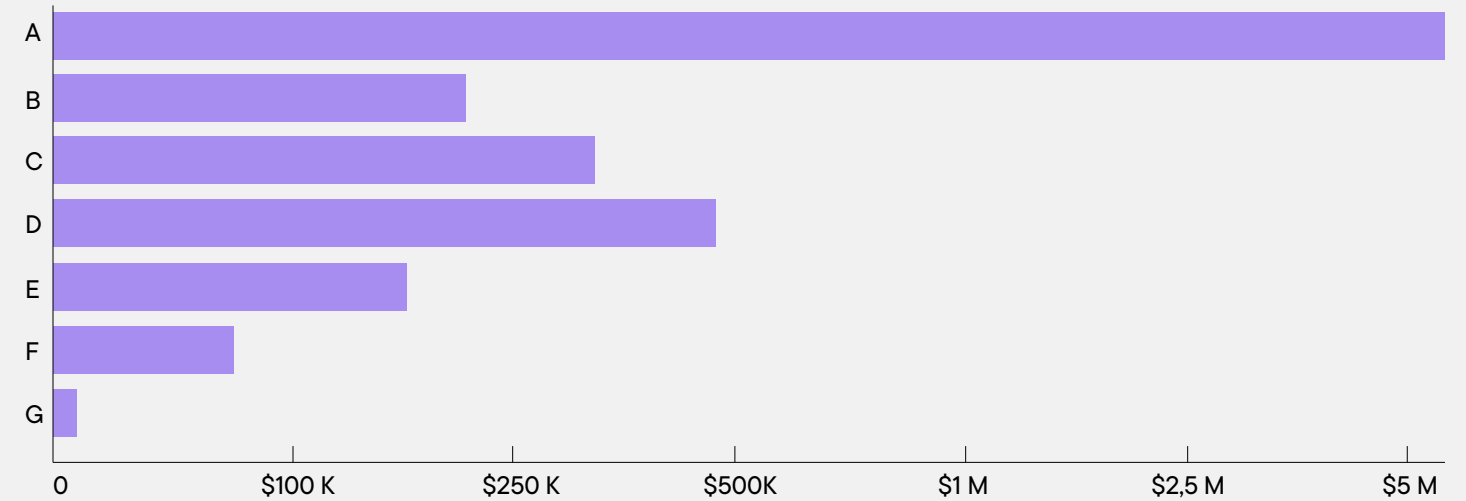
in authorized grants

\$4,95 M

in authorized loans

Authorized in funds and disbursed

\$5,92 M



Légende	Type de fonds	Montants
A	Fonds PME MTL et Fonds locaux de solidarité Montréal	\$4,657,000
B	Fonds de développement de l'économie sociale	\$236,004
C	Fonds d'Investissement innovation	\$300,000
D	Fonds Innovation, productivité et développement durable	\$458,000
E	Fonds Entrepreneuriat commercial	\$193,000
F	Fonds Jeunes Entreprises	\$75,000
G	Fonds d'initiatives locales	\$10,000

Financing breakdown

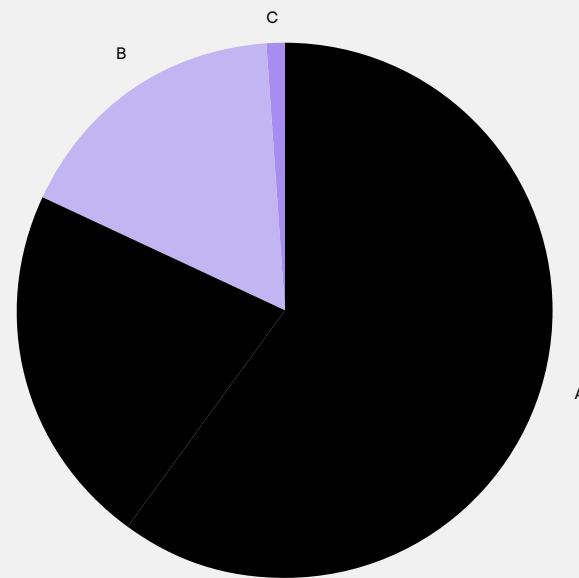
In 2025, PME MTL Centre-Ouest authorized \$5,929,004 in funding through its various funds and disbursed \$4,624,912.

These amounts supported businesses at the start-up, growth, and consolidation stages, contributing to the economic vitality of the territory.

Stages of development of financed businesses

This chart represents the breakdown of financed businesses by stage of development.

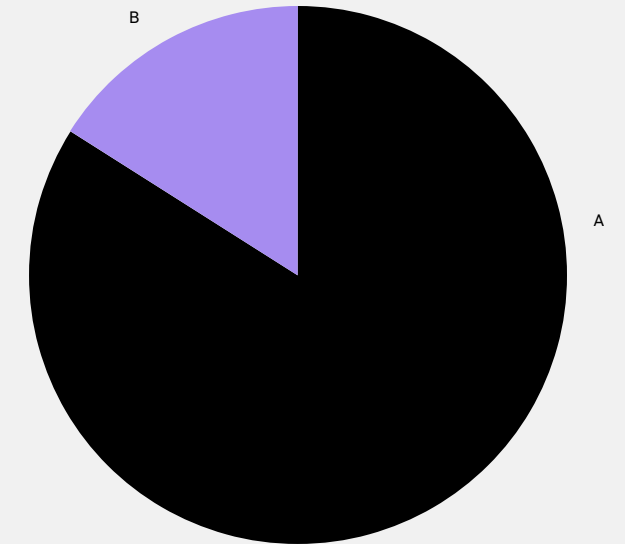
Legend	Stage	Percentage
A	Growth	83 %
B	Start-up	16 %
C	Consolidation	2 %



Types of financed businesses

This chart represents the distribution of financed businesses by type, i.e. for-profit or social economy.

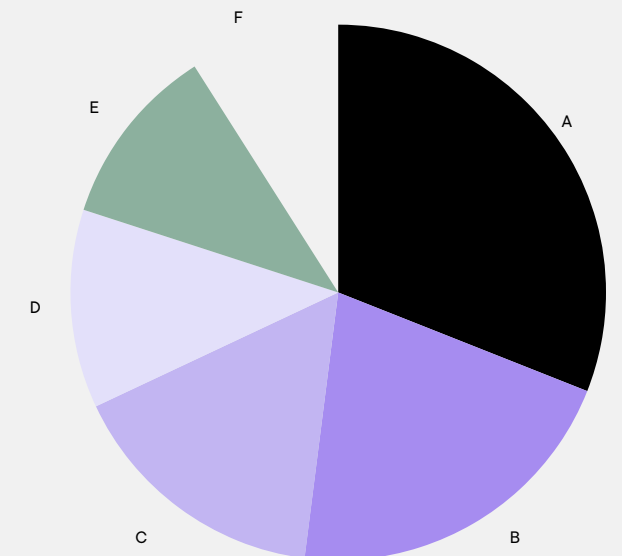
Legend	Categorie	Percentage
A	For-profit businesses	84 %
B	Social economy businesses	16 %



Sectors of activity of financed businesses

This chart represents the breakdown of financed businesses by sector of activity.

Legend	Categorie	Percentage
A	Manufacturing	29 %
B	Retail	19 %
C	Wholesale trade	14 %
D	Accommodation and food services	10 %
E	Arts, entertainment and recreation	9 %
F	Health care and social assistance	7 %



Recognition: Prix Performance 2025

In 2025, PME MTL Centre-Ouest won the Prix Performance 2025 from the Fonds locaux de solidarité FTQ, ranking first among 98 local funds in Québec for cumulative results over the past five years.

This distinction highlights the quality of fund management, the rigour of financial support, and the impact of investments made in businesses across the territory. Over this period, 136 investment projects were supported, with exemplary use of available funds and a positive net return between 2020 and 2024.

This recognition reflects the team's work and the strength of the partnership with the Fonds locaux de solidarité FTQ, in support of local economic development.



58 financed businesses

AFGHAN GRILLADE - ACADIE
grilladelafghan.com
PME FLS FEC

AGUIB CREATIONS
snowmelting.ca
PME FLS IPDD

ASWAL
aswal.ca
PME FLS IPDD

ATELIER 94B
instagram.com/atelier94b/?hl
PME FLS IPDD

ATELIERS BELLEVILLE
ateliersbelleville.com
FDES

AVIRONEX INC.
avironex.com
PME FLS IPDD

BELLO SOLUTIONS
bello-solutions.com
PME FLS IPDD

BIRRERIAITALI.CO
itali.co
FEC

BOIRE GRAND INC.
boiregrand.com
FEC

BRAMA
bramamtl.com
FEC

BROUHAHA AHUNTSIC
brouepubbrouhaha.com
FEC

CAFÉ TERRONE
terronemtl.com
PME FLS FEC

C'EST BONBON
cestbonbon.ca
PME FLS IPDD

CONFISERIE ABC INC
confiserieabc.ca
PME FLS IPDD

DIMCO OUTIL INC. / DIMCO TOOL INC.
dimcotool.com
PME FLS IPDD

ÉLONA MATERNITÉ
elonamaternite.com
PME FLS

ÉPICERIE 3A
facebook.com/3aepicerie
FEC

ERO STRENGTH
erostrength.ca
PME FLS JE

ESTAMINET - L'
lestaminet.ca
PME FLS FEC

EZOKO
ezokofishing.com
PME FLS FEC

FUNVILLE
funvilleamusement.com
PME FLS JE

GALÉRISTE - LE
legaleriste.com
PME FLS IPDD

GROUPE RANDOLPH INC.
randolph.ca
PME FLS IPDD

GUEPE - Groupe Uni des Éducateurs-Naturalistes et Professionnels en Environnement
guepe.qc.ca
FDES

HORIZON TATAMIS
horizonstatamis.org
FDES

INGENIO AÉRONAUTIQUE INC.
ingenioaerospace.com
PME FLS IPDD

FDES Fonds de développement de l'économie sociale	FEC Fonds Entrepreneurial commercial	FI Fonds Innovation	IPDD Fonds de subvention en innovation, productivité et développement durable	FLS Fonds locaux de solidarité Montréal	JE Fonds Jeunes Entreprises	PME Fonds PME MTL
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AFGHAN GRILLADE - ACADIE
grilladelafghan.com

PME FLS FEC

AGUIB CREATIONS
snowmelting.ca

PME FLS IPDD

ASWAL
aswal.ca

PME FLS IPDD

ATELIER 94B
instagram.com/atelier94b/?hl

PME FLS IPDD

ATELIERS BELLEVILLE
ateliersbelleville.com

FDES

AVIRONEX INC.
avironex.com

PME FLS IPDD

BELLO SOLUTIONS
bello-solutions.com

PME FLS IPDD

BIRRERIAITALI.CO
itali.co

FEC

BOIRE GRAND INC.
boiregrand.com

FEC

BRAMA
bramamtl.com

FEC

BROUHAHA AHUNTSIC
brouepubbbrouhaha.com

FEC

CAFÉ TERRONE
terronemtl.com

PME FLS FEC

C'EST BONBON
cestbonbon.ca

PME FLS IPDD

CONFISERIE ABC INC
confiserieabc.ca

PME FLS IPDD

**DIMCO OUTIL INC. /
DIMCO TOOL INC.**
dimcotool.com

PME FLS IPDD

ÉLONA MATERNITÉ
elonamaternite.com

PME FLS

ÉPICERIE 3A
facebook.com/3aepicerie

FEC

ERO STRENGTH
erostrength.ca

PME FLS JE

ESTAMINET - L'
lestaminet.ca

PME FLS FEC

EZOKO
ezokofishing.com

PME FLS FEC

FUNVILLE
funvilleamusement.com

PME FLS JE

GALÉRISTE - LE
legaleriste.com

PME FLS IPDD

GROUPE RANDOLPH INC.
randolph.ca

PME FLS IPDD

**GUEPE - Groupe Uni des
Éducateurs-Naturalistes et
Professionnels en Environnement**
guepe.qc.ca

FDES

HORIZON TATAMIS
horizonstatamis.org

FDES

INGENIO AÉRONAUTIQUE INC.
ingenioaerospace.com

PME FLS IPDD

KLEIS INC.
kleis.ca

FI

L & R MACHINERY
landr.ca

PME FLS IPDD

LA CABANE CITIPOUSS
citipouss.com

FDES

LE DEUCE CLUB INC.
ledeuceclub.ca

PME FLS JE



**LIEBERMAN
TRANCHEMONTAGNE INC.**
liebermantranche.com

PME FLS IPDD

MAISON CUSTOM
maisoncustom.com

PME FLS IPDD

**MARCHÉ LAFLECHE
(AHUNTSIC)**
marchelafleche.com

PME FLS FEC

**MARCHÉS AHUNTSIC
CARTIEVILLE**
marcheac.com

FDES FLI

METS DÉLICES MAISON
shop.metsdelicesmaison.com

FEC

MOBILIER DE GASPÉ INC.
degaspe.ca

PME FLS IPDD

OPERCULE
opercule.ca

PME FLS IPDD

PERSIENNE DESIGN
persiennedesign.com

PME FLS

PHDOODLESHOP INC.
phdoodleshop.com

PME FLS JE

PHOENIX IMPACT
phoeniximpact.ca

PME FLS IPDD

PHYSIO-ACTIF
physioactif.com

FEC

PRESTALE
prestale.ca

PME FLS IPDD

**PRODUITS DE PÂTISSERIE
ORIENTALE**
orientalpastry.com

PME FLS IPDD

RO-EL SOLUTIONS INC.
clickroel.com

PME FLS IPDD

RONOR
ronor.com

PME IPDD

ROZVELT
rozvelt.com

FI

SERVICE IDEA CANADA INC.
idea-service.ca

PME FLS IPDD

**SERVICES D'AIDE
REMUE-MÉNAGE - LES**
tellementmieuxalamaison.com

FDES

SYSTÈMES ARB INC.
arbteak.com

PME FLS IPDD

TAPIS COSMOS INC.
cosmoscarpets.com

PME FLS IPDD

TRAITEUR CAFÉ ZERA
zeracafe.ca

FDES

**TRANSCONTINENTAL MOVING &
STORAGE SERVICES Inc**
tcontinental.ca

PME FLS IPDD

UNEL
unel-design.com

FDES

VILLE EN VERT
villeenvert.ca

FDES

WELLBRAND INTERNATIONAL INC.
escape-moto.com

PME FLS IPDD



« We are both enthusiastic and grateful to join the network of professionals at PME MTL Centre-Ouest. Their support represents a valuable lever to accelerate our company's growth. »

Frédéric Authier Pigeon
Kleis inc.

Local
economic
development

Local economic development plan

In 2025, PME MTL Centre-Ouest continued its role as a local player in economic development by supporting structuring projects and actively contributing to the vitality of neighbourhoods and living environments.

Beyond supporting businesses, the team acts as an interface between institutional partners and local stakeholders to foster the emergence of impactful projects aligned with the realities of the territory.

Throughout the year, the team maintained an active presence on the ground by participating in local consultation bodies, partner general meetings, and planning committees related to structuring territorial projects.

This involvement strengthens ecosystem connections, anticipates community needs, and supports the emergence of projects aligned with local priorities.

Local economic development initiatives

- Support for commercial urban agriculture and the organic food sector (project support, networking, events, business visibility)
- Support for the revitalization of commercial arteries (local initiatives, business support, collaboration with SDCs and associations)
- Support for socioecological transition of businesses (support, contests, and tools)
- Support for structuring projects and innovative territories (participation in planning initiatives, contribution to redevelopment and territorial innovation projects)
- Support for local initiatives and stakeholder networking (calls for projects, connecting local stakeholders, collaboration with institutional and community partners)

Promotion of urban agriculture and support to the industry

In 2024, PME MTL Centre-Ouest continued its commitment to urban agriculture. On March 11 and 12, 2025, a delegation of 14 entrepreneurs and sector stakeholders gathered at the international Indoor Ag-Con conference to showcase Montréal expertise and discover the latest innovations in urban agriculture and vertical farming.



Fermes en Ville: advancing urban agriculture as an economic development driver

In 2025, PME MTL Centre-Ouest reached a major milestone in its commitment to structuring the commercial urban agriculture ecosystem by launching the very first edition of Fermes en Ville – Montréal’s Urban Agriculture and Gastronomy Week.

Designed as a long-term strategic initiative, Fermes en Ville aims to:

- strengthen business connections between urban farms and restaurants and raise public awareness of Montréal products
- promote local sourcing
- position urban agriculture as a strategic component of Montréal’s economic development

A large-scale mobilization

12

activities for the general public and professionals

18

participating restaurants and 18 participating farms

113

business connections

17

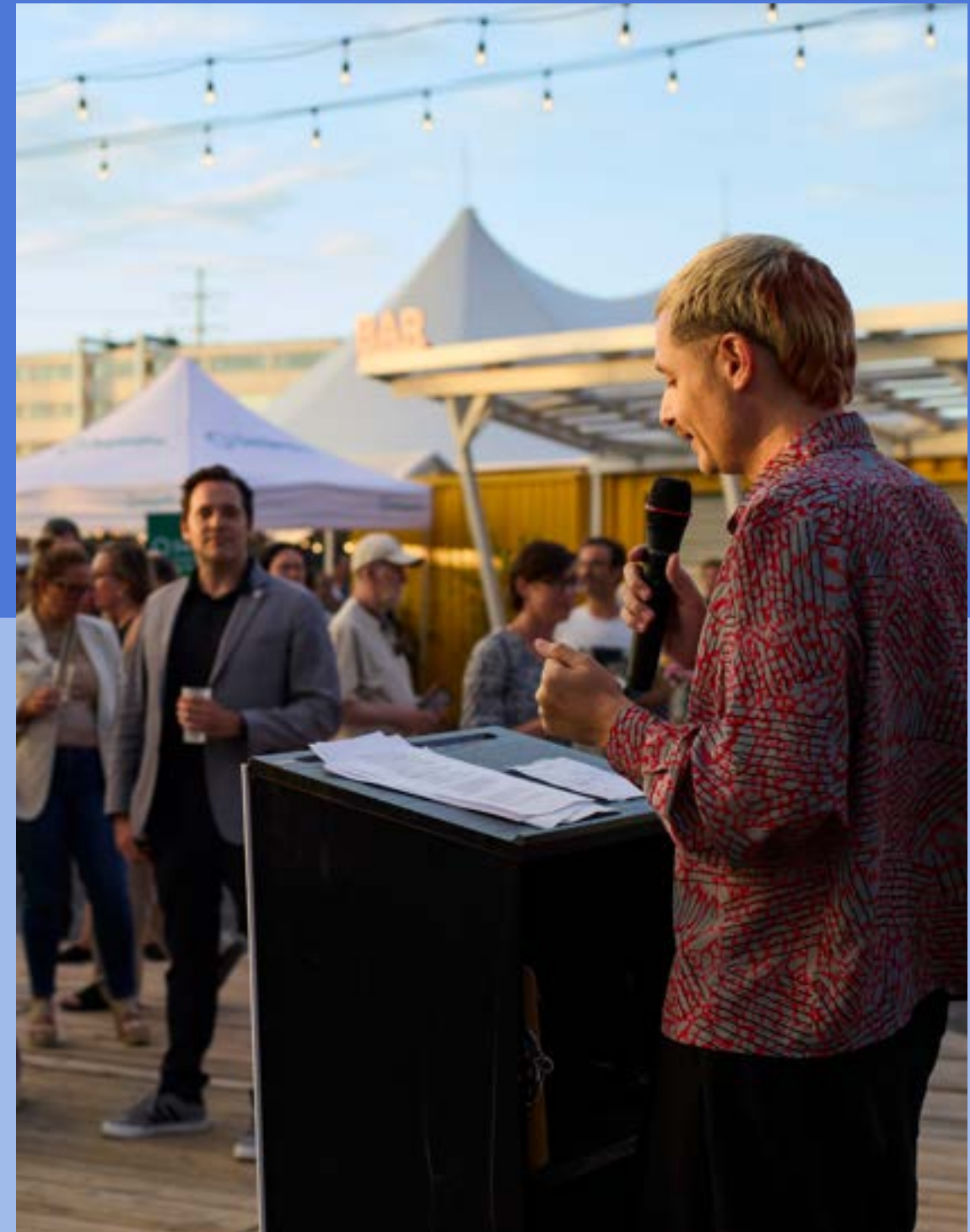
partner organizations

3,700

participants

4M

Nearly 4 million views across media and social networks



For this first edition, Bernard Lavallée served as spokesperson. His participation helped anchor Fermes en Ville in an accessible and contemporary event showcasing local food systems.

Presented by PME MTL Centre-Ouest, in collaboration with the Laboratoire sur l'agriculture urbaine (AU/LAB) and La Table Ronde, the event featured an ambitious and collaborative program including:



Le Banquet solidaire

A launch dinner bringing together more than 280 guests from the socio-economic community at Prairie Louvain, organized in collaboration with the SDC District Central.



Les Vitrines gourmandes

Presented by La Table Ronde, 18 Montréal chefs interpreted urban agriculture products in their own unique way through inventive and exclusive menus.



La Foire agricole Récoltes de Ville

The fair welcomed more than 60 professional visitors who came to discover urban farm innovations and strengthen business connections.



Nine activities for the general public

Workshops, harvesting activities, openhouses, neighbourhood celebrations, tastings, honey extraction, organized by various partners, demonstrating the vitality of Montréal's ecosystem.

The project was made possible thanks to the support of the ministère de l'Agriculture, des Pêcheries et de l'Alimentation (MAPAQ), Desjardins (Caisse du Centre-nord de Montréal and Caisse d'économie solidaire), Tourisme Montréal, and Aliments du Québec.

Destination partners each contributed to the vitality of the program by organizing and hosting one or more activities during the week: SDC District Central, Ville en Vert, Collège Ahuntsic, Association des gens d'affaires de Gouin Ouest, Fleury Ouest, Polliflora, la Centrale agricole, and L'agriculture du coin.

Participating farms :

- Atelier champignons Big Bloc
- Alvéole
- Aquaverti
- Citipouss
- la Cuisine Collective d'Hochelaga-Maisonneuve
- Cidre Sauvageon
- La Ferme de rue Montréal
- Polliflora
- Laboratoire sur l'agriculture urbaine (AU/LAB)
- L'agriculture du coin
- L'aube pôle nourricier
- Les fermes Lufa
- Locavore
- Myceliana
- Opercule
- RedfrogLab
- Tricycle
- Tulsi



Commercial revitalization - Youville

As part of the revitalization efforts on Lajeunesse Street, carried out in collaboration with the borough of Ahuntsic-Cartierville and the Association Commerciale et Citoyenne de Youville (ACCY), PME MTL Centre-Ouest continued its support for businesses in the Youville area.

In 2024, two businesses (Physioactif and Mets Délices Maison) benefited from the

Youville, Mon quartier, Ma façade program, enabling them to access grants to carry out renovation and improvement work on their storefronts. These actions helped enhance the attractiveness of the commercial artery, improve the customer experience, and support the anchoring of local businesses in their community.



Before



After



« As part of the storefront enhancement project on Lajeunesse Street, Physioactif Ahuntsic plans to add a professional sign to improve the clinic’s visibility and strengthen its presence in the Youville neighbourhood. This initiative is part of a commitment to actively contribute to the revitalization of the commercial artery.»

Ariel Desjardins-Charbonneau
Physioactif



This program is part of a commercial revitalization process initiated several years ago in the Youville area, complementing other structuring initiatives implemented with local partners.

A joint initiative with the borough of Ahuntsic-Cartierville and the ACCY was also launched to stimulate local shopping ahead of the holiday season. PME MTL Centre-Ouest developed an advertisement published in the Journal des voisins, highlighting its support for local businesses.

Socioecological transition and sustainable business practices

Support program for sustainable practices

28

participants in two workshops, representing 18 different businesses

13

businesses individually coached, totaling 39 hours of support

25

More than 25 sustainable actions implemented

4

supported businesses won a prize in the Je relève le défi vert contest

In 2025, with the support of the borough of Ahuntsic-Cartierville, PME MTL Centre-Ouest launched a free support program to help businesses adopt more sustainable practices.



The program supported 18 businesses through two themed workshops and individual meetings. The themes covered were responsible communication (led by the Bleu forêt cooperative) and responsible sourcing (led by Maillon Vert).

This program helped structure the sustainable development initiatives of participating

businesses and strengthen their capacity to integrate sustainable practices in a concrete and measurable way.

Among the deliverables was the creation of a responsible sourcing support tool to guide businesses in selecting suppliers, products, and more sustainable solutions.

Je relève le défi vert contest

In 2025, PME MTL Centre-Ouest continued the Je relève le défi vert contest with its second edition. Organized in collaboration with the boroughs of Ahuntsic-Cartierville and Saint-Laurent, Ville Mont-Royal, Ville en Vert, VertCité, and Synergie Montréal, and made possible thanks to the support of Desjardins

(Caisses du Centre-nord de Montréal and de Bordeaux-Cartierville – Saint-Laurent), this initiative aims to encourage businesses – this year shops, restaurants, and small urban manufacturers – to adopt sustainable practices and reduce their environmental impact.

264

businesses visited and educated on sustainable practices by Ville en Vert (Ahuntsic-Cartierville), VertCité (Saint-Laurent), and Ville Mont-Royal

20

businesses engaged in the program until the end

9

businesses won a Desjardins grant of between \$1,000 and \$5,000

60

businesses interested in the contest

60+

actions implemented



Winners of the 2025 Je relève le défi vert contest :



Jury's special award
Iso-Protek



Le Troc Stop
winner – Retail category



Le Chef Mak
winner – Restaurant category



Trolet
winner – Manufacturing category

The Je relève le défi vert contest was also replicated by two service hubs in the PME MTL network (PME MTL Centre-Est and PME MTL Grand-Sud-Ouest), which adapted the contest to their local realities while enabling the initiative to reach a broader audience.



L'Estaminet
special mention – Restaurant category



L'Auberge du Dragon Rouge
special mention – Restaurant category



La Fabrique Allwood
special mention – Manufacturing category



Fine-Bouche
special mention – Restaurant category



ElectroXpress
special mention – Retail category



Studio Solutions
special mention – Manufacturing category

**Innovation
support :
structuring,
accelerating,
connecting**

In 2025, PME MTL Centre-Ouest strengthened its central role in supporting innovation by continuing to lead the innovation service across the PME MTL network.

Since last year, PME MTL has acted as an Espace PME innovation for Montréal within Québec's network of 18 Espaces. This role positions the organization as a strategic entry point for Montréal SMEs seeking to structure, accelerate, or commercialize innovative projects.

This strategic mandate has intensified support for innovative businesses and strengthened coordination of actions across the territory.

PME MTL and the Conseil de l'innovation du Québec have continued their collaboration to help Montreal-based businesses access innovation advisors. The partnership enables entrepreneurs to be better directed toward resources tailored to their needs and strengthens the innovation support available in the region.

These results demonstrate sustained innovation activity, with a significant number of new businesses undertaking structured steps to develop, test, or commercialize their innovations.

167

innovative projects supported by the PME MTL network team

101

new clients supported in their innovation initiatives

41

projects originating from the Centre-Ouest territory



« The support I received allowed me to clarify my market positioning and prepare for several pitch competitions, including one that I won. Beyond strategic expertise, I benefited from consistent support, concrete advice, and a relevant network to move forward confidently with my innovation project. »

Mireille Dimitry
Seed Me

Increased presence on the ground

To better reach businesses and ecosystem stakeholders, the innovation team strengthened its on-the-ground presence at several major events, including:

- All In
- Montréal Connecte
- Startupfest
- ÉCO-RDV

This presence increased visibility of service offerings, identified new innovative projects, and fostered networking among entrepreneurs, institutions, and partners.



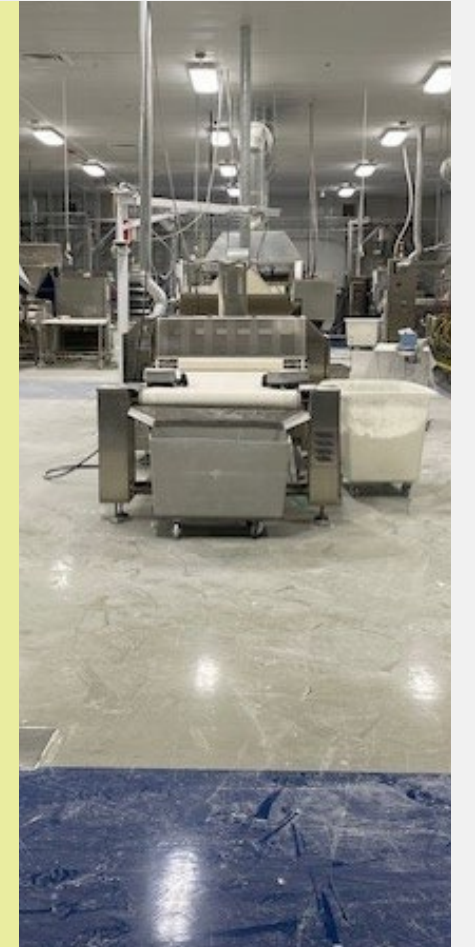
Call for innovation projects

Like the other service hubs in the PME MTL network, PME MTL Centre-Ouest launched a call for innovation projects in 2025 to financially support businesses in the territory seeking to transform or modernize their operations.

Two businesses stood out for the relevance of their approach and the expected impact of their projects: Produits de Pâtisserie Orientale and Aguib Creations inc.

« This funding not only helps us automate our production but also enables us to respond optimally to growing demand for our products. It supports our expansion and innovation efforts. Thanks to this financial support, we can significantly increase our capacity and operational efficiency. »

Makram Attia
Produits de Pâtisserie Orientale



New support for commercial innovation

In response to tariff threats from the United States and in collaboration with the Ville de Montréal, PME MTL Centre-Ouest has developed a commercial innovation project. This initiative aims to strengthen the commercial resilience of 100 local.

The structured program combines internal innovation expertise, e-commerce support, specialized assistance in customs, logistics, and market entry strategies, as well as targeted interventions by external consultants.

It also incorporates data from specialized databases and artificial intelligence tools to better guide business decisions and support growth.

This program helps equip businesses to adapt their business models, integrate new technologies, and enhance their competitiveness.

Organic food innovation

In 2025, 56 businesses in the agri-food sector benefited from innovation support. Through structuring partnerships - notably with la Centrale Agricole and the Ville de Montréal's Service du développement économique - PME MTL Centre-Ouest supported concrete projects and fostered networking and access to new market opportunities.

This dynamic resulted in the support of nine innovative Montréal businesses at SIAL Canada 2025, held in Toronto.

The supported businesses were: Aliments Green Brothers, BioEureka, Brasserie San-Ô, Bopaq, Chien Gourmand, Nasdraw, Oplante / BonBon Collections, Paella Marisol, Seed Me.

This support, made possible through collaboration with the Ville de Montréal's Service du développement économique, included assistance with preparation, product promotion, and commercial positioning, enabling businesses to benefit from national and international exposure. According to a survey conducted among participants, all businesses reported positive outcomes, including strategic networking, development partnerships, and for several, discussions with national distributors.



Three businesses from the delegation stood out and won awards, including two from the Centre-Ouest territory:



Brasserie San-Ô (Ahuntsic-Cartierville) won the prestigious Innovation Silver Prize 2025 for its cocoa spread made from amazake.



Le Chien Gourmand (Ville Mont-Royal) won the Bronze prize at the Start-Up Pitch Competition.

E-commerce and logistics | eLog service

Three years of structuring support in e-commerce logistics

In 2025, the eLog service continued supporting Québec businesses in e-commerce logistics. Active within PME MTL Centre-Ouest under the Offensive de transformation numérique (OTN) of the Ministère de l'Économie, de l'Innovation et de l'Énergie, it aimed to optimize SME logistics operations and online sales.

Key numbers
(between January 1 and March 31, 2025)

33

businesses supported

4

Organization of four logistics visits enabling participating businesses to discover best practices in warehousing, distribution, and supply chain management (Jean-Coutu, Decathlon, Deloitte, IKEA)

The eLog service officially ended on March 31, 2025.



Visit to the Decathlon Warehouse

At the end of the three-year period, the program exceeded its initial targets and demonstrated structuring impact:

1,443

businesses reached
(180% of target), notably through 21 logistics visits

218

businesses supported
(target: 200)

\$6,6 M

in investments generated

The support generated concrete outcomes:

- integration of technological tools (ERP systems, artificial intelligence, etc.)
- improvement of operational performance
- adoption of 3PL models
- support for international expansion
- reduction of logistics timelines and costs

In a context marked by pressure on margins, increased competition, and rapid technological change, eLog strengthened SME digital maturity and positioned logistics as a strategic driver of growth.

The tools developed, partnerships mobilized, and expertise acquired will continue to fuel PME MTL Centre-Ouest commercial innovation initiatives.

Support for organizational and strategic development of businesses

Through themed workshops delivered in collaboration with external specialists, PME MTL Centre-Ouest supports business competitiveness and encourages the adoption of best business practices.

20

themed workshops

763

participants

→ 9 HR-focused Midi-Affaires sessions

→ 2 Midi-Finance sessions

→ 4 Midi-Marketing sessions

→ 3 Midi-IA sessions

→ One workshop on the circular economy organized in collaboration with Synergie Montréal

→ One workshop on exporting organized in collaboration with Excellence industrielle Saint-Laurent

→ PME MTL Centre-Ouest also organized three training sessions including individual coaching hours:

2 sustainable development training sessions (see p. 40X)

One change management training session

Activities and events



Information sessions | business start-up

A total of 11 business start-up information sessions were organized by PME MTL Centre-Ouest gathered 93 participants:

- 6 information sessions in French
- 4 information sessions in English (in collaboration with ProMontreal Entrepreneurs)
- One session organized with YES Montreal

Financing workshops

PME MTL Centre-Ouest presented its services on several occasions:

- One workshop in collaboration with the Centre d'expertise industrielle de Montréal
- One workshop in collaboration with Excellence industrielle Saint-Laurent
- 2 information sessions for accountants
- 4 workshops with other partners or at events

Women's entrepreneurship

Participation in the CIE.elles women entrepreneurs community

This network, designed by and for women entrepreneurs in Centre-Ouest, was created by Excellence industrielle Saint-Laurent in collaboration with National Bank. In 2025, PME MTL Centre-Ouest joined the initiative and participated in two meetings.

Representation

In 2025, PME MTL Centre-Ouest participated in several activities related to women's entrepreneurship:

- Women Who Launch luncheon, organized by ClickSpace
- Inauguration of the first storage facility (Ahuntsic-Cartierville) dedicated to women by Mini-Storage
- Scotiabank event for women entrepreneurs



Marie-Claude Boisjoly
California Closets



Vanessa Noël
Avironex

10 years of PME MTL

On September 9, 2025, at Montréal City Hall, a formal event marking the 10th anniversary of PME MTL took place in the presence of elected officials, the PME MTL team, and entrepreneurs who have benefited from the organization's support over the past decade.

The renewal of the agreement with the Ville de Montréal in 2024, together with a \$36.7 million investment, testifies to the confidence placed in the PME MTL model



Active within the ecosystem

The PME MTL Centre-Ouest team does not just operate within Montréal's entrepreneurial ecosystem, it actively helps shape it.

By attending events, workshops, and conferences, the team shares its expertise and builds lasting relationships with key players in the entrepreneurial ecosystem. From major trade shows to local initiatives, each opportunity is a chance to strengthen PME MTL Centre-Ouest's commitment and contribute to Montréal's economic development.

Its presence at more than 60 events helped support entrepreneurial initiatives and foster strategic exchanges. The year's highlights included:

- Expo Montréal en commun
- PALME Conference
- Social Economy Summit
- RDV de l'économie circulaire
- 15th anniversary of Les Fermes Lufa
- CESIM Back-to-School Event
- Annual luncheon of the Mayor of Saint-Laurent borough, Alan De Sousa
- Gala Alpha, annual gala of the Chambre de commerce et d'industrie de Saint-Laurent – Mont-Royal
- CENGN launch at Technoparc Montréal
- AXE Montréal
- Annual SDC District Central Rendez-vous



PME MTL
Centre-Ouest team
at Gala Alpha with
Rozvelt, winner
of the Young
Entrepreneur
Award

RDV de l'économie
circulaire,
organized with
Synergie Montréal



Our People

Team

Andrée Lyne Allaire

Director, Administrative Support

Sébastien Boirié

Director, Advisory Services and Financing

Bastien Brocheton-Andrieux

Director, Management and Support

Alexandre Caron

Director – Commercial Innovation

Sandrine Cohen

Director, Advisory Services and
Financing – Social Economy

Delphine Dagenais

Director, Commercial Entrepreneurship

Alexis Dionne

Senior Director – Advisory Services and Financing

Jacques Drolet

Director – Commercial Innovation

Ludivine Félix

Director, Communications and
Business Development

Nahed Ghaddar

Director, Fund Administration

Abraham Gusman

Director, Advisory Services and Financing

Souad Laidi

Director – Commercial Innovation

Max Lino

Director, Advisory Services and Financing

Vicky Mercho

Reception and Communications Officer

Annie Perreault

Director, Advisory Services and Financing

Xavier Paillon

Director – Innovation Coordination

Ada Panduro

Director – Innovation

Marc-André Perron

Executive Director

Alexandre Skerlj

Director, Strategic Initiatives



Board of Directors

Cloé Caron

Chair
Founder, o2coaching

Katherine Korakakis

Vice-President
ProMontréal Entrepreneurs

Donald Boisvert

Director
Executive Director, La Corbeille Bordeaux-Cartierville

Richard Georges

Director
Executive Director, Caisse du Centre-nord de Montréal

Jean-François Harel

Director
Corporate Director

Julie Halde

Director
Entrepreneur

Kelvin Mo

Director
President, BCMMO

Isabelle Moncion

Director
Director of Communications and Corporate Affairs
and Secretary General, Cégep Vanier

Célestine Véronneau

Director
Deputy Executive Director, Simplex

Elected municipal officials

Caroline Decaluwe

Municipal Councillor, Mont-Royal

Alan DeSousa

Mayor, Borough of Saint-Laurent

Maude Théroix-Séguin

Mayor, Borough of Ahuntsic-Cartierville

Nicholas Tassé

Municipal Councillor, Montréal-Ouest

Non voting members

Steves Boussiki

Director, Territorial Development, Service du développement
économique de la Ville de Montréal

Marc-André Perron

Executive Director, PME MTL Centre-Ouest

Investment Committee

Frédéric Dadure

Caroline Fortin

Jean Gauthier

Philippe Goulet

Katherine Korakakis

Yannick Manuri

Simon Papineau

Social economy development fund approval committee

Maddy Lespinasse

Valérie Michaud

Philippe Marchand

Mélanie Lalouz

Nicolas Charron

Marc-André Perron

Sustainable purchasing policy

PME MTL Centre-Ouest follows a purchasing policy that guides its procurement of goods and services according to principles of transparency, fairness, and sound management. This policy aims, in particular, to prioritize local suppliers and social economy enterprises whenever possible, thereby contributing to tangible economic benefits for the region.

In 2025, the results reflect this commitment, with 91.72% of expenditures made with Quebec-based businesses (target: 90%) and 43.43% with social economy or impact-driven businesses (target: 25%). These results reflect a commitment to grounding procurement practices in a responsible approach aligned with local realities.

A true catalyst for entrepreneurial development, PME MTL Centre-Ouest – whose mandate is made possible through financial support from the Ville de Montréal and the Gouvernement du Québec – works in close collaboration with an extensive network of partners and acts as a point of convergence between entrepreneurs and various experts, stakeholders, program managers, and financial support providers.

**Coordination and writing**

Ludivine Félix

Graphic Design

Sarah-Maude Caron

Marie-Ève Poirier

Revision

Robert Breuer

Photographs

Myriam Baril-Tessier

Charles Briand

Équipe de PME MTL Centre-Ouest

Mets Délices

Physioactif Ahuntsic

Produits de pâtisserie orientale

Synergie Montréal

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Partners

PME MTL Centre-Ouest
1350 rue Mazurette, bureau 400
Montréal, QC, H4N 1H2
514 858-1018

pmentl.com/centre-ouest
info@pmentico.com

