

## Alcoa Canada

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### **Alcoa launches *Alcoa Innovation* in partnership with the CRIQ and the CQRDA** A link between wealth creation, aluminum processing and small businesses in Québec

**Montréal, June 25, 2008** – Alcoa announced the creation of Alcoa Innovation in collaboration with the Centre de recherche industrielle du Québec (CRIQ) and the Centre québécois de recherche et de développement de l'aluminium (CQRDA). The mission of this new partnership will be to support small to medium-size businesses in Québec that are active in the aluminum sector:

- by fostering the development of innovative products focussed on aluminum processing;
- by stimulating the use of aluminum in applications that further sustainable development; and
- by encouraging the accomplishment of technological development projects that provide access to knowledge linked to aluminum products and the use of aluminum.

“Québec has world-renowned expertise in the field of aluminum. Its critical mass of activities linked to aluminum production, processing and research have made it a bona fide hub for this industry,” declared Alain Boucher, Vice-President Finance and Business Development of Alcoa Canada. “Alcoa is proud to invest in structuring wealth creation projects in Québec, and Alcoa Innovation is totally in line with these initiatives. We want the names of the Québec enterprises in our industry to be better and better known throughout the world, and we want new companies to join us. By pooling our expertise and our imagination,” he adds, “we will succeed in securing a very brilliant future for Québec.”

“The personnel of this new partnership will work at our facilities so they may benefit from our mechanical and environmental testing laboratories—the best equipped in Québec—as well as from renowned expertise in production equipment development,” underlined Georges Archambault, President of the CRIQ. “The new partnership will ensure the accomplishment of applied research projects focussed on the use and processing of aluminum. In addition, technological advances will be made available for small to medium-size businesses active in Québec’s aluminum processing sector, or that are interested in developing this industry,” added Lucien Gendron, General Manager of the CQRDA.

Alcoa Innovation will be presided over by Gilles Dufour, Director, Technology and Innovation, at Alcoa Canada Primary Metals. At the outset, Alcoa Innovation staff will consist of three experts, and others will be called upon to join the group during the initial partnership period of five years. In addition to the experts from Alcoa Canada Primary Metals, the CRIQ and the CQRDA, Alcoa Innovation will be able to count on the 700 researchers working out of the Alcoa Technical Center in Pittsburgh, Pennsylvania, the largest research centre in the world dedicated to aluminum.

## About Alcoa

*In Québec, Alcoa Canada Primary Metals (ACPM) is comprised of the Baie-Comeau, Bécancour and Deschambault smelters, as well as the Bécancour Rod Plant. These four plants have an annual production capacity of over one million metric tons of ingots, castings, billets and aluminum rods. ACPM employs over 3,300 people and its activities generate over \$1.5 billion in economic spin-offs annually in the province.*

Alcoa is a major, fully integrated economic and social partner in the communities where it is present. Given its social commitment and strong sense of belonging to these communities, Alcoa wishes to contribute, in a sustainability perspective, to their quality as communities. Further information is available at [www.alcoa.com/canada/en/home.asp](http://www.alcoa.com/canada/en/home.asp) and [www.aluminumispeople.com](http://www.aluminumispeople.com).

Alcoa is the world's leading producer and manager of primary aluminum, fabricated aluminum and alumina facilities, through its growing position in all major aspects of the industry. Alcoa serves the aerospace, automotive, packaging, building and construction, commercial transportation and industrial markets, bringing design, engineering, production and other capabilities of Alcoa's businesses to customers. In addition to aluminum products and components including flat-rolled products, hard alloy extrusions, and forgings, Alcoa also markets Alcoa® wheels, fastening systems, precision and investment castings, structures and building systems. The Company has 97,000 employees in 34 countries and has been named one of the top most sustainable corporations in the world at the World Economic Forum in Davos, Switzerland. More information can be found at [www.alcoa.com](http://www.alcoa.com).

### **About the CQRDA**

The mission of the Centre québécois de recherche et de développement de l'aluminium (CQRDA) is to play a leading role in maximizing economic benefits by actively fostering linkages among academia and SMEs, as well as companies operating in the various sectors of the aluminium production and processing industries. This objective is achieved by maintaining liaison, technology-watch and R&D activities that guarantee an optimal transfer of knowledge, expertise and new technologies. Further information is available at [www.cqrda.ca](http://www.cqrda.ca).

### **About the CRIQ**

The CRIQ is a publicly-owned corporation that was created by the Government of Québec in order to accompany Québec businesses in their efforts to increase their productivity and competitiveness through technological innovation, in a spirit of sustainability. To do so, our clients and partners can benefit from the support of a team of 250 employees working out of two laboratories in which our experts accomplish over 1,000 projects every year for over 500 different companies of all sizes and from all the regions of Québec.

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### **Sources**

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