

NEWS RELEASE

Governments of Canada and Prince Edward Island support innovation in Charlottetown

Ceapro Inc. expands to Atlantic Canada thanks to federal and provincial investment

For immediate release

June 21, 2010, Charlottetown, Prince Edward Island — A natural health products manufacturer is expanding its business into Atlantic Canada, thanks to investments from the Governments of Canada and Prince Edward Island. Speaking at the National Research Council in Charlottetown, the Honourable Gary Goodyear, Minister of State (Science and Technology), the Honourable Gail Shea, Minister of Fisheries and Oceans and Member of Parliament (Egmont), and the Honourable George Webster, Minister of Agriculture and Deputy Premier of Prince Edward Island announced that Ceapro Inc. has established itself in Prince Edward Island.

“Our government is investing in science and technology to create jobs, strengthen the economy and improve Canadians’ quality of life,” said Minister Goodyear. “This investment is good news for Islanders. It means more high-skilled employment in the province, and the high-tech and health manufacturing industry is continuing to grow here.”

Ceapro Inc.’s primary business activities relate to the development and commercialization of organic products for personal care and cosmetic industries. The company will work in collaboration with the National Research Council to undertake sophisticated scientific trials on natural products. This research will provide information to help further its market and develop the company’s existing products and future ones.

The company’s Atlantic operations branch will be located in the Industry Partnership Facility in Charlottetown operated by the [National Research Council \(Technology Cluster Initiatives\)](#), in a building made possible with the support of the Atlantic Canada Opportunities Agency (ACOA), the Province of Prince Edward Island, and the University of Prince Edward Island.

“The Government of Prince Edward Island is committed to supporting growth in the Bioscience sector through programs laid out in the Island Prosperity Strategy,” said [Innovation and Advanced Learning](#) Minister Allan Campbell. “Through our programs at Innovation PEI, we are proud to be a contributor to Ceapro’s exciting research endeavor here in PEI. It is another great stride forward in reaching our goals.”

Federal funding of \$50,000 is being provided through ACOA’s [Business Development Program](#). The Province of Prince Edward Island is contributing \$100,000 through its Department of Innovation and Advanced Learning.



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“These are exciting times as we team up with NRC’s world-class research team in Charlottetown,” says David Fielder, Ceapro’s Chief Scientific Officer. “Through this collaboration, NRC’s experience in helping Canadian bioscience companies and Ceapro’s presence here on Prince Edward Island, we aim to further strengthen our existing products and innovate for future ingredients.”

Canada’s Science and Technology Strategy aims to help universities develop, attract and retain the world’s best researchers in Canada.

About the National Research Council of Canada

Recognized globally for research and innovation, Canada's National Research Council is a leader in the development of an innovative, knowledge-based economy for Canada through science and technology.

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For more information (media only), please contact:

Media Relations

National Research Council Canada
613-991-1431
media@nrc-cnrc.gc.ca

Gary Toft

Director of Communications
Office of the Honourable Gary Goodyear
Minister of State (Science and Technology)
613-943-7599

Angela Court

PEI Innovation and Advanced Learning
902-368-6859
arcourt@gov.pe.ca



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