



Ontario Centres of
Excellence

Where Next Happens

MEDIA RELEASE
May 18, 2011

Ultimate Science Fair Meets Canada's Best Trade Show At Ontario Centres of Excellence's Discovery 2011

TORONTO – In what could best be described as the ultimate science fair meets trade show, Discovery 11 hosted by Ontario Centres of Excellence (OCE) will highlight the truly remarkable innovation coming out of Ontario including universities and colleges. These discoveries will form the foundation of Ontario's future knowledge-based economy.

Named Canada's Best Trade Show in 2010, Discovery brings together industry, academia, investors and government all of whom play a crucial role in the province's innovation continuum. It will be held May 18 and 19 in the South building of the Metro Toronto Convention Centre.

OCE President and CEO Dr. Tom Corr says there is a lot of buzz worldwide around the need to bring innovation forward and he suggests it's the right time for the spotlight to shine on Canada.

"A few years back a University of Waterloo student with help from the university and investors started a little company that has grown into the success story we now know as RIM," Corr said. "I see parallels in Ontario's universities and colleges today and given the calibre of the companies exhibiting at Discovery we are poised to make some real innovation breakthroughs. Imagine how proud Canadians would be and how it would impact Canada and Ontario economically if we had ten companies like RIM. We would feel like we had won the innovation Olympics and that's the potential Discovery holds."

This year as part of the conference, the future of innovation in the water sector will form part of the discussion at Ontario's Global Water Leadership Summit. It will see innovators, funders, thinkers, catalysts, entrepreneurs and researchers discussing exciting technological advances in the water sector. (h2o.ocadoiscovery.com).

Another attraction bound to draw attention is *Ontario Projection: Advances in 3D*, a collection of dynamic panels, speakers and exhibitor showcases around 3D technology and content. Presented in collaboration with FilmOntario, the S3D gaming Alliance, and 3D FLIC, this event will provide attendees with a broad overview of 3D content production in Ontario, along with an in-depth look at current and future technology.

Other Discovery 2011 highlights include:

- **Incredible networking opportunity** – Promising start-up companies and entrepreneurs can meet with Canadian trade commissioners, including representatives from India, China, Sweden, United Kingdom, and across the United States; investors and venture capitalists; government funders and representatives from the Ministry of Economic Development and Trade, International Trade Branch.
- **Entrepreneur and student competitions** – From the Elevator Pitch where budding entrepreneurs have minutes to pitch their business ideas to a panel of experts, to the next generation of innovators featuring students’ oral and video competitions as well as the Student Connections program where student researchers at the top of their respective fields compete for cash prizes.
- **App Revolution** - A look into the hottest Canadian mobile trends, apps, tablets and what's driving new Canadian developers to build mobile-focused start-ups. It's no secret that the mobile industry is surging at an astronomical rate, come find out what's hot here in Canada. The panel will speak to mobile trends, funding, innovation and discuss how Canada is making a name for itself in the rapidly changing world of information on the go!
- **Keynote speaker David G. Thomson** - Bestselling author of *Blueprint to a Billion*, advisor and speaker, Thomson is the Founder and Chairman of The Blueprint Growth Institute, a specialized management-consulting firm focused on helping companies develop growth strategies.

Ontario Minister of Research and Innovation Glen Murray will be on hand for Discovery. A long-time supporter of innovation, Murray says he is looking forward to mixing and mingling with students and other innovators who are on the forefront of tomorrow’s technologies.

“Discovery is the kind of event that showcases what we do so well in Ontario — connecting innovators with the expertise and resources they need to thrive,” said Minister Murray. “Ontario is one of the few innovation centres in the world; we are laying the groundwork for quality jobs, world-class exports and the competitive edge that will ensure we thrive and prosper now and in the future.”

Contact: Denny Allen, Media Advisor, Ontario Centres of Excellence (OCE)
416-992-6621 denny@dennyallen.com

Follow Discovery on Twitter #OCE11

About 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. A champion of leading-edge technologies, best practices and research, Ontario Centres of Excellence invests in sectors such as advanced health, digital media and information communications, advanced manufacturing and materials, and cleantech including energy, environment and water. OCE through its Centre for Commercialization of Research (CCR), an initiative supported by the federal government, also acts as a catalyst which allows innovative businesses to grow and achieve sustainable commercial success and global competitiveness. Ontario Centres of Excellence is a key partner in delivering Ontario’s Innovation Agenda as a member of the province’s Ontario Network of Excellence (ONE). Funded by the Government of Ontario, the ONE is Ontario’s innovation system. The ONE is made up of regional and sector focused organizations designed to help Ontario-based entrepreneurs rapidly grow their companies, and create jobs. For more information visit oneinnovation.ca.