

select ONTARIO PROFILES



Elzbieta Kurowska and Najla Guthrie, founders of KGK Synergize in their London, Ontario facility.

Global food companies beat a path to KGK Synergize's door

LIFE SCIENCES

Company: KGK Synergize
Product: Sytrinol (anti-cholesterol dietary supplement)
Location: London, Ontario

When **Tropicana**, the world's number one juice brand, wanted to find out if drinking orange juice reduces cholesterol, it turned to London, Ontario-based **KGK Synergize** to conduct the research. KGK, a 1997 spin-off of the University of Western Ontario, has a profitable nutraceutical contract research business with a growing list of clients that include such well-known companies as **Cargill** and **Ocean Spray**, as well as **Tropicana**—all drawn by the quality of KGK's research.

"London is a research hot spot," says founding partner Dr. Najla Guthrie. "We have a large scientific talent pool to draw from and with the **John P. Robarts Research Institute**, the **Lawson Health Research Institute** and the **London Health Sciences Centre** all nearby, we have access to some of North America's finest research and clinical resources." She adds, "And thanks to

a favourable exchange rate, international clients' research dollars go a lot further."

There's more to KGK than contract research. In fact, the company originally saw contract research as a way to help finance its own nutraceutical R&D, with the goal of producing its own products. KGK recently launched its first product, Sytrinol, an over the counter dietary supplement which has been shown to lower cholesterol by as much as 25 percent, if taken daily. U.S.-based **Source One Global** has picked up the rights to Sytrinol, ensuring wide distribution.

With eight new patents pending—products are aimed at helping combat cancer, cardiovascular disease, anti-inflammatory disease and diabetes—KGK is on its way to becoming a player in the fast growing nutraceutical industry.



Web-based videoconferencing product teams Ottawa, Ontario-based 3dA with Macromedia

INFORMATION TECHNOLOGY

Company: 3dA Multimedia

Product: VirtualBoardroom (web conferencing services)

Location: Ottawa, Ontario

With business executives around the globe leery about taking to the skies in the post-9/11 world, the global videoconferencing market is exploding. And Ottawa, Ontario-based **3dA Multimedia** is primed to take a leading spot.

3dA's innovative VirtualBoardroom is a conferencing service that uses the Web to enable up to four people to see and listen to each other, as well as, exchange and share documents, images, text, video and audio files. U.S. software giant **Macromedia** is so impressed with VirtualBoardroom—which uses Macromedia's Flash technology—it's entered into a partnership with 3dA to develop and market the service.

"From what I've seen, 3dA is one of the most advanced companies in North America developing Web conferencing applications," says Stephane LeSieur, Canadian Country Manager for Macromedia.

What sets VirtualBoardroom apart from the competition? No software needs to be installed and users don't have to use the

telephone in tandem, so there is a savings on telephone fees. All they need is an Internet connection and a Web camera. And that means that at \$4,800 a year, compared to \$72,000 for other videoconferencing services, it's affordable to everyone.

"Key to our success has been our location in Ottawa," says 3dA Multimedia President, Fernando Martinez. "Ottawa is a high-tech powerhouse with a great talent pool. And we have a competitive advantage because we develop our products in Canadian dollars and sell them in U.S. dollars."



Fernando Martinez, President of 3dA Multimedia demonstrates their web-based VirtualBoardroom.

Toyota's \$3.1 billion investment in Ontario is a big winner

AUTO PARTS

Company: Toyota

Product: Lexus RX 330

Location: Cambridge, Ontario



Toyota Motor Manufacturing Canada (TMMC) is already one of the most successful auto assembly operations in North America, having captured seven **J.D. Power**

Awards for Initial Plant Quality, four of them Gold, and a **Harbour Report Award** for most efficient car assembly plant in North America—all in just 15 years.

Now, in what analysts call a full-fledged investment in Ontario, the Cambridge-based plant is gearing up to manufacture the luxury Lexus RX 330, the best selling Lexus in North America. It's the first time a plant outside Japan has been designated to assemble a model for the company's Lexus line and a tremendous vote of confidence for TMMC.

It's one that's well-placed according to TMMC President Ray Tanguay. "Manufacturing is all about people and I believe that

we have some of the best people in the world right here in Ontario. That's why we've been so successful."

TMMC, which will turn out more than 200,000 Corolla and Matrix models a year in addition to 60,000 Lexus RX 330s, hired 700 new employees and underwent a \$650 million expansion to accommodate the new mandate. The expansion included new weld and plastics shops and an additional paint shop that features an environmentally friendly, high tech system. It brings TMMC's total investment in the Cambridge, Ontario facility to \$3.1 billion.

And it's not just TMMC that's coming out a winner. The launch of the Lexus has had a positive spin-off affect for Ontario's auto parts sector. Several companies have set up shop in Ontario for the first time to supply Lexus. Among those suppliers are **Trim Masters Inc.**, which will make seats for the RX 330, and **Futuba Industrial Co. Ltd.**, which will manufacture welding assemblies. Other local companies, like **Polybrite**, which is supplying the grille, have announced expansions to service the growing TMMC market.

"This is a real feather (in our cap) not only for TMMC, it's a real feather (in our cap) for Ontario," says Mr. Tanguay. "There's not a better compliment."

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