

## **THE “CENTER OF EXCELLENCE IN ENERGY EFFICIENCY” (C3E)**

The C3E is an integrated vehicle of economic development specialized in the sectors of the energy efficiency and new sources/technologies of energy.

The energy efficiency can contribute largely to balance the supply and demand of energy. From there, there are numerous opportunities to improve the energy infrastructures on a world level; an investment strategy centered towards the energy efficiency will help to multiply the energy resources while slowing down the increase in the emission of GES.

The C3E's mandate differentiation from other stakeholders is the development of “*commercialization exit strategies*” supported by two interdependent and interrelated loops: the *notoriety of the product/technology* and the *business opportunity* meeting needs in the market.

The C3E's distinctiveness proceedings correspond to its: (1) important network of scientific/technological centers and large industrial partners; (2) investment capacity into strong technological opportunities; (3) selection capacity to carrying projects with strong commercial potential; and (4) expertise to support technological companies showing a growing capacity.

The C3E's measures intervene when the functional concept of the product/technology was shown and aim at gathering the forces of the administration and marketing to that of engineering and the innovation in order to create an entrepreneurial technico-managerial culture in the company.

[www.ceee.ca](http://www.ceee.ca)