

MEDIA RELEASE
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Ontario's growing medical and assistive technologies industry just got connected

TORONTO – A new online map that successfully charts Ontario's Medical and Assistive Technologies (MAT) sector has the potential to serve as an invaluable tool for Ontario companies, researchers and support organizations across this industry.

Working collaboratively to bring together industry sectors and leading researchers who can contribute to this field, the Ontario Centres of Excellence's (OCE) and htx.ca - The Health Technology Exchange (HTX) have developed the Medical and Assistive Technologies Ontario Industry Map. The map was unveiled today at OCE's Mind to Market Breakfast Series at the Toronto Board of Trade – an event that featured a panel discussion on the future of Ontario's biomed sector.

With the click of a mouse, users can easily navigate through the MAT sector, seeing how each company fits within the industry landscape. From pain management to prosthetics, this online tool helps researchers, universities and hospitals plot a course to find the medical technologies company they seek, while learning about related businesses and emerging markets.

"Within the MAT sector, as with all industries, the value of networking and connections is immeasurable," said Mark Romoff, OCE's President and CEO. "For the first time, users can quickly scan, search for, and identify the right company to meet their needs, as well as discover other companies that may lead to added collaborations."

Consisting of over 400 companies – each with a link to its respective web site – this map extensively covers fields such as assistive devices; medical applications; professional/support services; and diagnostics and imaging. Searches for field-specific companies can also be conducted simply by using industry terms.

"Turning our best ideas into products and services that can be marketed to the world, is part of the McGuinty government's strategy to create Ontario's next generation of jobs," said Minister of Research and Innovation John Wilkinson. "By bringing Ontario's world-class researchers together with industry – and increasing the opportunities for collaboration – we continue to build a culture of innovation across the province that is attracting the best and brightest minds and laying the foundation to create Ontario's jobs of the future."

Adapting to the changes and needs of the industry, the map is a living document. In the coming months, it will be expanded to include additional companies in the industry as well as researchers active in related technology fields. The addition of the research community will be of significant benefit to companies seeking technology and skills for their research and development projects.

"Ontario's MAT sector is growing at a tremendous pace with new companies in established fields, as well as new technologies," said Morris (Mickey) Milner, President and CEO of HTX. "The map will allow users to keep up with this rapid expansion and be informed of this ever-changing environment."

The initial response from users has been universally positive – so much so, inquiries have already been made about developing similar maps for other industry sectors. To appreciate the map's full capabilities, visit maps.oce-ontario.org.

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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 also 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. Celebrating 20 years of innovation in 2007, OCE's five Centres work in communications and information, technology, earth and environmental technologies, energy, materials and manufacturing, and photonics.

About htx.ca – The Health Technology Exchange (HTX) – www.htx.ca htx.ca – The Health Technology Exchange (HTX) is a not-for-profit organization whose mission is to support and accelerate the growth of a dynamic, prosperous MAT sector in the province of Ontario. HTX has a mandate to support research and development and commercialization of medical and assistive technologies emerging out of Ontario's public research institutions. Financial support derives from the Ontario Ministry of Research and Innovation.