

## Galderma builds \$35 million Canadian production base to serve NAFTA and beyond

*Galderma, a European-based pharmaceutical giant with global reach, is establishing a 13,500 square metre, state-of-the-art manufacturing plant in the Montreal suburb of Baie-d'Urfé, Quebec, as its exclusive production centre for the Americas.*

Staffed by a 150-member workforce, the new facility will serve Galderma's expanding markets in the western hemisphere.

The \$35 million plant will come on-stream early in 1998 and will have a production capacity of 40 million units a year.

The company emphasizes that the Baie-d'Urfé facility has a hemispheric mandate. In a recent interview, Jeffrey A. Wayne, Vice-President and General Manager of

Galderma Canada, told *Canada Investment News*: "This plant will be THE manufacturing facility for the Canadian, U.S. and Mexican markets as well as for Central America, Puerto Rico and other Caribbean states."

The investment, which includes \$20 million



worth of new production equipment, covers a complete refurbishing of Galderma's existing plant at Baie-d'Urfé and will result in the creation of 150 new jobs. The plant produced 20 million units in 1995 and Galderma estimates that the market for these products will grow by an average of 10% per annum over the next five years. In addition, the company expects that anticipated approval of new products will put the Quebec plant in a good position to meet fast-growing North

We chose Baie-d'Urfé, because of the high level of performance of the workforce, and because it is geographically well positioned to serve the entire North American market.

"Our plant will be located on the east-west Trans-Canada Highway and has excellent rail and air connections via Montreal to all our markets. From both a financial and logistical viewpoint, this location best suited our needs."

A pharmaceutical multinational, Galderma

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American demand. The project is supported by approximately \$3.2 million in loans from the governments of Quebec and Canada.

Speaking of the company's marketing ambitions, Mr. Wayne says: "Ultimately, Galderma wants to be number one in the world in dermatological products.

"We looked at several possible sites before deciding on a location.

is jointly owned by France's L'Oréal and Switzerland's Nestlé. The company has focused exclusively on dermatological products and its R&D program in that field is recognized to be the largest in the world.

Founded in 1991, Galderma Canada has been marketing prescription and non-prescription products across Canada from its Toronto headquarters. ♦



Galderma unveils its corporate signage in front of the new Baie-d'Urfé facility. From left: Yvon Tessier, Director of Plant Operations; Richard White, Director General of Baie-d'Urfé; Jean Kanan, Special Assistant to Nick Discepola, federal Member of Parliament; Jeffrey A. Wayne, Vice-President and General Manager of Galderma Canada; Anne Myles, Mayor of Baie-d'Urfé and Russell Williams, Member of the Quebec National Assembly.