



**SADC**  
du Suroît-Sud

Cette initiative est rendue possible grâce  
à la contribution financière de  
Développement économique Canada

## **PRESS RELEASE FOR IMMEDIATE PUBLICATION**

### **Small business Internship program \$600 000 to help small businesses to keep up with the inevitable groundswell of the electronics industry**

**Salaberry-de-Valleyfield, April 16, 2010** - The SADC du Suroît-Sud and the Réseau des SADC du Québec are pleased with the announcement made last April 8 by the Minister of state (Small Business and Tourism) the Honourable Rob Moore and the Beauport-Limoilou member of parliament, Ms Sylvie Boucher about the renewal of the Small Business Internship program (SBI) for 2010-2011.

This financing from Industry Canada includes 75 % of the postsecondary student's salary. In these trainings, the students, between 15 and 30 years of age, who are acquainted with information technologies, will learn to enhance the business spirit and will have the chance to explore career opportunities while continuing their studies. The trainings will last a maximum of 420 hours spread out over 12 to 14 weeks.

More than a hundred new trainings will be made available to Quebec small and medium-sized businesses so that they might increase their competitiveness in the electronics industry.

#### **The electronics industry: a reality**

A recent CEFRIO\* report indicates that an average of 1.2 million adults in Quebec made online purchases for an amount of 3.4 billion dollars in 2009. Last year, the penetration rate increased by 33 %, even if only about 12 % of small and medium-sized Quebec businesses offered their customers the possibility of purchasing online.

#### **How to adhere to the SBI**

To access the program, contact the SADC du Suroît-Sud at 450-370-3332 or on the web at [www.sadc-suroitsud.org](http://www.sadc-suroitsud.org). Small and medium-sized businesses with less than 500 employees are eligible for the SBI. The valid projects include, for example: web marketing strategies, referencing, social networking, blogging and creating mailing lists. The small and medium-sized businesses have until December 20, 2010 to hire a student.

#### **The Réseau des SADC du Québec**

The Quebec SADC's and CAE's work closely with businessmen and have collaborated with Industry Canada on various programs for more than 14 years. As for the SBI, a total of \$ 485,900 was invested last year. In 10 months, 78 businessmen in Quebec benefited from electronics industry projects.

Mr. Pierre Marois, President of the Réseau des SADC du Québec is pleased that this relevant initiative is renewed so rapidly for a second year: « It's a program we are very proud to coordinate because it targets two important factors for the Quebec SADC's and CAE's and it helps us to do our job better: allowing businessmen to use the new marketing or development technologies and offer young people interesting jobs in the areas of information and communication technologies ».

***The SADC du Suroît-Sud***

*The SADC du Suroît-Sud is a non-profit organization whose mandate is to help the communities of the Beauharnois-Salaberry and Haut-St-Laurent MRC'S to manage their future with local development in mind. The SADC supports business and job creation with technical and financial advise. In addition, this management can take the shape of consulting and partnership events.*

\* CEFRIO, status of Quebec electronics industry - 2009 Annual statement

-30-

Natacha Marlier  
SADC du Suroît-Sud  
450 370-3332  
[nmarlier@sadc-suroitsud.org](mailto:nmarlier@sadc-suroitsud.org)  
[www.sadc-suroitsud.org](http://www.sadc-suroitsud.org)