



MEDIA RELEASE
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London technology sector to profit from new start-ups
OCE funds five early-stage companies from The University of Western Ontario

London, ON – Southwestern Ontario took a great stride forward in strengthening its technology sector with the creation of five new start-up companies, thanks to funding from the Ontario Centres of Excellence (OCE).

A leader in driving commercialization in Ontario by bringing together academia and industry, OCE worked with researchers at The University of Western Ontario to help take their pioneering ideas out of the laboratory and into the marketplace.

“In our effort to propel the province’s innovation culture, OCE continually seeks cutting-edge technologies from Ontario universities, colleges and research hospitals that are a step away from being successful businesses,” said OCE President and CEO Mark Romoff. “With Western, OCE saw several opportunities to help create companies that have the potential to generate job growth and stimulate the economy.”

The ventures cover a wide range of new technologies – including better ways to reduce agricultural waste, new paints that are more capable of repelling water, and a unique medical device designed to help patients who experience difficulties swallowing.

“To have five start-up companies from the same university receive funding is a significant accomplishment and speaks volumes about the quality of science and engineering research at Western,” said Ted Hewitt, Western’s Vice-President (Research & International Relations). “We’re thankful that OCE supports so many of our endeavours.”

The official announcement will be part of the opening remarks of the **Western Engineering & Science Research Showcase**, presented by The University of Western Ontario, which takes place on **Friday, January 25, 2008 at the London Convention Centre from 11:00 a.m. to 3:00 p.m.**

In addition to announcing the five start-up companies, the event will feature over 100 poster presentations highlighting the latest advances from Western’s Faculties of Engineering and Science. This is the first time the event has been held outside of Western’s campus, welcoming a larger audience that extends beyond academia.

“Anytime you create an opportunity for researchers and industry to collaborate, positive things happen,” said Romoff. “This event may well be the spark for future start-up enterprises.”

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. OCE’s five Centres work in communications and information technology, earth and environmental technologies, energy, materials and manufacturing, and photonics.

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