

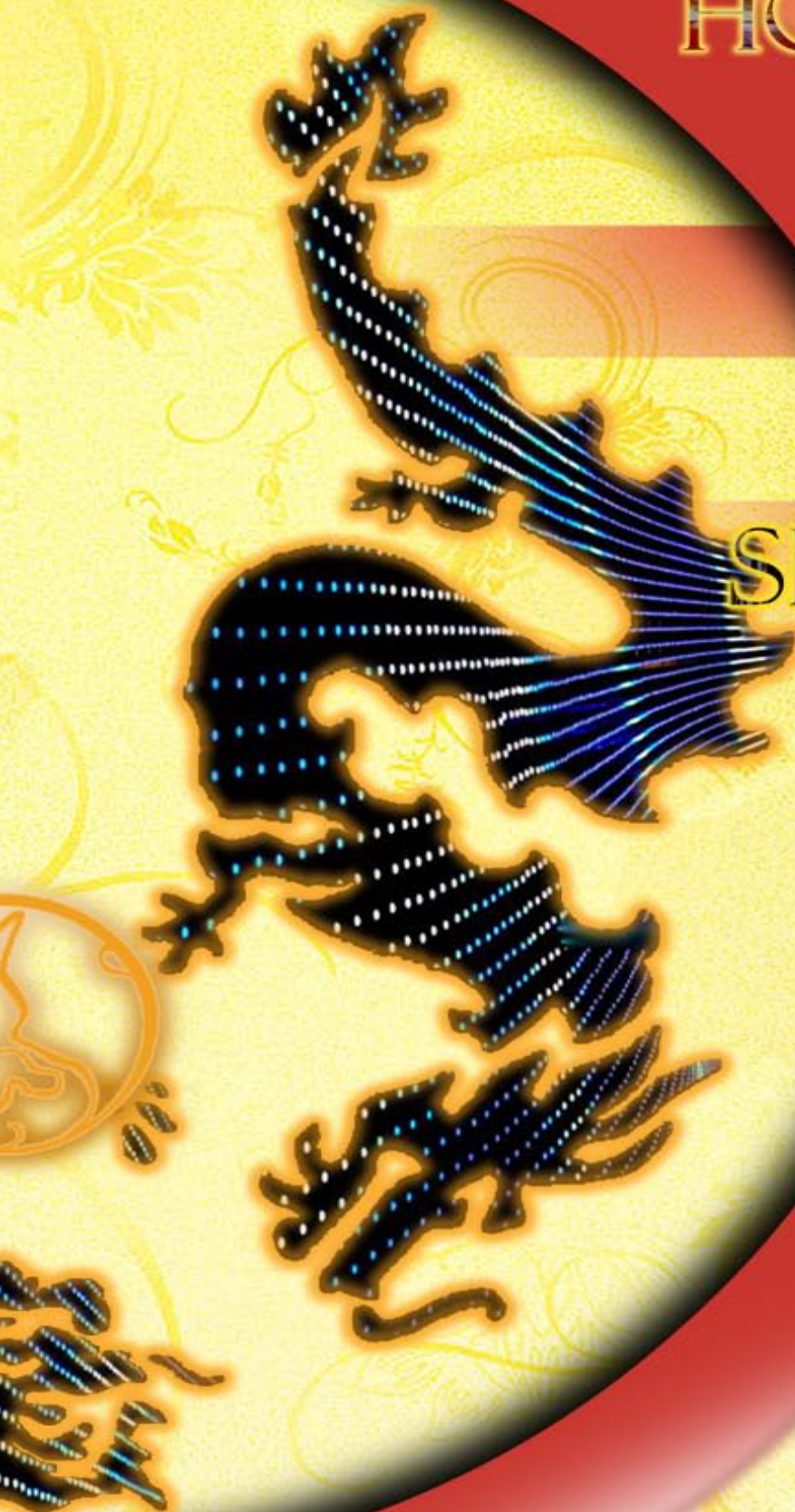


ÉCOLE
POLYTECHNIQUE
MONTRÉAL

HONG KONG

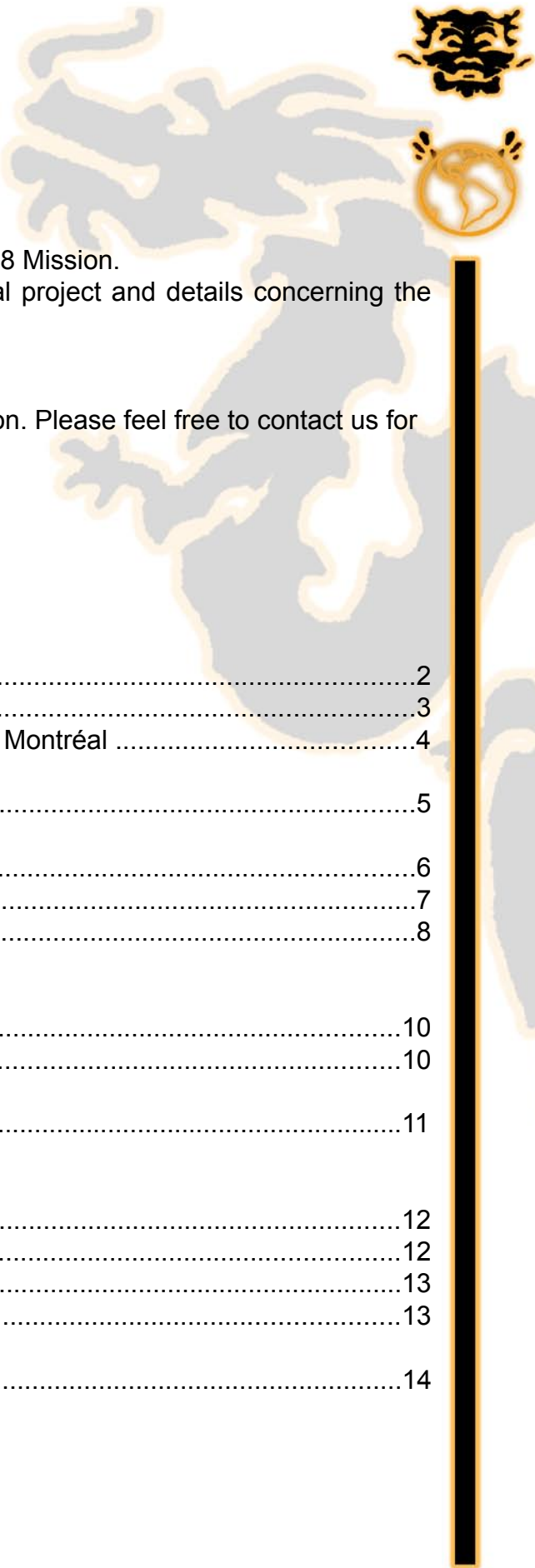
TAIWAN

SINGAPORE



FINANCING BOOKLET
POLY-WORLD 2008

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Thank you for allowing us to present you the Poly-World 2008 Mission. Included herein you will find a description of our international project and details concerning the partnership we wish to establish with your organization.

We sincerely thank you for showing an interest in our mission. Please feel free to contact us for any further request.

The Poly-World 2008 team

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PRIME MINISTER OF CANADA



PRIME MINISTER . PREMIER MINISTRE

I am pleased to extend my warmest greetings to everyone involved in the Poly-World 2008 industrial visits project led by the École Polytechnique de Montréal, in Hong Kong, Taiwan and Singapore.

This wonderful initiative allows you to explore international markets first-hand, become aware of the many methods and technical innovations that have been developed abroad and better understand their impact within various social and economic contexts. This makes Poly-Monde 2008 an outstanding opportunity to not only broaden your horizons and gain meaningful experience both professionally and personally, but also to make a dynamic contribution to renewing and strengthening Canadian engineering expertise, which is essential to maintaining competitiveness.

On behalf of the Government of Canada, I hope you have a very rewarding trip and I offer you my best wishes for future success.

OTTAWA
2007

PRIME MINISTER OF QUEBEC



Gouvernement du Québec
Le premier ministre

Québec City, July 4, 2007

Dear Madam,
Dear Sir,

For the 19th consecutive year, *la mission Poly-Monde* is in full swing. This year, students from the *École Polytechnique* will go to Hong Kong, Taiwan and Singapour.

Allow me to salute the initiative of these young people and of *École Polytechnique de Montréal* – initiative in keeping with the prevailing spirit of skills upgrading in an era of globalization, international competition, and major development challenges.

This new mission, consisting of representation, market studies and technology transfer, will give engineering students an array of opportunities for enhanced training and industrial, scientific and cultural exchange, and for creating and strengthening partnerships between Québec, Canada and Hong Kong, Taiwan and Singapour.

The ongoing success of *Poly-Monde missions* is eloquent proof of the positive experiences they afford. By taking part in them, these engineers of tomorrow open their careers up to multiple markets, while acting as ambassadors for Québec know-how worldwide.

To all participants of *Poly-Monde*, I wish an excellent mission in 2008!

Jean Charest





PRESIDENT OF POLYTECHNIQUE



ÉCOLE
POLYTECHNIQUE
M O N T R É A L

September 5th, 2007

SUBJECT: Poly-World 2008 Project

Dear Sir or Madam,

As part of its mission to promote excellence, École Polytechnique de Montréal is wholeheartedly supporting the *Poly-World 2008* project taking place in Taiwan, Hong Kong and Singapore. Organized by our students, this project is an integral part of Poly-World and is the 19th successive industrial mission of this kind.

Our students are very aware of the new challenges that await them in the field. The market has changed considerably due to increased international competition, the constant demand for technological innovation and the need to adapt to cultural differences.

Also known as part of Asia's *Four Little Dragons* (the fourth being South Korea) or *Tigers*, these regions maintain high growth rates and witnessed rapid industrialization between the early 1960s and 1990s. As traditional labour-intensive industries shifted from these regions to other East Asian countries, these economies benefited from a particular "Asian" approach to economic development. The key differences include initial levels of education and physical access to world markets. They play major roles in some high value-added sectors, such as semi-conductors and integrated circuits, microelectronics and biotechnologies.

École Polytechnique is convinced of the economic benefits of *Poly-World 2008* and is encouraging sponsors to contribute generously to this mission. On behalf of our students, I wish to thank you very sincerely in advance, and to extend to you my kindest regards.

Yours truly,

Bernard Lamarre, Eng.
MSc, FICI, OC, OQ
Chairman of the Board

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École affiliée à
l'Université de Montréal

AN OVERVIEW OF POLY-WORLD



We live in a world that is strongly influenced by the emergence of new markets, driven more and more by international cooperation and the globalization of technologies. Today's engineers therefore need to be aware of the industrial sectors developing internationally. Likewise, an enterprise wishing to expand its operations requires a detailed knowledge of the latest developments in the international markets.

Sharing this view, a group of students from École Polytechnique de Montréal decided to create a mission allowing them to participate in industrial tours in Quebec and beyond. Thus Poly-World was born. Now in its 19th year, this project unites scores of students wishing to enrich their knowledge about international competitiveness and project management. So far, Poly-World has visited Japan, Germany, Scandinavia, Italy, United Kingdom, France, the American West Coast, Benelux, South Korea, Spain, Brazil, Switzerland, China, Poland, Czech Republic and India. Participating in one of these missions means discovering the main sectors of activity in the chosen region and gaining experience in the dynamics of a global market.

To be fully prepared for their mission, Poly-World members follow two courses given by Professor Roger E. Miller: « Technology and international competition I and II ». The course outlines include theme studies and discussions on the selected country and leading-edge technologies in its important sectors of activity. Students also learn to how to analyze the major commercial agreements impacting the industries concerned.

The Poly-World members accept total responsibility for their mission. They must find the required funding, organize the industrial tours in Quebec and abroad, and plan all other logistics for the mission.

Industrial and cultural tours in Quebec and abroad will encourage engineering students to:

- **Examine** and target the technologies common to Canada and the visited country;
- **Observe** how the technologies are integrated through the different modes of production, management of human resources and the protection of the environment;
- **Compare** the performances and the resources of the Canadian industry to the foreign industry and compare the strengths and weaknesses of the enterprises in the various sectors;
- **Discover** state-of-the-art technologies existing abroad that could be applied to the Canadian industries and thus foresee some business and technological transfer opportunities;
- **Develop** interdisciplinary skills such as entrepreneurship, leadership, critical thinking, organisation and observation skills;
- **Broaden** their horizons to new and diverse cultures.

When they return to Canada, the students will write a comprehensive report specifying the particular characteristics of the various sectors studied. A copy of the report will be provided to each partner and sponsor of the mission.

This report is a precious tool for every firm operating or wishing to operate in the international market.



THE POLY-WORLD 2008 MISSION

WHY VISITING THE THREE DRAGONS ?

Up until the late 90', when one was elaborating about the business success in the asian world, there was several examples to be aware of, especially the impressive revelation of the four big "Asian dragons", namely South Korea, Hong Kong, Taiwan and Singapore. Under the banner of private/public partnerships, each of those regions had the opportunity of developing huge industrial parks and a flourishing industry, well-known throughout the world for it's frenetic activity.

Hong-Kong, with his extremely frenetic port activity, is one of the greatest commercial center in which logistics and organization is part of the daily life of millions of workers that live there.

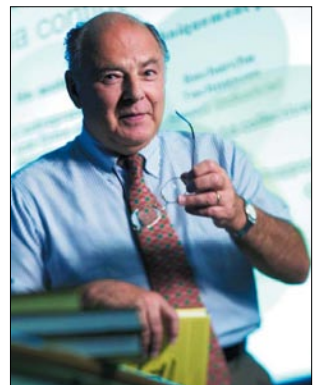
As for Taiwan, this metropolitan island has itself become on of the great centers in the development of microelectronics, as much for mass-consuming class products than for leading-edge technology. Hence, since the 1980', we have seen the American and European consuming-product market being completely flooded by "Made In Taiwan" products. This tendency has since slowed down a little bit to leave more room for the production of technological products.

Singapore also has a place of its own in the development and production of leading-edge technology, as it is well known in the biomedical technologies. This situation has been originally a governmental effort, but is now also fueled by hundreds of foreign investments.

The Poly-World 2008 mission aims to visit the companies that made those reputations real and wants to understand the dynamics and perseverance that characterize these markets and still makes them expand.

OUR TEAM

Head of Mission: Roger E. Miller, professor at the Department of Mathematics and Industrial Engineering and head of the Jarislowky research chair in innovation and project management. Mr. Miller is a founder of SECOR, a strategic consulting firm with offices in Montreal, Toronto and Paris. He is currently director of the MINE-Program, whose purpose is a better understanding of innovation management in the context of the new economy by surveying 1500 companies around the world. Mr. Miller is member of the Canadian Academy of Engineering.



Accompanying professors: Professors from Polytechnique originating from the region.

Student Coordinator: Vincent Marcotte, presently completing his bachelor degree in mechanical engineering.

Members of the mission: 22 students. Ten in third year, nine graduating this year and three masters degree. Ten women and 13 men students, from five different engineering fields: Industrial, Civil, Mechanical, Computer and Software.

OUR ITINERARY



To follow the tradition established by the first Poly-Monde mission in 1990, only a limited number of industrial sectors will be considered.

This year, Poly-Monde 2008 will concentrate on the following fields:

- Semiconductors, integrated circuits and electronics
- Infrastructures and logistics
- Biotechnologies
- Financial services

1. Taipei and Hsinchu City

Population : 2 600 000 (Taipei),
600 000 (Hsinchu City)

Taipei is the capital of Taiwan.

Its economy is based on high-technology industries such as electronics. Hsinchu City has acquired an international reputation with the construction of its scientific park – located north-west of the city – and is prosperous since then. This park represents the most important site of Taiwan's electronics industry, where 115,000 people work.



2. Hong Kong

Population: 6 980 000

Hong Kong was a British colony from 1842 until its retrocession back to China in 1997. It is governed as a special administrative region under the Basic Law of Hong Kong. According to the terms of the sino-british joint declaration, China has promised that Hong Kong would retain a certain degree of autonomy until 2047, that is to say 50 years after the sovereignty transfer. Hong Kong hence preserves its legal and political system, its money, its sports teams and its immigrations laws.

3. Singapore

Population : 4 553 000

Singapore is world-wide known and often praised as an example for its extraordinary economic success. After declaring independence in 1965, Singapore was able – with limited natural resources availability and important socio-economic problems such as riots, unemployment and housing problems – to become one of the most developed countries of the world. This sovereign city is a real Chinese wedge in a Malaysian world. This ethnic confrontation was partly the source of the troubles that accelerated the withdrawal of Singapore from Malaysia in 1965. It is incontestably the business hub for every transaction between Europe and the Pacific zone. Singapore owes its rise to its exceptional maritime situation: it is the business city at the far edge of the East. Its population benefits from a very high standard of living.



OBJECTIVES OF THE POLY-WORLD MISSION IN ASIA

The first aim is one of research that will allow widening our knowledge on competitiveness, innovation and business plans of organizations working in the fields chosen by the mission. To hit this target, the students will get a training to be able to analyze an industrial situation. They will learn the basis of innovation and competitiveness not only for an organization, but also for a complete industrial field.

The second goal is to create a network of contacts with the organizations in Asia and bring them value added by exposure in Asia and Canada. A new network of contacts could potentially bring exchanges of knowledge, students in training and even business agreements. To succeed in reaching this goal, the first step is to create a solid network of contacts here, in Quebec and in Canada.

THEMES OF THE MISSION

The Poly-World 2008 Mission structures itself around one main theme: **private-public partnership for economic growth.**

This main theme can be divided into ten major subjects that will allow concentrating on the most important matters for the visited regions:

- **Economic development:** history and its projection for the future
- **Government involvement in the economy**
- **Competitiveness and strategy of organizations**
- **Innovation systems of the visited organizations**
- **Major infrastructure projects**
- **Political, economical and technological stakes**
- **Top end technologies:** semi-conductors, integrated systems and biotechnologies
- **Manufacturing revolution:** the manufacturing sector greatly influenced the economic growth of these regions
- **Transfer of knowledge and human resources between Canada and the visited regions**
- **International project management**

By learning more on these ten subjects, we secure a better knowledge of the local economies in general. Precisely, we develop a comprehension of the strategic stakes of private enterprises and the government.

DESIRED EXCHANGES FOR POLY-WORLD 2008

During the Mission, we wish to hear **presentations made by organization managers** and, when it proves to be relevant, to **visit their installations**. We also hope to create long term relationships with worthy contacts. These exchanges will not only bring us to push our analysis on the impacts of private-public partnerships on the economic growth but also give us a complete and honest portrait of the economic situation. Indeed, we will better understand the challenges and opportunities that these regions offer to Canadian enterprises.



The purpose of the Poly-World Missions is to involve some of our best engineering students in the field study of key international business issues. In 2003, we looked at how Finland radically improved its national and strategic competitiveness after the fall of Communism in Russia led to the disappearance of its major markets. In 2004, our focus was on the strategies of major pharmaceutical firms in Switzerland. In 2005, we tried to understand the impact of entrepreneurship and foreign investments in the new economic zones in China. In 2006, we studied the transitions of Polish firms from centrally planned frameworks to serving global markets on a competitive basis. In 2007, we tried understanding how multinational firms develop activities in India and incorporate them into their global networks.

This year, the intention is to understand the partnerships between the State and private firms for the growth of exportation sectors, mainly in computer components.



Professor Roger Miller
Poly-World Head of Mission



OUR BUDGET

PLANNED EXPENSES

Flights	From Canada to Asia and between the visited regions	\$46 200
Accommodation	11 rooms for 21 nights	\$26 500
Food	63 meals	\$13 000
Local transportation	300\$ per day	\$6 300
Printing		\$5 000
Visas		\$1 500
Vaccines		\$1 500
Insurance		\$1 000
Other expenses		\$5 000
		\$106 000

SOURCES OF FINANCING

Contributions from businesses	\$30 000
Jarislowsky endowment	\$30 000
Student financing activities	\$25 000
École Polytechnique's president	\$9 000
École Polytechnique's administration	\$6 000
Dagenais-Scharry endowment	\$4 000
Departments and student associations	\$1 000
Contributions from the government	\$1 000
\$106 000	

The Poly-World 2008 mission is widely known and encouraged by many different organisms and governments. Nevertheless, contributions from businesses are vital for the realization of the mission's objectives.

With this financing booklet, the Poly-World 2008 team offers you to collaborate to an industrial mission in world markets that are very active in the strategic sectors of semiconductors, biotechnology, logistics and financial services.

With our collaboration plan, we offer you a unique visibility for your company not only in front of students from Polytechnique, but also in front of the companies that we will visit in Canada, Taiwan, Hong Kong and Singapore.

WE OFFER YOU

For a number of years, many notorious sponsors such as Jarislowsky Chair, École Polytechnique de Montréal and the federal and provincial governments have supported the Poly-World Mission financially. In the industrial sector, various collaborators assist the project by diverse contributions, such as financial, goods or services.

CANADIAN ORGANIZATIONS

A contribution to this international project would provide your organization the following advantages :

- **Exposure** at many events occurring during the academic year at École Polytechnique de Montréal;
- **Detailed analysis** of your business sector in Hong Kong, Taiwan and Singapore: our final report will include detailed studies of several industrial fields;
- Access to our **contacts with foreign industries** working in your field: not only will you obtain the information concerning the organizations acting in your field, but your commitment with the mission will open doors easily.

ORGANIZATIONS FROM HONG KONG, TAIWAN AND SINGAPORE

The Poly-World 2008 mission can bring a lot to the visited organization :

- **Exposure** in Canada and in visited cities : logo and description of the organization will be available for all other organizations related with Poly-World 2008;
- **Assessment** of the organization in the final report of the mission;
- Access to the **Poly-World networking**: The mission will allow the organization to get known by other business in its field and potentially begin affiliate with these businesses.
- **Profitable exchanges**: This networking could bring exchanges of knowledge, students in training (for example students of the École Polytechnique) and even business agreements.

It would be an honour to have your organization as a sponsor of the Mission and all the members of the project will act as proud representatives of your business, in Quebec, Hong Kong, Taiwan and Singapore.

To learn more about the different sponsorships deals, please consult the next pages or contact us.

Please note that all contributions made to Poly-World 2008 are tax deductible.



SPONSORSHIPS



PLATINUM PACKAGE

\$10 000 AND MORE

Visibility

- Official sponsor on our official documents, posters and Web site with the mention “Poly-World 2008 is presented by ...”
- Full coverage and presentation of your business on a page at the beginning of our final written report
- Full page ad for your business on one of the inside covers of the mission report
- Large logo on the official Poly-World 2008 official t-shirt
- Large logo on the official mission banner, used for official pictures
- Visible presence of your organization in all our fundraising activities
- Distribution of promotional objects for your business during our special events

Privilege Access

- Obtaining our mission report
- Detailed presentation at your business place of the stakes in Hong Kong, Taiwan and Singapore for your enterprise
- Full access to all of our contacts in the different targeted industrial sectors
- Full access to our research about the visited regions

GOLD PACKAGE

\$5 000 - \$9999

Visibility

- Visible presence of your organization in all our events at École Polytechnique
- Special mention on our official documents, posters and Web site with the mention “in association with ...”
- Logo on the official Poly-World 2008 official t-shirt
- Medium logo on the official mission banner, used for official pictures
- Distribution of promotional objects for your business during our special events

Privilege Access

- Obtaining our mission report
- Full access to our research about the visited regions

SILVER PACKAGE

\$1 000 - \$4 999

Visibility

- Logo on our official documents, posters and Website
- Name of your organization in our mission report
- Small logo on the Poly-World 2008 official t-shirt
- Small logo on the mission banner, used for official pictures
- Distribution of promotional objects for your organization during our special events

Privilege Access

- Obtaining our mission report
- Full access to our research about the visited regions

BRONZE PACKAGE

LESS THAN \$ 1000

Visibility

- Logo on our official documents, posters and Web site
- Name of your organization in our mission report

Privilege Access

- Obtaining our mission report



HONG KONG



SINGAPORE



TAIWAN



OVERVIEW OF OUR DESTINATIONS

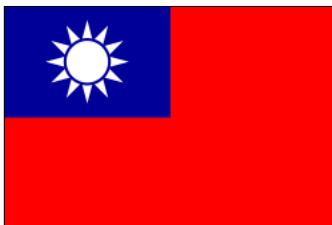
The designation “The Four Asian Tigers” refers to the economies of Taiwan, Hong Kong, Singapore and South Korea. Also called “The Four Asian Dragons”, these countries / territories maintain high economic growth since they became industrialized between 1960 and 1990. The Four Dragons share many characteristics with the surrounding Asian economies, especially with China and Japan, and they pioneered the Asian approach to economic development. Their competitive advantage is basically a high education level and the access to the international marketplace in terms of infrastructure and transportation.

GENERAL INFORMATION

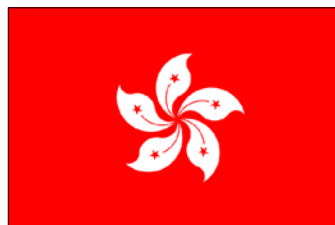
	Canada	Taiwan	Hong Kong	Singapore
Official languages	English, French	Mandarin	Cantonese, Mandarin, English	English, Mandarin, Malay, Tamil
Area (km²)¹	9 984 670	35 980	1 092	692,7
Population¹	33 390 141	22 858 872	6 980 412	4 553 009
Currency	Canadian dollar	Taiwan dollar	Hong Kong dollar	Singapore dollar
GDP (Billion US\$)¹	1 165	668,3	253,1	138,6
GDP per capita (US\$)¹	35 200	29 000	36 500	30 900
Inflation(%)¹	2,8	4,4	5,9	7,4
Unemployment rate¹	6,3%	3,9%	4,9%	3,1%

¹ Ref.: The World Factbook (2006), <https://www.cia.gov/cia/publications/factbook/index.html>

FLAGS



TAIWAN



HONK KONG



SINGAPORE



POLY-MONDE 2008

TAIWAN - HONG KONG - SINGAPOUR

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