



The 2009 OCETA SDTC

Cleantech Growth & Go-to-Market Report



OCETA and The Russell-Mitchell Group Announce New Report to Help Clean Technology Companies Compete Globally

Toronto, Ontario, January 22, 2009 – OCETA and The Russell-Mitchell Group, in collaboration with Sustainable Development Technology Canada (SDTC) and the Ontario government, announced today the upcoming release of a groundbreaking report on Ontario's Clean Technology Industry. The Report, entitled **The 2009 OCETA SDTC Cleantech Growth & Go-to-Market Report**, will be released in February 2009. The Report analyzes Ontario's clean technology industry, and identifies best practices to help Ontario's clean technology companies improve their go-to-market strategies.

Kevin Jones, President and CEO of OCETA states that “the opportunities for Ontario's clean technology companies are promising; however, world-class technology alone will not guarantee commercial success. To grow and be profitable, these companies will need sufficient risk and growth capital, top management talent, strong market demand for their innovations, and effective marketing and sales strategies.”

“Ontario's clean technology companies are rightly recognized for their world-class technologies,” said Céline Bak, Partner with The Russell-Mitchell Group. “Now, the success of Ontario's clean technology industry largely depends on how well these companies market and sell in a highly-competitive global marketplace. Developing marketing and sales capabilities in Ontario's clean technology companies is a critical next-step in building a thriving clean technology industry in Ontario.”

Sustainable Development Technology Canada (SDTC) is the Title Sponsor for **The 2009 OCETA SDTC Cleantech Growth & Go-to-Market Report**. Dr. Vicky Sharpe, President and CEO of SDTC states, “the success of Canada's present and future clean technology companies depends in large part on our ability to build robust management capacity to leverage the value of our world-class technologies. We believe that this Report will play an important role in highlighting the necessary elements that lead to world-class go-to-market execution.”

The Province of Ontario is also a major report sponsor and recognizes that an important source of future economic growth and job creation is the cleantech sector. “Cleantech is a priority for Ontario. We want to be the best place in the world to turn good ideas into globally competitive businesses and good, green jobs,” said Ontario Minister of Research and Innovation John Wilkinson. “That's why support for cleantech research and companies is a part of Ontario's \$3-billion *Innovation Agenda*, our government's commitment to make innovative thinking the driving force of our economy.”

“Innovation – and support for product commercialization – is key to growing our existing businesses faster, and turning the rising global demand for clean energy, renewable fuels and eco-friendly products into new jobs, new industries and new investment for Ontario,” said Ontario Minister of Economic Development Michael Bryant.

The 2009 OCETA SDTC Cleantech Growth & Go-to-Market Report will present the findings of an extensive study undertaken in the autumn of 2008, where over 60 of Ontario's leading clean technology companies were surveyed, and 32 CEOs were interviewed about their strategies for growth and their companies' commercialization capabilities.

The main objectives of the Report are to: outline the state of commercialization capability of Ontario's clean technology companies; identify the commercialization best practices of some of Ontario's most successful firms; and identify any substantial barriers that would inhibit Ontario's clean technology companies from becoming globally competitive companies.

Fifteen organizations are participating in **The 2009 OCETA SDTC Cleantech Growth & Go-to-Market Report** as sponsors and support organizations. These include: Sustainable Development Technology Canada, Ogilvy Renault LLP, MaRS Discovery District, Blake, Cassels & Graydon LLP, Export Development Canada, RBC, Department of Foreign Affairs and International Trade, Ontario Ministry of Research and Innovation, Ontario BioAuto Council, TMX Group Inc., National Angel Capital Organization, Investeco, XPV Capital Corporation, Canada's Venture Capital & Private Equity Association, and Actual Media.

The Report will be officially released at an invitation only launch event in February 2009 in Toronto, Ontario. This will be followed by regional briefing sessions planned for Ottawa, North Toronto, and Kitchener-Waterloo in the spring of 2009.

About SDTC

Sustainable Development Technology Canada (SDTC) is an arm's-length foundation which has received \$1.05 billion from the Government of Canada as part of its commitment to create a healthy environment and a high quality of life for all Canadians. SDTC operates two funds aimed at the development and demonstration of innovative technological solutions. The \$550 million SD Tech Fund™ supports projects that address climate change, air quality, clean water, and clean soil. The \$500 million NextGen Biofuels Fund™ supports the establishment of first-of-kind large demonstration-scale facilities for the production of next-generation renewable fuels.

About the Ontario Ministry of Research and Innovation

Ontario created the Ministry of Research and Innovation (MRI) in 2005, as part of the McGuinty government's commitment to make research and innovative thinking the driving force of Ontario's future economy. Ontario's nearly \$3-billion Innovation Agenda is focused on supporting world-class research and innovative companies in areas that will boost Ontario's global competitiveness and lead to better lives, better health care, a greener environment and good paying, sustainable jobs for Ontario families. Ontario is focused on areas where we already are, or can be, a global leader: life science and health technology; cleantech; digital media and information/communications technology.

About OCETA

The Ontario Centre for Environmental Technology Advancement (OCETA) is a private, not-for-profit Corporation that supports the commercialization and market adoption of innovative technologies and environmentally sustainable solutions. OCETA promotes and enhances innovation by acting as a value-added intermediary to provide timely connections to partners and capital, and to deliver programming, business advisory and technical services. Since its formation in 1993, OCETA has advised and assisted some 1,500 environmental and clean technology companies in Ontario with commercializing their innovations.

About The Russell-Mitchell Group

The Russell-Mitchell Group is a management consulting firm dedicated to helping Canada's high-technology companies become globally competitive. Founded by industry veterans with decades of operating and consulting experience, The Russell-Mitchell Group has helped some of Canada's most successful technology companies accelerate growth and become market leaders. With offices in Toronto and Ottawa, The Russell-Mitchell Group serves clients in Clean Technology, Information Technology, Telecommunications, and Biotechnology industries.

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