



Montréal Life Science Ecosystem Discovery

Recruiting Japanese Companies to Participate in Effervescence & Additional JETRO Programmes

This programme will be based on the up-coming [Effervescence](#)* and in conjunction with the organizer, [Montréal InVivo](#), a non-profit economic development organization representing the life sciences and health technologies cluster of Greater Montréal.

JETRO and Montréal InVivo have put together additional programmes to add value to the participation of international delegates around this two-day conference. This includes visits to major hubs in Montréal’s life sciences ecosystem, workshops, networking opportunities and, most importantly, providing support for B2B activities to identify key biotech companies and startups of interest to participating Japanese companies.

It is part of [JETRO Toronto’s GIJ \(Generating Innovation with Japan\) series](#) which provides unique opportunities for Canadian start-ups and major Japanese firms to connect and share information.

* What is Effervescence?

Effervescence is an international startup showcase event in the life science area organized by Montréal InVivo, with more than 300 organizations and companies participated in 2023.

[2024 Program – Calendar](#)

PROGRAM SUMMARY

DATE/TIME		PROGRAM	
APR 28 (Sun)	Afternoon (TBC: 15:00~)	JETRO’s event	Japanese Company Gathering / Briefing Session <i>Note: Depending on participation number and/or venue restrictions, it maybe switched to morning of MAY 2 (Thu) before site visit or, ONLINE prior to its programme in Montréal.</i>
APR 29 (Mon)	Daytime	Pre-event of Effervescence	Site Visits to local ecosystem organizations
	Evening		VIP Networking Reception
APR 30 (Tue)	2-days (All day)	Effervescence	Morning Reception: key Quebec government officials
MAY 1 (Wed)			Conference, Workshops, Pitches, Networking and B2B
MAY 2 (Thu)	Morning	JETRO’s event	Site visits to local ecosystem player

PROGRAM DETAILS

【Organized by Montréal InVivo】

- APR 29 - Pre-event: Special Programme for International Delegates
 - Site visits to local ecosystem organizations (**Details to be confirmed**)
 - » [Biotech City/CQIB](#) (a life sciences cluster and incubator in the north part of Greater Montreal)
 - » [CENTECH](#) (one of the leading Montreal MedTech incubators)
 - » [Mila](#) (the main AI centre lead by Dr. Yoshua Bengio, one of the founders of deep learning)
 - VIP networking reception with local ecosystem players

- *Participants can select which tour(s) to attend.
2. APR 30 & MAY 1 - Two days at [Effervescence – The Future of Life Sciences](#)
Location: [Le Marché Bonsecours \(350 RUE SAINT-PAUL EST MONTRÉAL, QC, H2Y 1H4 CANADA\)](#)
Event schedule
[Program for April 30th](#)
[Program for May 1st](#)
- Morning reception with key Quebec government officials
 - Conference Sessions
 - Startup/Biotech Pitches
 - Workshops
 - Networking Sessions
 - On-site B2B Meetings

【Effervescence Event Registration/Ticket Purchase】

Each company purchases a ticket for Effervescence with discounted rate for International Delegates (C\$700+tax /company) AFTER registering for JETRO's program from the link below.

(*JETRO will send a detailed instruction to individual registrants how purchase a ticket with this International Delegates category.)

【Organized by JETRO】

3. Additional Programmes/Activities
JETRO provides additional activities and supports to Japanese companies for free.
- (1) APR 28 - Japanese Company Gathering / Briefing Session
- Casual gathering for Japanese companies and a few guests to explain about the Montreal innovation ecosystem.
- (2) APR 28 ~ MAY 1 - B2B Matching
- Pre-arranged B2B meetings between the Japanese companies and Quebec startups/biotech companies. (*Meetings may take place before, during or after Effervescence).
*Co-Organizer: Montréal InVivo
- (3) MAY 2 - Site Visits (Details to be confirmed)
- Site visits to local ecosystem player
 - » [C3i](#), a CDMO that develops, translates, and manufactures complex cell and gene therapies.

CONDITIONS OF PARTICIPATION

- J-Bridge*¹ membership (free) is required to participate in this programme.
- Able to bear the cost of ticket to Effervescence Event (C\$700+tax /company).
- Provide adequate information on your company's innovation needs to JETRO in timely manner to identify appropriate match with Canadian companies for B2B*² purposes.
- Complete a survey regarding your experience and outcome after the event *³.

REGISTRATON

<https://forms.office.com/r/OBOyFfMr1L>

Deadline: Friday, March 29, 2024

*Please note that applications to be accepted on a first-come, first-served basis and will close as soon as the number of applications reaches its capacity (Up to 7 Companies).

INQUIRIES

If you have questions about this program, please contact JETRO Toronto at:
tor@jetro.go.jp (Attention to: Zen Kamiji)

ANNOTATIONS***¹ What is J-Bridge?**

J-Bridge (The Japan Innovation Bridge) is a business platform for international open innovation creation of Japanese companies and overseas companies such as overseas startups.

For Japanese companies seeking business development and new business creation through cooperation and collaboration with overseas companies, we provide information on promising overseas companies, organize events, assist in identifying and contacting overseas companies in response to individual company requests, and support strategy planning and business development through experts.

J-Bridge membership (free) is required to use the service. Please refer to the following website for an overview of J-Bridge before applying.

<https://www.jetro.go.jp/j-bridge/>

***² B2B meeting arrangement process**

- Japanese companies provide information on their technological and collaboration interest to JETRO at the time of the participation registration.
- JETRO creates a Pitch Book reflecting the information above for our partners (InVivo, Others TBC) to match relevant companies in April. Once partners select Québec companies that might fit Japanese participants' interests, they will introduce them to matched companies. Japanese participants will also receive the list of matched companies.
- Japanese participants start communicating with matched companies and finalize meeting schedules.

***³ Post Event Speakers' Survey**

To better serve the Japanese and Canadian companies participating in our events, we ask that you complete a survey regarding your experience after the event. All submitted information is strictly confidential and will only be used by JETRO and supervising ministries to improve JETRO's programming and service.