

## PRESS RELEASE

### A NEW BUSINESS CORRIDOR WITH ASIA TO HELP THE RELAUNCH OF BUSINESSES IN THE SECTOR

**Montréal, 31 août 2020** - Mr. Ling Ting, Director of WD Asia Program and Mr. Frank Béraud, CEO of Montréal InVivo, signed a memorandum of understanding to strengthen ties between the two organizations with the aim of facilitating access for life science and health technologies to Asian markets.

“WD Asia is very excited to enter this partnership, the first of its kind in Quebec, which will enable us to offer to the members of the MIV’s LSHT cluster opportunities to connect, exchange information with, and work with Asian organizations in our extensive business network. We look forward to a longstanding and mutually beneficial partnership with MIV and its members.” - **Mr. Ling Ting, Director of WD Asia Program**

“The Asian markets are very intriguing and complex, but offer very interesting potential for our SMEs. Montréal InVivo is pleased with this new exclusive partnership which will help demystify and facilitate business relationships in these new territories. This agreement reaffirms our commitment to supporting the life sciences ecosystem by giving it the necessary tools to grow and broaden its horizons.” - **Frank Béraud, CEO of Montréal InVivo**

Opportunities to learn about these markets and to interact with specialists of WORLDdiscoveries Asia will be organized for interested entrepreneurs. If you are interested in working with WORLDdiscoveries Asia in the areas of innovation commercialization in Asia please contact **Farah Bendahmane**, Business Development Director, Montréal InVivo or **Martin Couillard**, Business Development Manager, Quebec, WORLDdiscoveries Asia.

**About WORLDiscoveries Asia – <https://worlddiscoveriesasia.com>**

WORLDiscoveries Asia is a subsidiary of WORLDiscoveries, the business development office of Western University's extensive research network and a bridge between Canadian innovation and global industry. WD Asia is a successful professional services provider dedicated to helping research institutions and high-tech small and medium sized enterprises (SMEs) across Canada from intellectual property and innovation partnerships in Asia.

**About Montréal InVivo – [www.montreal-invivo.com](http://www.montreal-invivo.com)**

Montréal InVivo is the brand name for the life sciences and health technologies (LSHT) cluster of the Montréal metropolitan area. The cluster comprises almost 600 organizations, including more than 150 research centres, 80 subsidiaries of world-class companies and more than 40,000 people employed in the sector. A wellspring of great ideas, the cluster includes four universities and ranks first in Canada for the number of research centres. Montréal InVivo is a non-profit economic development organization dedicated to the creation of wealth. Its activities are supported by funding from the Ministère de l'Économie, de la Science et de l'Innovation (MESI), the Secrétariat à la région métropolitaine reporting to the Ministère des Affaires municipales et de l'Occupation du territoire, the Communauté métropolitaine de Montréal (CMM), Canada Economic Development (CED) for the region of Québec and private and institutional sectors.

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