

## Generix Group selects Montreal as a global development hub

Its staff is projected to grow by 50% within three years

**Montreal, November 19, 2020** — Generix Group, leader in supply chain optimization systems, announces the expansion of its Montreal team. Its Montreal office has already doubled in size in just one year and the company's growth continues in the region. Over the next three years, Generix Group plans to hire more than 70 people to complete its team. About 40 of these hires will be dedicated to the R&D centre created in Montreal. In total, this represents a local investment of approximately \$12 million (CA\$) in R&D.

The French company is counting on Montreal's expertise to further develop the product that has made its reputation in North America—Solochain. It is a world-class warehouse management and manufacturing execution system that has been implemented in more than 150 sites around the world. This solution allows manufacturers, as well as logistics companies, to optimize their end-to-end supply chain operations.

*"Montreal is brimming with talent and its know-how in different tech sectors is undeniable. Canada also has a network of universities that stands out for its excellence. This is why we selected Montreal as a development hub for Generix products," explains Aïda Collette-Sène, CEO of Generix Group. "The North American market is also a key growth driver for our company. Our Montreal team will play a strategic role in developing this market."*

*"This decision by the parent company is based on a recognition of the excellence of the Solochain product and of its potential to become a flagship product able to represent all the subsidiaries in fast-growing markets all over the world. We have every reason to be proud of this accomplishment. At the end of the day, it will be all our clients who will benefit the most—those who are already with Generix Group and those who come on in the future," says Philippe Gautrin, General Manager, Generix Group North America.*

*"Generix Group, which is already deeply rooted in the Québec ecosystem, shows how foreign subsidiaries actively contribute to the local economy," says Stéphane Paquet, President and CEO of Montreal International, Greater Montreal's economic promotion agency. "Its supply chain management solution is used by many Québec companies to improve their distribution across the province, which makes Generix a major player in the economic recovery."*

*"We can be proud that one of the leaders in supply chain optimization systems has chosen and continues to choose Montreal to develop its world-class solution Solochain. This significant investment will help to consolidate Québec's technological ecosystem and transform companies from here and elsewhere. Generix Group can count on our team for support, no matter what challenges the future holds," says Hubert Bolduc, President of Investissement Québec International.*

### **About Generix Group**

Generix Group is a collaborative supply chain expert present in more than 60 countries, through its subsidiaries and its partner network. Its SaaS solutions are used by close to 6,000 companies all over the world. The group's 550 employees provide daily assistance to clients of all sizes in the digital transformation of their supply chain. The company is already well established in Québec and has many customers in the region including Couche-Tard, Agropur, Novexco, Danone, Sonepar and Domino's Pizza. Its collaborative platform, Generix Supply Chain Hub, helps companies to keep their promises to their clients. It connects companies to all their partners so together they can operate physical flows, digitize information flows, and collaboratively manage processes in real time. Generix Supply Chain Hub is intended for all actors in the supply chain: manufacturers, logistic service providers (3PL/4PL), and distributors.

To learn more: [www.generixgroup.com](http://www.generixgroup.com)

### **About Montreal International**

Montreal International is a non-profit organization funded by the private sector, the governments of Canada and Québec, the *Communauté métropolitaine de Montreal* and the City of Montreal. Its mandate is to attract and retain foreign investment (companies and startups), international organizations, skilled workers and international students to Greater Montreal by providing support services tailored to their needs.

To learn more: [www.montrealinternational.com](http://www.montrealinternational.com)

### **About Investissement Québec**

Investissement Québec's mission is to play an active role in Québec's economic development by spurring business innovation, entrepreneurship and business acquisitions, as well as growth in investment and exports. Operating in all the province's administrative regions, the Corporation supports the creation and growth of businesses of all sizes with investments and customized financial solutions. It also assists businesses by providing consulting services and other support measures, including technological assistance available from its CRIQ business unit. In addition, through Investissement Québec International, the Corporation also prospects for foreign investment and assists businesses with export activities.

To learn more: [www.investquebec.com/quebec/en](http://www.investquebec.com/quebec/en)

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