

MEDIA RELEASE

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Discovery 09 shows there's no recession for Ontario innovation
Never-before-seen technologies highlight extraordinary event

TORONTO, May 8, 2009 -- It seems innovation is recession-proof if attendance at Ontario Centres of Excellence (OCE) annual conference, Discovery 09 is anything to go by. The event which kicks off May 11 and features almost 2,100 business leaders, investors, entrepreneurs, scientists, researchers and students promises to be a huge success.

"In the current economic climate, innovation is crucial to Ontario's success and global competitiveness, and that's what Discovery 09 is all about," said OCE President and CEO Mark Romoff.

"Discovery is a remarkable phenomenon," he added. "It brings together the leaders who actually drive new technologies to market. People are flocking to Discovery because they realize innovation is critical to a prosperous Ontario."

Almost 300 exhibitors will be on site at the Metro Toronto Convention Centre May 11th and 12th, providing a rare glimpse into the province's future innovation economy. The show features everything from a flying robotic camera to bustling industry sector zones, to an International Café with trade commissioners from around the world, to engaging panels, presentations and speeches from some of the province's most dynamic innovation thought leaders.

Attendees will find more than 100,000 square feet of interactive demonstrations, dynamic attractions and world-class speakers and presenters.

Discovery 09 highlights include:

- **Keynote speaker Clayton Christensen** – Best selling author and one of the world's leading thinkers on disruptive innovation, this Harvard Business School professor has influenced national economies and Fortune 500 companies
- A first for Canada, the **Greening Greater Toronto Marketplace** showcases new, green technologies, with green technology firms, industry experts and procurement leaders meeting to network, explore and buy new technologies and develop green purchasing strategies
- **The Elevator Pitch** – Got a few minutes? That's all aspiring entrepreneurs get to make their best pitch to some of Canada's leading venture capitalists and investors for cash prizes

- **Digital, Health and Green Zones** – Packed with interactive displays, and industry experts who will roll up their sleeves to discuss and debate industry trends, challenges and opportunities in fields such as cleantech, bio-economy, life sciences and digital media
- The launch of the **Zerofootprint Building Re-Skinning Competition** – Teams of top architects, designers and engineers will compete internationally to make designated buildings more cost-effective and energy-efficient, while remaining aesthetically pleasing
- **International Café** – More than 50 trade commissioners and Ontario economic officers from Canadian embassies and consulates across the globe, ready to talk international business
- **EcoCAR challenge pre-launch** kicks off a university competition to make a 2009 Saturn Vue more fuel efficient, lighter and cleaner
- A luncheon keynote address by the **Hon. John Wilkinson, Ontario Minister for Research and Innovation**
- **OCE Student Competitions** – More than 80 university and college students working on OCE-funded projects will compete live in the 4th annual OCE Student Competitions, presenting their work to an independent panel of judges for cash prizes
- **OCE's Mind to Market Award** will celebrate the most outstanding OCE-supported research-industry collaboration – finalists include companies that have created new ways of generating clean energy, reducing manufacturing costs and connecting rural communities with wireless technology

"Ontario's innovation culture is thriving," said Romoff. "And this conference will show just to what extent. There is no better event in Canada for networking, collaborating and connecting with the thinkers and doers that are shaping Ontario's innovation culture."

Media interested in attending Discovery 09 can register in advance by contacting Sean McNeely at (416)-861-1092 ext. 1034 or sean.mcneely@oce-ontario.org. To learn more about Discovery - www.ocadoiscovery.com

About the Ontario Centres of Excellence (OCE) Inc. (www.oce-ontario.org)

Ontario Centres of Excellence (OCE) Inc. drives the commercialization of cutting-edge research across key market sectors to build the economy of tomorrow and secure Ontario's global competitiveness. In doing this, OCE fosters the training and development of the next generation of innovators and entrepreneurs and is a key partner with Ontario's industry, universities, colleges, research hospitals, investors and governments. OCE's Centres work in communications and information technology, earth and environmental technologies, energy, materials and manufacturing and photonics. OCE is funded by the government of Ontario and is a key partner in delivering Ontario's Innovation Agenda.