

Thursday, April 24, 2025

EQCO

Evolution of Quebec in Construction

EVENT PRESENTATION

POWERED BY: LES GRANDS BÂTISSEURS
Bâtir le futur *ENSEMBLE!*



Plaza Rive-Sud, 500 Ave du Golf, La Prairie, Quebec J5R 0A5

PLAZA
RIVE-SUD



OUR CONCEPT

On April 24, at Plaza Rive-Sud, the first edition of the EQCO event will take place, bringing together major players in the construction industry in Quebec. This is an exceptional opportunity for entrepreneurs, developers, and industry professionals to network and attend high-level conferences, promoting the development of various sectors related to construction. Participants will also have the opportunity to discover the latest practices and disruptive technologies, with special attention to artificial intelligence, electric transportation, robotics, the Internet of Things, clean energy, and innovative materials.

The event will begin with a welcome speech by Jean-Paul Mouradian, co-founder of EQCO, followed by six conferences led by renowned speakers whose achievements have been celebrated by their peers. Among the ambassadors present, Hugo Girard, Kim Bruneau, and Adam Reid will provide entertainment throughout the event.

EQCO 2025 is not limited to conferences. A networking session will offer guests a unique opportunity to meet and exchange ideas with the top leaders in the industry, fostering the establishment of new business relationships. This event will close with a touch of magical entertainment, creating a true climax to the day.

We invite all participants to expand their network, engage in discussions with experts, and be inspired by the ideas that will propel their businesses toward success. Together, we will build an innovative future by creating a unique synergy in Quebec's residential construction industry. This is a unique moment to dive into the disruptive technologies shaping the world of tomorrow.





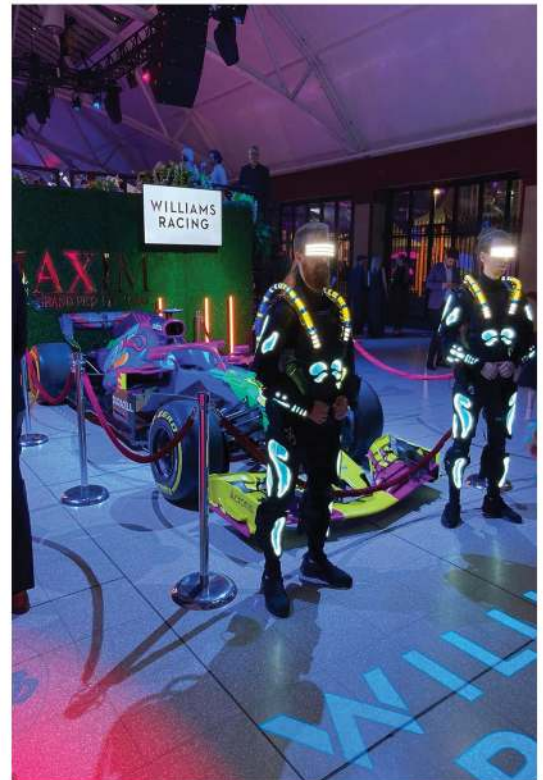
Jean-Paul Mouradian
Co-Founder of EQCO
Vice-President of Construction Covico Inc.
President and Founder of JPM Marketing Solutions
Co-Promoter of the Crescent Street Grand Prix Festival
Vice-President of Feldman Entertainment Quebec Inc.



WELCOME MESSAGE

It is with great pleasure and pride that Jean-Paul Mouradian welcomes you to this first edition of EQCO, dedicated to the evolution of Quebec in Construction. This event aims to bring together leaders and experts in the construction sector for a day entirely devoted to innovation, new technologies, and the exchange of knowledge that will transform the construction landscape in Quebec.

Jean-Paul Mouradian, co-promoter of the Crescent Grand Prix Festival and Vice-President of Construction Covico Inc., is a key figure in the entertainment and construction industries. His extensive experience and willingness to push the boundaries of innovation bring a unique perspective to this event. As a co-founder of EQCO, he invites you to explore new trends and engage in discussions on the industry's critical issues.





Throughout his career, he had the opportunity to contribute to the entertainment and construction industries, and these experiences have instilled in him a profound appreciation for the spirit of innovation that we celebrate today. He learned firsthand the importance of pushing boundaries, embracing innovation, and adapting to the ever-evolving landscape of these dynamic fields.

In the construction industry, innovation goes beyond cutting-edge technologies and materials; it also encompasses how we design our spaces, manage our resources, and encourage sustainable development. He is proud to be part of a community dedicated to a greener and more sustainable future, committed to promoting responsible construction practices.

This event provides an ideal platform for us to share our knowledge, learn from one another, and inspire new ideas. The renowned speakers and experts joining us for this occasion will guide us on an exciting journey through the latest trends and innovations shaping our industry.

He encourages each of you to make the most of this day by engaging in meaningful dialogues, networking with your peers, and inspiring positive change. Together, we have the power to build a brighter future for our communities.



France Goyet
President - Les Grands Bâisseurs
Founder of INNO Magazine
Associate - Réseau Bâisseurs
Promoter of the real estate and construction sector vitality in Quebec



AN INTRODUCTION

France Goyet, president of La Soirée des Grands Bâisseurs and editor of INNO Magazine, is an essential figure in Quebec's real estate industry. Recognized for her leadership and dedication to promoting sustainable practices, she has created a bridge between industry leaders and the innovations reshaping modern construction. Her participation in EQCO 2025, as a key partner, provides participants with a unique opportunity to gain strategic insights into infrastructure projects shaping the urban landscape of tomorrow.

With a career marked by the creation of prestigious events such as La Soirée des Grands Bâisseurs, France Goyet has continuously championed the industry's most cutting-edge practices. Under her direction, this evening has become a prime event for real estate and construction professionals, providing a platform to recognize excellence and innovation in this vital sector.

LES GRANDS ||| BÂTISSEURS
Bâtir le futur *ENSEMBLE!*



As the editor of INNO Magazine, she is at the forefront of disseminating emerging trends, innovative technologies, and the achievements of major real estate players in Quebec and internationally. Her unique vision allows her not only to be a promoter of innovation but also a key influencer in implementing sustainable and socially responsible practices in the construction sector.

Her involvement in EQCO 2025 will enable participants to benefit from her unparalleled expertise, opening the door to enriching exchanges with Quebec's top builders. France Goyet, through her unwavering commitment to innovation and sustainability, perfectly embodies the mission of this event: to build a more responsible, more connected, and more ambitious future for the construction industry.



OUR AMBASSADORS

HUGO GIRARD / AMBASSADOR

Hugo Girard, an individual with varied skills, has had a remarkable professional trajectory. His beginnings as a police officer for the city of Gatineau in 1996 were the starting point of a diversified career. Today, he stands out as a fitness coach, television host, speaker, and ambassador for BMR. But Hugo Girard doesn't stop there: he has a rich background as a strongman athlete, bodybuilder, and organizer of strongman championships. His entrepreneurial spirit is evident in the management of a range of dietary supplements and his Hugo Strong workwear line.



KIM BRUNEAU / AMBASSADOR

In 2008, Kim Bruneau began her career in the real estate sector within a company specializing in commercial services. Thanks to her studies in communication and interior design, she naturally gravitated toward residential projects. Her passionate interest in the world of construction and new real estate projects led her to contribute to multiple initiatives on the South Shore as well as in various locations on the Island of Montreal. Her expertise has sharpened in the art of pre-construction sales. This is how she founded her own company, specializing in the sale and promotion of new construction projects.

ADAM REID / AMBASSADOR

Adam is a bilingual master of ceremonies who has been repeatedly recognized for hosting hundreds of events, shows, and galas for brands across North America. His passion for personal growth, combined with his life accomplishments, has positioned him as an unmissable opening speaker. His presentation titled "CHANGE YOUR PERSPECTIVE. CHANGE YOUR LIFE." will allow the audience to feel more capable of seeing the world through clearer lenses. The goal? To provide you with the tools to identify where changes are needed in your daily life and how to take action starting today.



OUR SPEAKERS

Jérôme Nombalais Vice President – Major Projects for the Building Division at EBC

Jérôme Nombalais holds a central position as Vice President – Major Projects for the Building Division at EBC, a rapidly growing company in the building, civil, and mining sectors, having completed over \$23.7 billion in projects since 1968. With more than 25 years of experience in construction, he is recognized for his leadership and diligence in managing large-scale projects. His collaborative and inspiring approach drives team and stakeholder engagement while fostering innovation. He is committed to delivering high-quality, sustainable projects, adhering strictly to budgets and timelines, and ensuring optimal client satisfaction.

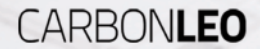
Mike Jager Co-Founder - Rosefellow

Mike Jager is the co-founder and co-president of ROSEFELLOW, a real estate development company specializing in large-scale industrial projects in Canada. Since its founding in 2019, the company has acquired over 31 million square feet of land and developed 22 industrial projects with a development value of \$3.1 billion. ROSEFELLOW stands out for its sustainable and innovative design and plans to deliver over 6.4 million square feet of industrial spaces by 2025. Mike plays a key role in the company's expansion, including in the United States, being recognized for his expertise in sustainable industrial development.

Bobby Correia EMBA - General Director - Rinox Group

Over the past two decades, he has had the privilege of evolving within each department of Rinox, going from a summer job assembling bricks and pavers to leadership roles within the company. The heart of the Rinox Group resides in the manufacturing of pavers, concrete blocks, and retaining walls. Over the past 20 years, the company has added a wide variety of architectural products to its offerings and has recently expanded its range with aluminum railings, masonry products, and fiberglass pools (Dolphin and Aquarino).





Sylvain-Pierre Crête Head of Energy Solutions and Support, Hydro-Québec

With a degree in mechanical engineering and an MBA in business management, Sylvain-Pierre has been working in the energy sector in Quebec for over 15 years. Currently Head of Energy Solutions and Support at Hydro-Québec, Sylvain-Pierre and his teams assist commercial, industrial, and institutional clients in maximizing the implementation of energy efficiency and power management measures, thereby optimizing the energy performance of their buildings.

Laurent Messier Chief Executive Officer and Partner - Groupe Devimco

Laurent Messier joined Devimco in 2014, bringing a passion for real estate and experience as a co-founder of a real estate company. With degrees in Business Administration and Public Accounting (HEC Montréal) and certifications as a CPA and Business Valuation Expert (York University), he spent nearly a decade advising senior leaders on acquisitions, valuations, and reorganizations. Now CEO and Partner, he oversees major projects, shaping Montreal's urban landscape.

Claude Marcotte Executive Vice-President and Partner - Carbonleo

With over 30 years of experience, Claude Marcotte is a renowned figure in the real estate sector. He notably participated in the planning of the Griffintown district and the implementation of the Tour des Canadiens and the Bois-Franc project. Now Executive Vice-President and Partner at Carbonleo, he is responsible for managing agreements with municipal actors as well as external consultants involved in the planning and execution of Carbonleo's projects.





SCHEDULE

ARRIVAL AND REGISTRATION	●	2:00PM - 3:00PM
<i>Mimosa and coffee station</i> WELCOME COCKTAIL	●	2:00PM - 3:00PM
WELCOME SPEECH	●	2:30PM - 2:45PM
CONFERENCES PRESENTATION	●	2:45PM - 3:00PM
GENERAL CONFERENCE <i>1st Speaker</i>	●	3:00PM - 3:20PM
CONFERENCE 2	●	3:20PM - 3:40PM
CONFERENCE 3	●	3:40PM - 4:00PM
CONFERENCE 4	●	4:00PM - 4:20PM
CONFERENCE 5	●	4:20PM - 4:40PM
CONFERENCE 6	●	4:40PM - 5:00PM
HONORARY GUESTS CONFERENCE	●	5:00PM - 5:30PM
FREE TIME	●	5:30PM - 6:30PM
GASTRONOMIC COCKTAIL	●	6:30PM - 12:00AM

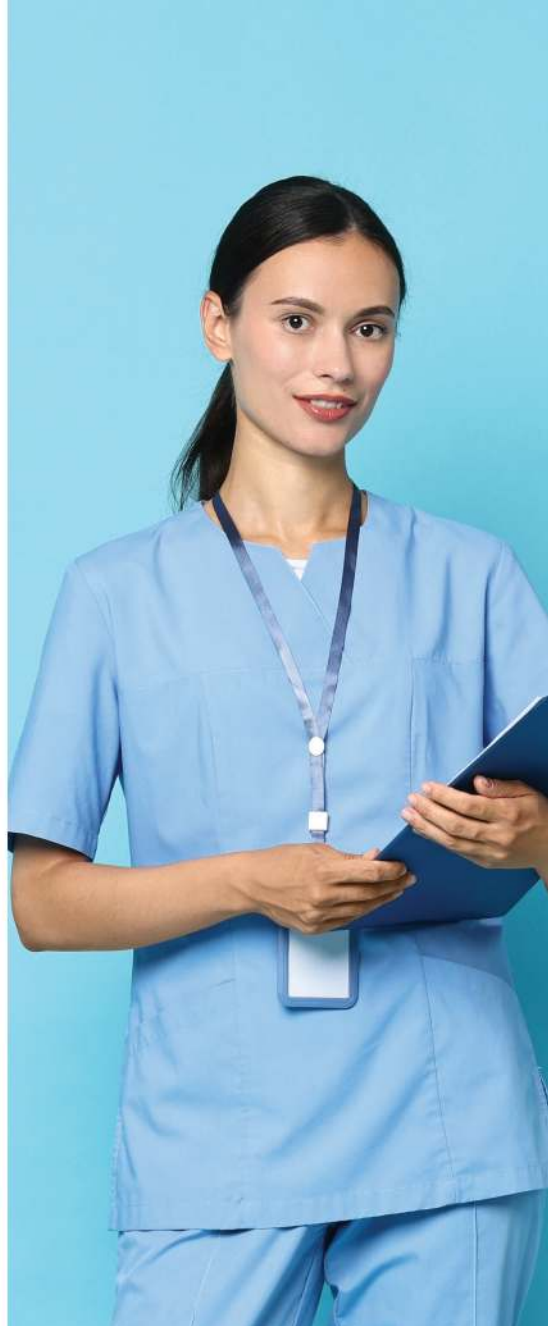
MAKE A DIFFERENCE

For this edition, we are proud to announce our collaboration with the Fondation Hôpital Charles-LeMoyne as part of our construction conference event.

This partnership reflects our desire to actively participate in improving the health and well-being of our community. We are committed to supporting the Fondation Hôpital Charles-LeMoyne in a meaningful way. As such, a portion of the profits will be donated to the Foundation.

Our commitment goes even further! During the gastronomic cocktail, we will showcase high-end products for auction, offering participants the opportunity to purchase exceptional products while supporting the cause. These donations will help meet urgent needs at Charles-Le Moyne Hospital.

Together, we can make a difference in the lives of patients and families at Charles-Le Moyne Hospital!



Your Hospital. Your Impact.



 **Fondation**
Hôpital Charles-LeMoyne
Le + pour votre Hôpital

EQCO VENUE

Our upcoming event promises to be an exceptional experience, and to ensure you make the most of each moment, here is a detailed overview of our carefully orchestrated floor plan.

Héron Impérial

This room will be the heart of our event, where experts will share their ideas and visions. The conferences will be held here, providing an ideal platform for the exchange of knowledge and inspiration.

The Reception Hall

This section is dedicated to our sponsor partners and the 10 company showcases. Each partner company will have the opportunity to present their products, services, and innovations in a personalized manner. This is where business relationships will be strengthened, and partnerships will take shape. This section will remain open for the entire duration of the event.

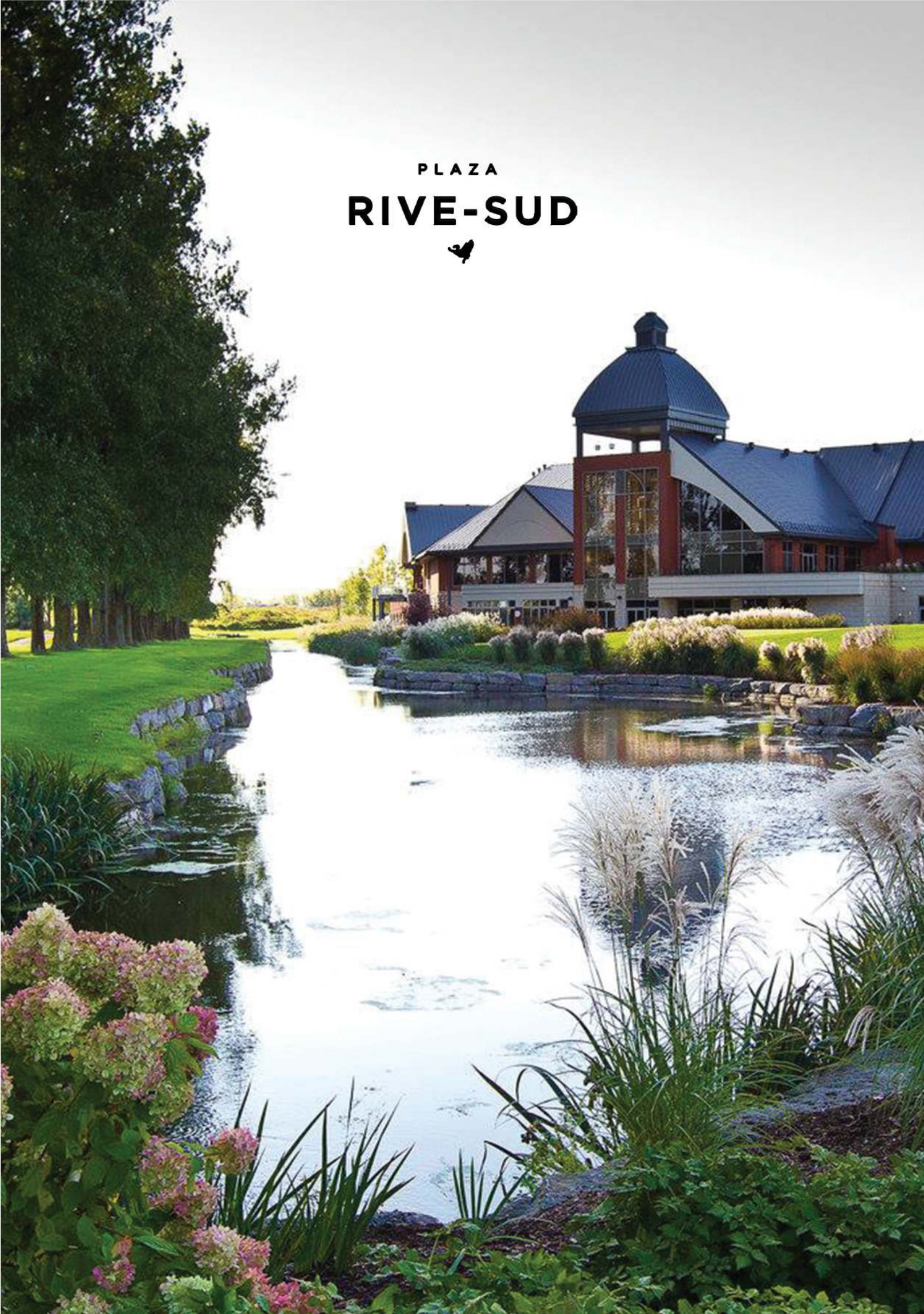
Héron Agami ou Cendré

The Title Sponsors and Keynote Speaker will have a place of honor in these rooms to highlight their company, achievements, and values during special presentations. These rooms will offer a special space for close encounters with clients and partners around the day's theme. The opening hours of these sections will be announced in the program.

We have carefully designed this floor plan to ensure each moment of our event is optimal for our participants, our speakers, and our partners. We look forward to welcoming you into this refined environment dedicated to innovation and networking, where investors, industry leaders, and companies will shine.



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Bâtir le futur ENSEMBLE!



The true innovation in the world of construction lies in our ability to build structures that not only consume less energy but also produce it.

www.eqco.ca

